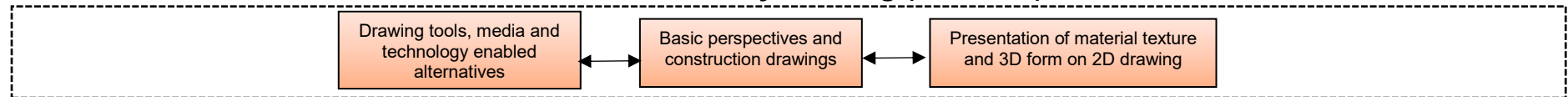# Applied Learning

2023-25 Cohort; 2025 HKDSE

Item	Description
1. Course Title	Jewellery Design in Digital Age
2. Course Provider	Vocational Training Council
3. Area of Studies/ Course Cluster	Creative Studies/ Design Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	Upon completion of the course, students should be able to: (1) demonstrate a basic understanding of the work ethics of jewellery designer, the importance of copyright issues and the professional conduct on virtual platforms; (2) appreciate, analyse and interpret different jewellery styles and design trends in local and global context, and evaluate consumer culture on ecommerce platforms; (3) apply creative thinking skills to develop design solutions and strike the balance between end-users' needs, aesthetic appreciation, and functional requirements; (4) integrate and apply basic design knowledge and skills of jewellery design in the design process, and recognise the CAD technology enabled alternatives to traditional design methods; (5) express well-thought-out ideas with communication and presentation skills through integrated design project; and present design ideas through technology enhanced practices in the industry; and (6) develop self-understanding for further studies and career development in the related field.

6.   Curriculum Map – Organisation and Structure

1.   Creative Design Methods (30 hours)

| Work ethics, responsibilities in design profession and conduct on virtual platforms | Design history and consumer culture on ecommerce channels | Creative thinking in jewellery design | Aesthetics and appreciation of jewellery and accessories design | Fundamental design |

2.   Jewellery Drawing (30 hours)

| Drawing tools, media and technology enabled alternatives | Basic perspectives and construction drawings | Presentation of material texture and 3D form on 2D drawing |

3.   Jewellery Making and Material Knowledge (30 hours)

| Jewellery/accessories design material research and studies | Categories and structure of jewellery/accessories design | Jewellery/accessories making techniques and modern-day CAD alternatives | Craftsmanship in jewellery/accessories design | Safety rules in workshop and use of tools |
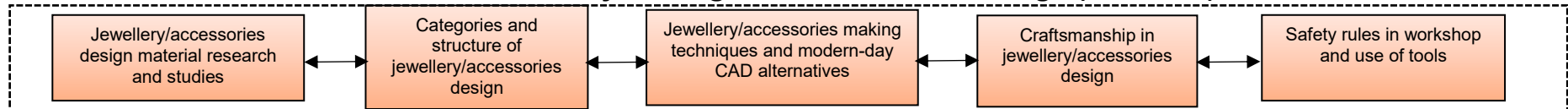
4.   Jewellery Design with Digital Tools (30 hours)

| CAD software fundamentals | 3D concepts applied in CAD | Application of various 3D software in jewellery/ accessories design |
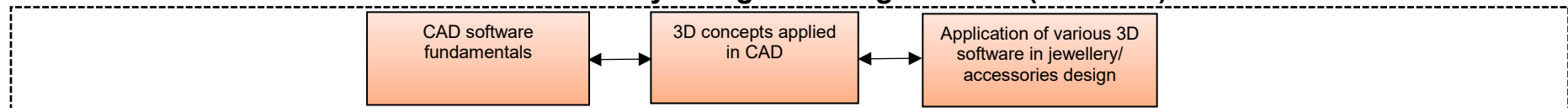
5.   Integrated Design Project (60 hours)

- ➢   Design processes
- ➢   Design brief and methodology in thematic design
- ➢   Hand sketches and digital tools to record design development
- ➢   3D printing technology
- ➢   Model making
- ➢   Digital presentation and media strategy
- ➢   Integrated Design Project
  - -   "MyBrand" or
  - -   "MyDream"
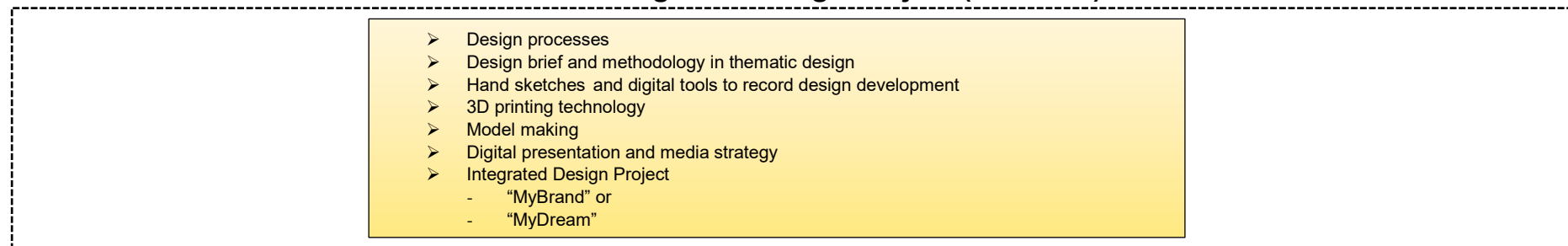
7. The Context

- The information on possible further study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions.

Possible further study and career pathways

Further studies

- e.g. jewellery design, product design, manufacturing technology, visual communication

Career development

- e.g. designer assistants, junior jewellery designers, illustrators, jewellery retail sales assistants, assistant visual merchandisers


Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

- enhancing the depth and breadth of the visual considerations, design concepts and technology knowledge in **Visual Arts, Design and Applied Technology** and **Technology and Living** through learning all related components of the Integrated Design Project
- enhancing the depth and breadth of the knowledge in **Physics** such as development of engineering and prototype making through designing and producing creative crafts and jewellery/accessories

Expanding horizons, e.g.

- students taking **Business subjects** may broaden their views and enhance their all-round development through undertaking an in-depth Integrated Design Project of this course

Jewellery Design in Digital Age
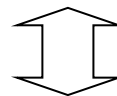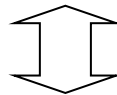
Relations with other areas of studies/ courses of Applied Learning

e.g.

Business, Management and Law

- the study of the business environment in **Business, Management and Law** can facilitate students' learning in copyright, merchandising and sales and marketing techniques for jewellery/accessories

Creative Studies

- the study of **Interior and Exhibition Design** and **Fashion Image Design** can nurture students' creativity and facilitate their learning in styling for jewellery design

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Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **Chinese Language** and **English Language Education** – communication skills
- **Mathematics Education** – measurement and scale
- **Arts Education** – appreciation and critiques in arts and basic drawing skills, such as use of colours
- **Technology Education** – technology as a value-added process

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Learning and Teaching

Course Title	:	**Jewellery Design in Digital Age**
Area of Studies	:	**Creative Studies**
Course Provider	:	**Vocational Training Council**

In Jewellery Design in Digital Age, 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 jewellery design.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the history of jewellery design as a profession and its latest development) and eye-opening opportunities to experience the complexity of the context (e.g. visits to various important jewellery shows in Hong Kong and local designer studios of significant value for recognising special features of local and international jewellery design).

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. hands-on activities such as life-drawing and idea development drawing by hand sketches, workshops on understanding properties of different types of jewellery/accessory materials, 3D model creation to present design ideas, basic 2D and 3D design drawing using computer software, and 3D prototype creation using metalsmithing skills).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. the Integrated Design Project: "MyBrand" or "MyDream" provides students with a learning opportunity to create jewellery based on a self-defined brand image or an expressive piece of contemporary jewellery through selecting a theme and formulate a project plan, research and professional sharing, as well as selection of appropriate craft skill, style, materials application, type of jewellery products and jewellery market segment, etc. Project works will be exhibited in the Jewellery Design Exhibition for sharing of design concepts among classmates and products will be presented via digital media for exposure to public audience).

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Curriculum Pillars of Applied Learning in Context – Jewellery Design in Digital Age

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

1. **Career-related Competencies**
   - develop an understanding of the intellectual property rights and ethical issues related to jewellery design activities, as well as the roles and responsibilities and proper conduct of design personnel;
   - acquire knowledge to appreciate the aesthetics of jewellery articles and design of artistic practice and demonstrate the ability to solve creational problems by using lateral thinking;
   - apply basic knowledge and skills e.g. research, analytical and problem-solving skills, necessary for the key stages of the design cycle in jewellery design, including inspiration, research, sketching, design concepts, production and media presentation;
   - demonstrate the ability to use different materials for jewellery design and present ideas and design concepts effectively to the intended customers through various media of communication;
   - determine and evaluate achievable goals and boundaries in response to a design brief in the context of 2D and 3D jewellery design; and
   - explore the aptitudes and abilities required in jewellery design industry, and develop a personal roadmap to articulate to different levels of qualification.

2. **Foundation Skills**
   - employ mathematical skills e.g. measurement and scaling, in constructing three-dimensional visual forms during design process;
   - express ideas using appropriate terminologies used in the jewellery design industry for appreciation and critiques of jewellery design works;
   - demonstrate effective communication skills in verbal and visual forms in the integrated design project; and
   - apply information technology skills in doing research on jewellery design trends and model making.

3. **Thinking Skills**
   - demonstrate problem-solving and decision-making skills through developing design solutions in accordance with ergonomics concern, end-users' needs, aesthetics and functions;
   - apply creative thinking skills by the "think-out-of-the-box" methods to generate multiple design options;
   - apply analytical skills, such as recognising what information is needed, locating and obtaining it from a range of sources and evaluating it; and
   - evaluate the design proposal and justify choices made/direction against various scenarios and make recommendations for further improvement.

4. People Skills
- illustrate self-reflection skills upon receiving feedback from course tutors and classmates during various learning activities such as class exercises, group discussion, presentation and critique;
- demonstrate self-management skills in assessment of design work at different stages and sequence up to final project presentation; and
- employ interpersonal and collaborative skills which are essential for jewellery designers in brainstorming, group discussion, presentation and participation in the integrated design project.

5. Values and Attitudes
- appreciate various artworks from the artistic perspectives through peer critique, and learn humbly from mistakes;
- identify various legal and ethical issues such as design originality, copyright, patent rights and intellectual property rights;
- respect others, law and authority, and show honesty and integrity;
- show enthusiasm, motivation and willingness to learn through learning-by-practising opportunities; and
- demonstrate self-confidence and sense of responsibility in the course of design and presentation of the integrated design project.