



**SCHOOL OF DESIGN**  
THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

# FINE JEWELRY DESIGN PROGRAM



## PROGRAM HIGHLIGHTS

- Lecture and studio learning format
- International guest lecturers
- Local experts
- The design process for inspired fine jewelry
- Personal guidance and class critique.

*Become inspired and knowledgeable about  
fine jewelry design!*

## OBJECTIVES

This Jewelry Program is created to help design professionals sharpen their capabilities in fine jewelry design through the support of leading international designers from around the world, local experts and professors of PolyU's School of Design. Specifically, the objectives of the Program are to assist Hong Kong Jewelry designers to achieve the following:

- Enhance the knowledge in the art of unique, fine jewelry design for the luxury market
- Foster practical and creative design knowledge and skills in fine jewelry design
- Upgrade the branding and marketing techniques in the field of fine jewelry.

**TARGET PARTICIPANTS** Hong Kong jewelry designers.

## PROGRAM

### CONTENTS

- Module 1: Principles of Fine Jewelry Design
- The development of fine jewelry
  - Constituting elements in fine jewelry design
  - Good design and visual excellence
  - Jewelry related luxury goods, such as watches, silverware, tableware, etc.
  - New designs in fine jewelry
  - Practical aspect in design budgeting
- Module 2: Branding and Marketing in Fine Jewelry
- Methods and channels for branding and marketing fine jewelry
  - Packaging and presentation of fine jewelry
  - Managing a successful jewelry brand
  - Marketing to the target consumers
  - Case study - Identify a fine jewelry piece and analyze the branding, marketing and presentation campaign and locate the critical successful factors
- Module 3: Culture, Luxury and Fine Jewelry Design
- The role of culture played in jewelry design
  - The current cultural inspirations for fine jewelry
  - Materials for fine jewelry
  - Constituting elements of the luxury market today
  - Trend forecast of fine jewelry design
- Module 4: Fine Jewelry Design Practice
- Case study
  - Presentation of fine jewelry design project

*\*\* This Program may be subject to further changes, fine-tuning and enhancements, depending on international experts' schedule or students' process.*

## FINE JEWELRY DESIGN PROJECT

Each participant is required to complete a Fine Jewelry Design Project and submit a report to demonstrate the fine jewelry design processes:

- justification for the market and consumer needs
- inspiration that led to the design
- conceptual drawings
- materials used
- packaging and marketing strategies.

They should demonstrate their innovative design, conceptual thinking, professional understanding and aesthetic sensitivity in doing the Project. They should present design work and seek for advice from academic advisors and industrial advisors designated by the School of Design throughout the Program. By the end of the Program, they should present the Project for assessment.

The outstanding designers will be selected and their designs will be exhibited in a Hong Kong jewelry show sponsored by the Program Organizer.

A 2-week study tour to London or Europe will be awarded to the participant whose Fine Jewelry Design Project is outstanding, meeting the judging committee's standards. The tour will provide a unique chance to discover the characteristics of fine jewelry design in other country by studying short course in design college (such as Central Saint Martins College of Art and Design) and visiting to fairs, design studios, showrooms and museum.

Other participants can join the tour by paying the tour fee.

## PROGRAM STRUCTURE

The Program will be delivered through out-come based learning format, including the following:

1. Interactive workshops conducted by professors from School of Design and others
2. Guidance and advice for participants to accomplish individual fine jewelry design project to form graduation portfolio
3. Review of design projects
4. Class critique of fine jewelry designs.

## ENTRY REQUIREMENTS

Applicants are expected to possess:

- Not less than one year practical design experience
- The practical skills of jewelry making, such as soldering, cutting, polishing, etc. in a variety of materials preferred
- The intent to develop their talent in fine jewelry design and exhibit these traits in their application process
- Proficiency in English
- Commitment to complete the Program.

## PROGRAM SCHEDULE

Module	Date
1	15, 22 & 29 Aug 2009
2	12, 19 & 26 Sept 2009
3	10, 17 & 24 Oct 2009
4	7, 14 & 21 Nov 2009

Each module will last for 3 days (Saturdays), with 18 contact hours and additional hours outside the class as needed.

**VENUE** The Hong Kong Polytechnic University

**LANGUAGE** English

**PROGRAM FEE**

1. The Program fee will be \$13,500 per participant for 4 modules
2. Early-Bird rate will be \$12,000 for enrollment **before 30 June 2009**
3. An interest free installment plan to holders of credit cards from Bank of East Asia (BEA) and HSBC will be offered to this Program.

**AWARD** A Certificate for Fine Jewelry Design will be issued by the School of Design for each successful participant.

**ORGANIZER**  
School of Design, The Hong Kong Polytechnic University

The School of Design is at the forefront of applying Asian innovation to global opportunities. The School is committed to sustain excellence in design education, practice, consulting and research; to harness the legacy and dynamism of Asian cultures in creating solutions for human needs; and to create strategic models for products, brands, and systems in local and global markets. The School has over 1400 students and is the only institution offering design education at the higher level in Hong Kong.

**CO-ORGANIZER**  
Management and Executive Development Centre, The Hong Kong Polytechnic University

Management and Executive Development Centre (MEDC) is a strategic business unit of the Institute for Enterprise (IfE) within PolyU. Dedicated to support the development of the commercial, industrial and public sectors, MEDC provides professional services in management consultancy, customized training for corporations, and executive development for focused sectors in the fame of training and business alliance building activities.

## ACADEMIC AND ADMINISTRATIVE SUPPORT

### Program Director:



**Prof. Lorraine Justice**  
Director, School of Design, PolyU  
PhD, MA, BFA, FIDSA

Professor Justice is currently the Director of the School of Design at The Hong Kong Polytechnic University. Prior to joining PolyU, Professor Justice was Director of the Industrial Design Program in the College of Architecture at the Georgia Institute of Technology (Georgia Tech). She has served on several international design juries such as Design of the Decade and the Asia Design Awards. Professor Justice was named one of the top 40 influential designers in the world by I.D. Magazine in New York City for 2006. She currently also serves as Executive Board of Directors for the Icsid.

### Instructors:



**Prof. John Heskett**  
Chair Professor of Design, School of Design, PolyU

Professor Heskett is the Chair Professor of the Polytechnic University's School of Design. Before that, he was the Professor of Design at the Institute of Design, Illinois Institute of Technology, Chicago. Professor Heskett's current research is about how design creates economic value, with particular emphasis on industry in the Pearl River Delta of China and the role of this in design policy in governments and corporations. He shared the stage with Sir George Cox to speak on design support as a strategic tool for the development of national economies at the International Workshop on Design Support. Professor Heskett also contributed a research paper on Asian design and policies to the Cox Report in 2004, which was submitted to British Prime Minister Gordon Brown, then Chancellor of the Exchequer.



**Dr. Sandy Ng**

Assistant Professor (Cultural Studies in Design), School of Design, PolyU  
PhD, MA, BA

Dr. Ng is the Cultural Studies coordinator at the School of Design. She began her teaching and research career, sponsored by the Asian Pacific Scholarship at the University of Hawaii in Manoa in the United States. While pursuing her doctoral research in Great Britain, she taught Cultural Studies at the University of Sussex. Upon returning to Hong Kong, she joined the Fine Arts department at the University of Hong Kong, offering thematic courses that scrutinize cultural manifestations in contemporary societies. She has presented her research work at conferences and invited events in the United States and in Great Britain.

*\*\*Other instructors will be announced later*

**Program Co-ordinator:**

Mr. Sidney Wong, Associate Director, Institute for Enterprise, PolyU

**GUEST SPEAKERS FROM HONG KONG:**



**Ms. Kai-Yin Lo**

Jewellery and Accessories Designer, Author, Art and Cultural Consultant

Kai-Yin Lo is the recipient of the prestigious “World’s Outstanding Chinese Designer 2007”, award and the Silver Bauhinia Star from the Hong Kong SAR government in recognition of her outstanding contribution to design, the design industry and society. She is acknowledged to be a pioneer of interpreting the Chinese spirit into global design and for elevating semi precious stones into the mainstream of jewelry.

Described by the Wall Street Journal as a “Renaissance woman”, Kai-Yin Lo, a student of history at Cambridge and London Universities, is also a sought after speaker and consultant on Chinese history, heritage and the creative industries, exhibition curator and the editor of four books on Chinese culture. Her last tome, “House, Home, Family – Living and Being Chinese”, co-edited with Ronald G. Knapp, has been adopted as text by over 20 universities in their Asian Studies course.

Kai-Yin Lo is a Visiting Professor at the Academy of Arts and Design, Tsinghua University, Beijing; member of the Asia Pacific Art Acquisitions Committee, Tate, UK; and member of the International Council of Asia Society. The Kai-Yin Lo Annual Lecture at Asia Society, New York, is an important platform for arts, design and cultural exchange.



**Mr. Dennis Chan**

Designer and Co-founder, Qeelin

Mr. Dennis Chan, designer and co-founder of Qeelin, China’s first Luxury Jewellery Brand. D. Chan received his design education from the Hong Kong Polytechnic University. His scholarship brought him to London, where he started his career as a designer in a local consultancy. He then came back to Hong Kong and set up his own company providing professional design consultancy services to international brands and institutions.

Over the years, D. Chan has been continuously challenging himself on multi-discipline designs. He believes that design has no boundaries, and his move to luxury jewellery design is the natural extension of his lifetime passion for exquisite timepieces and fine jewellery. His designs are original, unique and outstandingly modern.

*\*\*Other guest speakers invited will be announced upon confirmation*

**ORGANIZER**

School of Design, The Hong Kong Polytechnic University

**CO-ORGANIZER**

Management and Executive Development Centre, The Hong Kong Polytechnic University

**SUPPORTING ORGANIZATIONS**

Hong Kong Gemstone Manufacturers' Association



Hong Kong Jewellery &amp; Jade Manufacturers Association

**PROGRAM SPONSOR****Ms. Ina Chan**

# ENROLLMENT FORM

**(Please enroll by 30 June 2009 for Early-Bird Rate)****Enquiry Hotline: 3400-2941**

I would like to join the "Fine Jewelry Design Program".

Name of Applicant (Mr./Mrs./Miss)\* :

(English)

(Chinese)

Company Name :

Position :

Company Address :

Design Experience: \_\_\_\_\_ yr (s)

Jewelry Design Experience: \_\_\_\_\_ yr (s)

Email :

Date :

(dd/mm/yyyy)

Tel. :

Fax:

Applicant's Signature :

\*Please delete as appropriate

*The course fee can be paid by the following methods:*

- a) **Cheque:** Please send a crossed cheque (made payable to "The Hong Kong Polytechnic University") to Fine Jewelry Design Program Planning Committee, QR702, 7/F, Core R, Management and Executive Development Centre, The Hong Kong Polytechnic University, Hung Hom, Kowloon. Please put your name at the back of the cheque.
- b) **Interest Free Installment Plan:** We offer an interest free installment plan to holders of credit cards from Bank of East Asia (BEA) and HSBC. Please call us on 3400-2773 for details.

**Please fax the completed Enrollment Form to make reservation (Fax no.: 2764-5287).**