

# LANGUAGE OF JEWELLERY

## THE LEARNING INSTITUTE

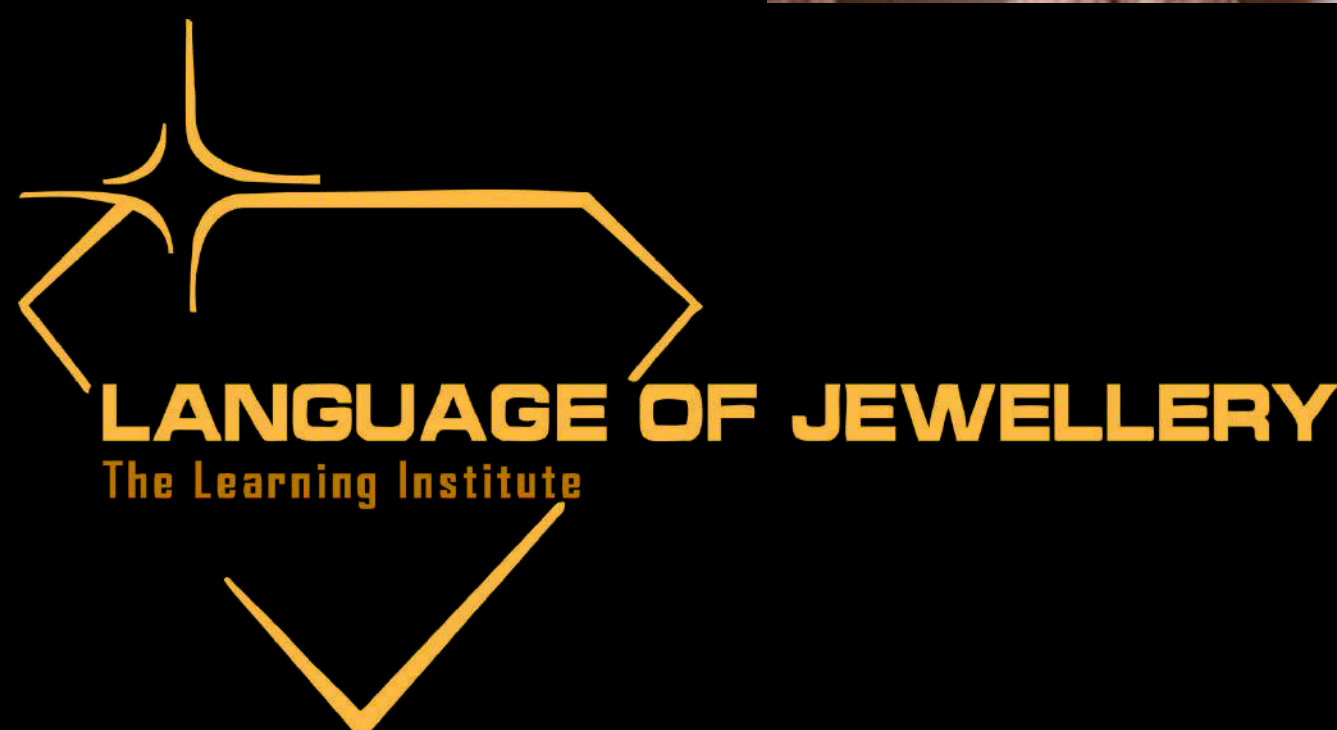


There is a massive demand for fancy jewellery in modern times. People are keen on experimenting with different styles and patterns of jewellery. Jewellery has turned out to be the most sought after fashion trends in modern times. Passion towards jewellery has undoubtedly enlarged the market for the customers.

A Jewellery designing is a domain where a candidate is taught about the basics of jewellery designing concepts. There are various dimensions of jewellery designing that makes it a vast domain. Starting from the material quality to craftsmanship, one needs to possess. If you wish to build and shape up your career as a jewellery designer, look no further than LOJ, Rajkot, for the best result. This is the first Jewellery designing institute in Rajkot for learning about the different jewellery designing skills and different aspects of designing a piece of jewellery.

Q. Why should you enroll in this course?

Sketching an idea on paper seems quite manageable. However, the skill sets demanded from a professional jewellery designer include good communication skills, visual imagination, an eye for detail, adequate knowledge of past and present market trends, creativity, and the knowledge of different metals, gems and manufacturing. A manual jewellery designing course trains students to meet these industry-level requirements. All you need is a passion for jewelry designing and a burning desire to learn.



[languageofjewellery.com](http://languageofjewellery.com)

Q. I do not have a background in the gem and jewellery industry. Is this program right for me?

we focuses on teaching from the grass root level regardless of whether you have a gem and jewellery industry connection or not. Many of students do not have any background in the industry. Not only have they successfully completed the program, but several of students have flourished either by starting their own ventures or working for established names in the industry.



The Jewellery Design course helps you prepare in turning your inspirations into designs. You'll learn drafting, shading, design theory, how to illustrate shape and form using several mediums, and more. Plus, successfully completing Jewellery Design certificate course opens up numerous avenues to explore as career paths including jewellery designer, hand renderer, sales associate, technical designer, jewellery business owner, and more.



Q. My drawing skills are not great, but I'm keen to take up jewellery designing. Will I still be able to learn design?

Yes. we cover basics like drawing a line and advance towards drawing and rendering complex forms of jewellery pieces.

Q. Will I get help in developing my own portfolio?

Yes. Every student is required to design a portfolio, during which they are guided at each and every step – starting from selecting an inspiration and measurements to the rendering and filing of the designs for display.

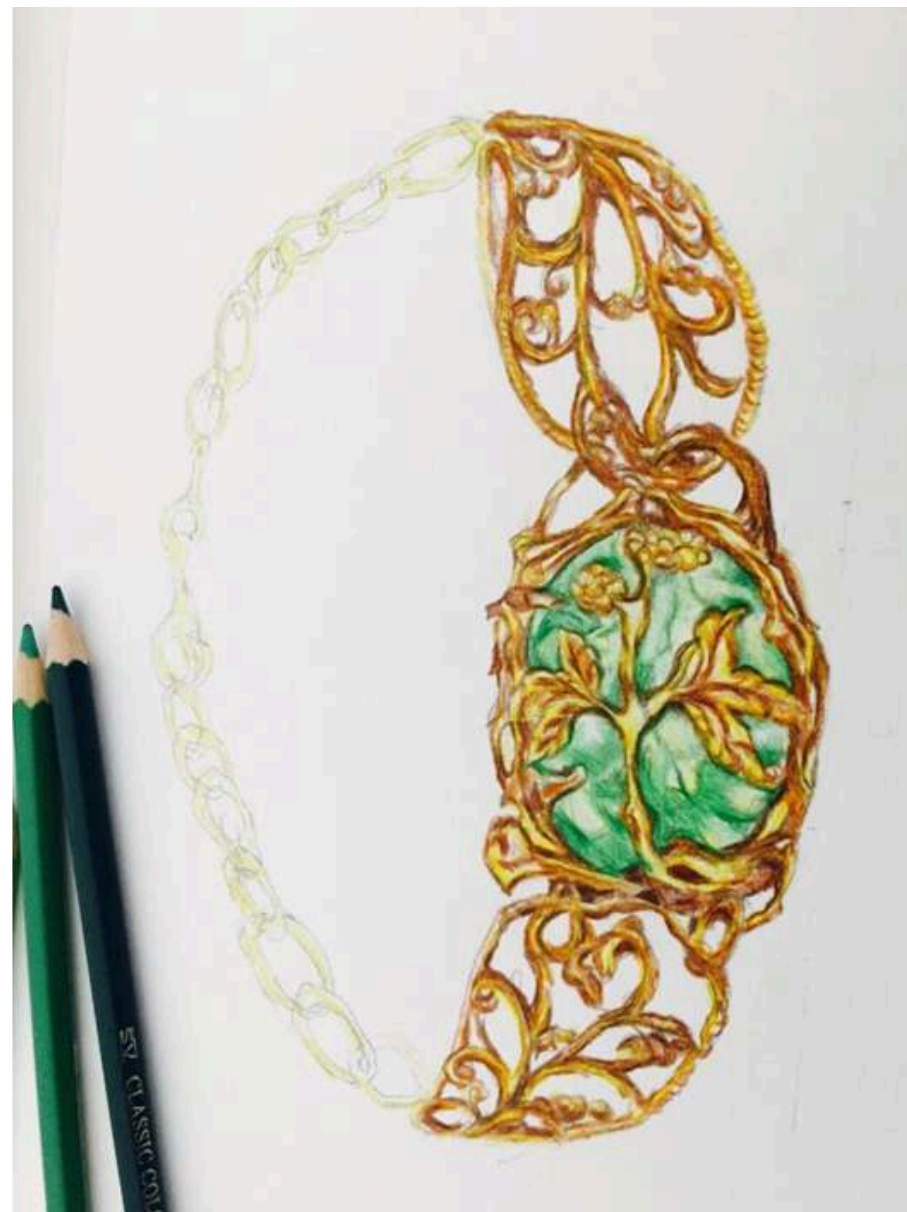
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# course details

session -1	session-2	session -3	
- history of jewellery	-understanding of motifs	-technicalities	
-understanding jewellery design	-sources of inspiration	-geometry	
-elements of jewellery	-visualization & reflection of light on various shapes & metal	-various types of jewellery setting	
	-use simple tools for effective design	-links & joints	
session -4	session -5	session -6	session -7
-designing various types of jewellery necklace, ring ,pendant heavy, casual and cocktail jewellery	-knowledge about color and its philosophy	-different type of jewellery. Diamond, fusion, stone etc.	-trend analysis of jewellery
	-rendering stones	-customise jewellery	-calculation of different purity gold
	-rendering metal surface	-concept of brand jewellery	-preview of diamond and gemstone
		-portfolio	-costing of jewellery
			-project work
			-webinars
			-certificate

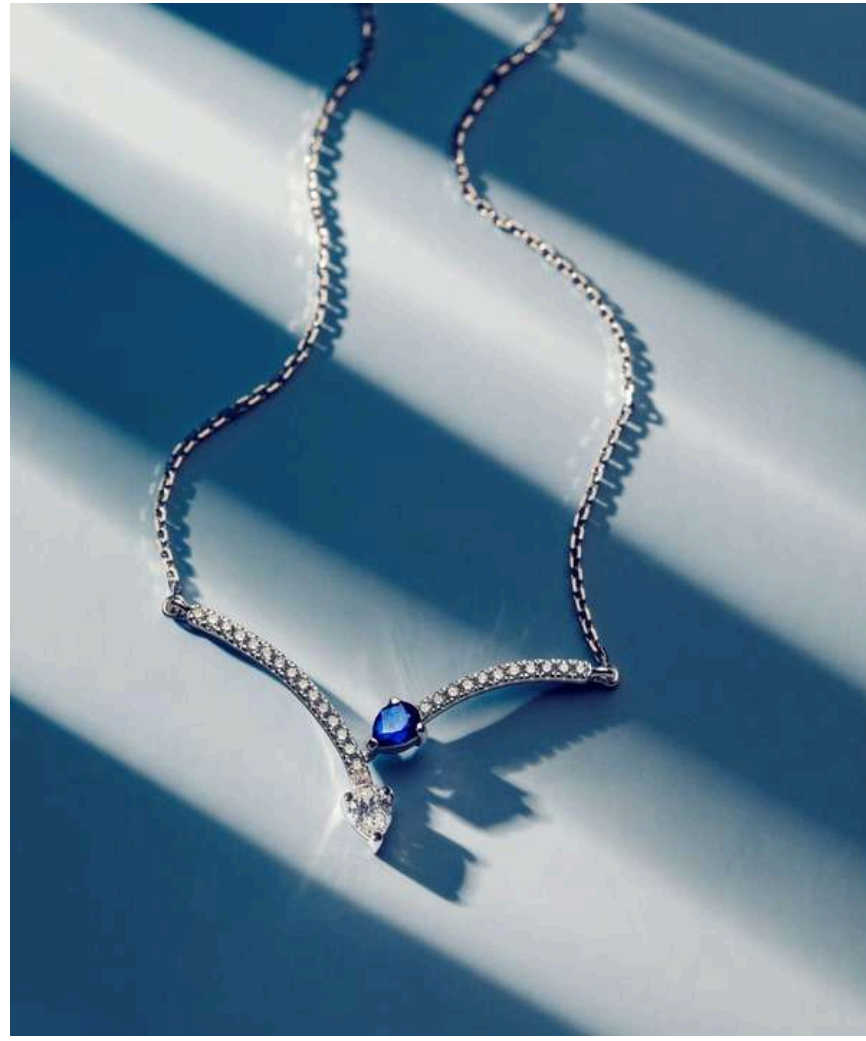
# MANUAL DESIGNING



# DIGITAL DESIGNING



# PRODUCT PHOTOGRAPHY



# MANAGEMENT PROGRAM





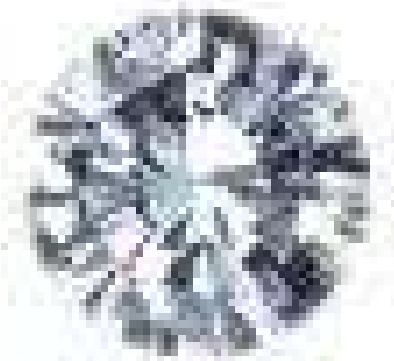
# GEMSTONES



Blue Sapphire  
"Neelam"



Cat's-Eye Chrysoberyl  
"Vaidurya"



Diamond  
"Heera"



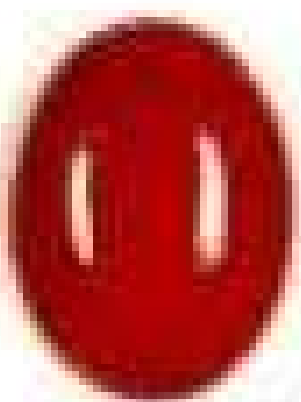
Emerald  
"Panna"



Hessonite Garnet  
"Ratna Gomedha"



Natural Pearl  
"Mooti"



Red Coral  
"Moonja"

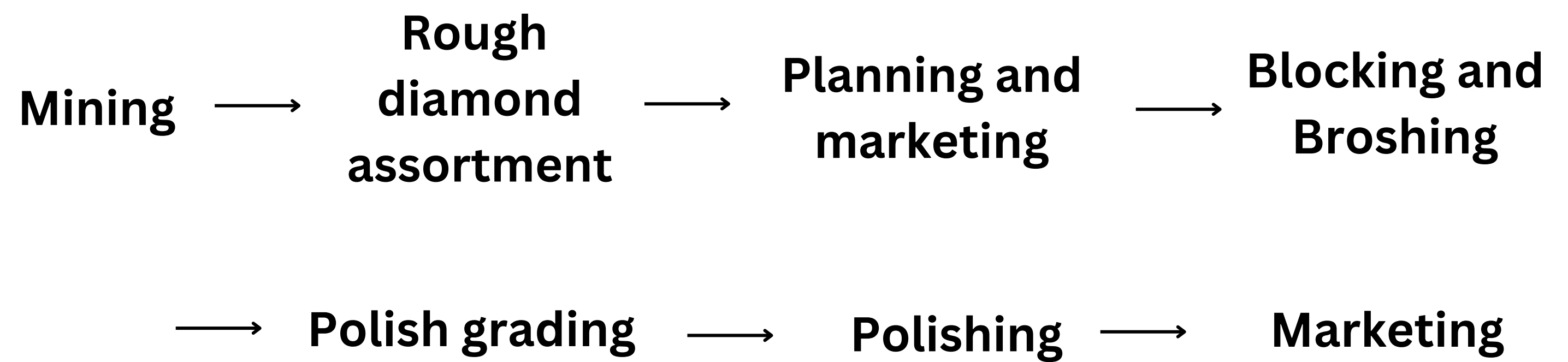


Ruby  
"Raj Ratna"

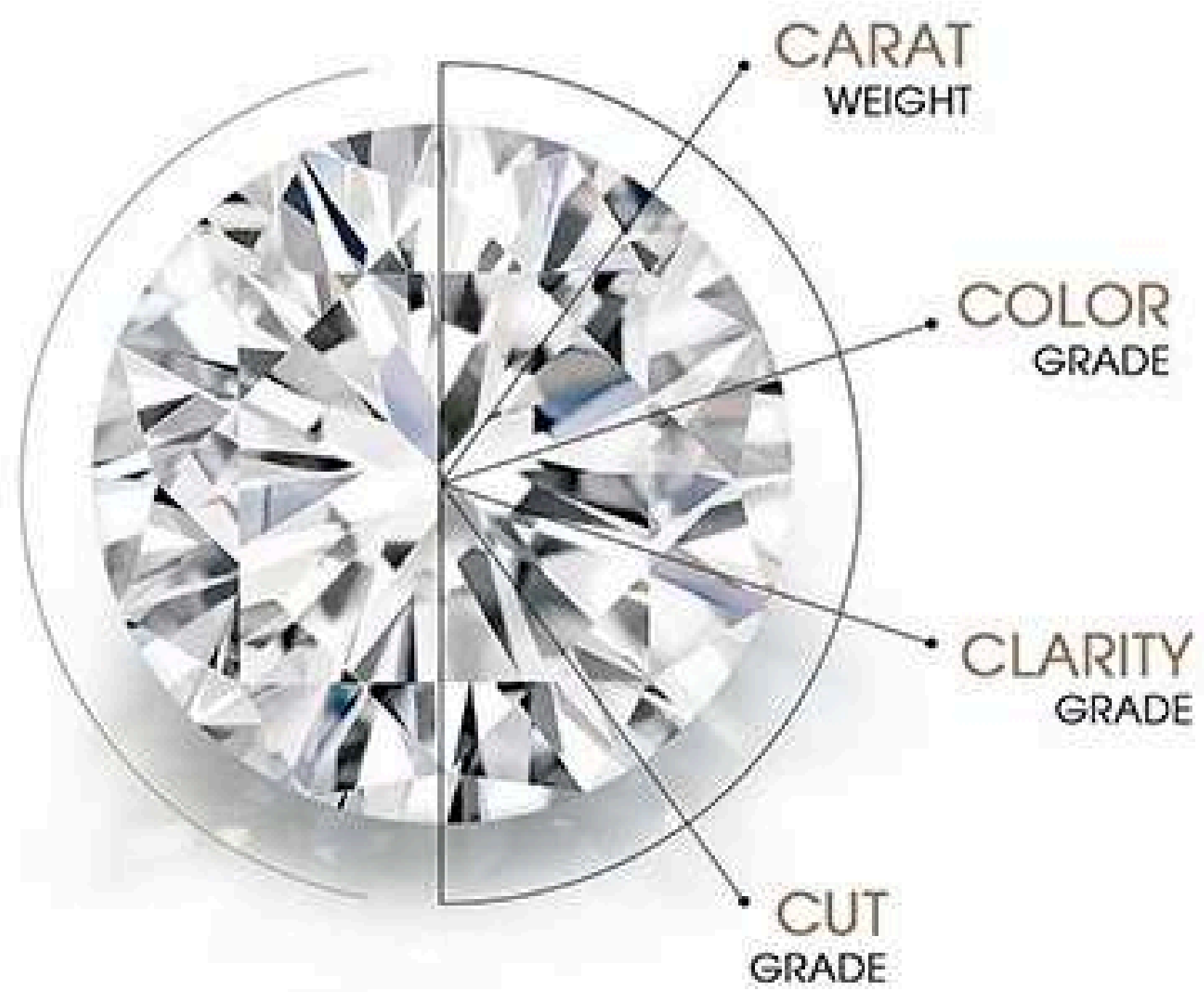


Yellow Sapphire  
"Pukhraj"

# DIAMOND PROCESS



# THE DIAMOND 4C's



# CAREER OPPORTUNITIES

- You can be a designer
- Freelancer
- You can make your career in jewellery photography | social media manager for any jewellery brands
- You can be a jewellery stylist
- Jewellery consultant
- Sales manager
- Illustrator
- jewellery blogger
- You can start your own brand or tie-up with any other individuals

- **Learn from industry experts and experienced instructors.**
- **Hands-on training with tools and materials.**
- **Unlock your creativity and unleash your potential in the world of jewellery design!**
- **Comfortable sitting arrangements.**
- **Explore your creativity and create stunning jewellery designs.**
- **Creative, supportive atmosphere where ideas thrive.**
- **Positive environment for personal growth.**

**Location: 242, The City Centre, Nr. Amrapali Under Bridge, Raiya Road. Rajkot.**