

Applied Learning (Senior Secondary Level)

2020-22 Cohort

Learning and Teaching

Subject Title : Display and Jewellery Design
Area of Studies : Creative Studies
Course Provider : School of Continuing Education, Hong Kong Baptist University

In Display and Jewellery Design, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in Display and Jewellery Design.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures and practices to understand the diversity of display/jewellery/fashion jewellery design, production process and design principles) and eye-opening opportunities to experience the complexity of the context (e.g. visits to display/jewellery/fashion jewellery organisations, fashion or jewellery district, visual arts exhibitions, designers' studios, gem laboratories and sharing by the professional designers).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. role playing exercises as brand designers in the project for designing a personal series of display/jewellery/fashion jewellery products, practical sessions in art studio workshop).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. encouraging students to think from different perspectives and nurture unceasing innovativeness; case studies on display/jewellery/fashion jewellery and modern cultural design brands enhance students' reflection on the impact of socio-cultural and economic factors on display/jewellery/fashion jewellery design). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. integrated display/jewellery/fashion jewellery design project enables students to integrate the knowledge and skills to produce their own portfolio through practising the stages of creative design including inspiration of developing thematic design concept, research on display/jewellery/fashion jewellery designers or brands of different styles, sketches and drawings of different styles, reflecting and refining the design through creative thinking, production, display and presentation of individualised design work).

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Curriculum Pillars of Applied Learning in Context – Display and Jewellery Design

Upon completion of the subject, students should be able to:

- explain the importance of work ethics and responsibilities required in the display/jewellery/fashion jewellery design profession;
- analyse the impact of different regional culture, design history and global design trend on the development of display/jewellery/fashion jewellery design;
- apply basic design principle, digital technology and illustration skills in display/jewellery/fashion jewellery design, production and marketing;
- strengthen communication skills and build up team spirit through diversified learning activities;
- integrate the design knowledge acquired and complete a final project with creativity; and
- develop self-understanding for further studies and career development in the related field

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- observe the code of conduct in display/jewellery/fashion jewellery design industry (e.g. legal and ethical issues);
- identify the impact of cultures and trends on display/jewellery/fashion jewellery design and recognise the relationship between art styles and international brands;
- understand the major functional areas of display/jewellery/fashion jewellery industry, production process and the roles and responsibilities of a designer in an organisation;
- recognise the relationship between the characteristics of different materials and display/jewellery/fashion jewellery production;
- employ basic design knowledge and materials, and integrate critical thinking in creating display/jewellery/fashion jewellery design which meet the goals and design specification;
- identify the characteristics and functions of various kinds of display/jewellery/fashion jewellery products and demonstrate the methods of displaying products aesthetically; and
- understand the abilities required as a designer and develop one's further studies, career development and lifelong learning development plan.

2. Foundation Skills

- demonstrate effective communication skills in applying creative elements and concepts effectively in three-dimensional - design, presenting and displaying personal designs systematically to customers;
- be familiar with basic design elements and principles, and make use of design theories to analyse and appraise different designs, demonstrating the understanding of aesthetics and the ability to appreciate beauty;
- employ appropriate terminologies used in the display/jewellery/fashion jewellery industry for expressing ideas and communicating with jewellery industry effectively;
- demonstrate mathematical skills such as measurement and scaling in constructing three-dimensional space, drawing three-dimensional illustration and making prototypes by; and
- employ information technology skills in applying computer-aided software in display/jewellery/fashion jewellery design, employing techniques of basic digital photography for design product shooting and conducting a research, analysing the information and presenting the product in the integrated project.

3. Thinking Skills

- demonstrate creativity in integrating and applying knowledge and skills on the display/jewellery/fashion jewellery design to generate ideas;
- apply analytical ability in design, such as deconstructing the design elements and principles applied in two-dimensional and three-dimensional pieces and conducting aesthetic analysis on photographs of products taken; and
- employ problem-solving and decision-making skills in the display/jewellery/fashion jewellery design, such as understanding the development method of thematic' designing concepts through the from-conceptual-to-concrete thinking mode.

4. People Skills

- demonstrate collaborative and team building skills through interactive cooperation among team members in articulating ideas with common consensus, and apply the production techniques to design and make models; and
- demonstrate self-reflection and self-management skills in establishing working schedule for design planning, reviewing the goal set regularly so as to present and display the work effectively.

5. Values and Attitudes

- show honesty and integrity as well as respect for others and law and authority;
- observe the work ethics related to creative industry;
- show respect to originality, intellectual property rights and patent right in design; and
- show good aesthetic perception on different materials as well as strong imaginative power and designing ability to create individualised product.