

BA Jewellery Design



english version

Overview

Unique in France, this 3 year course combines theory, practical cases and immersion in the profession through site visits.

Its particularity is to propose a final year which focuses on a multitude of creative projects run by professionals and on an international exchange with the HEAD (High School of Art and Design) in Geneva.

The objective of this curriculum is to allow students to develop their creativity in Jewellery and Fashion Accessories Design whilst gaining knowledge and experience of professional practice, opening up career prospects in the industry.



Credit : Alice Dupont

Partners

PIAGET

From 2015 and until 2018, the Bachelor's degree is sponsored by Piaget, who runs various events throughout the curriculum, such as the organisation of site visits (store or factory), and engages in an individual creative project in the 3rd year.

A group of professionals working in the different areas of jewellery practice (contemporary jewellery, catwalk jewellery, couture jewellery, fine custom jewellery...) are invited to participate in creative projects and workshops:

SWAROVSKI

LAURENCE VERDIER

THIERRY VENDOME
JOAILLER CREATEUR

tzuri gueta
paris

 **AUDE MEDORI**
BOUTIQUE PLASTICIENNE

**KARINE
ARABIAN**

A partnership established with the HEAD in Geneva offers a one-month exchange to the students. It gives them the opportunity to attend thematic workshops on product design focusing on fashion or luxury, to learn new techniques (such as enamelling) and to develop a marketing approach (construction of a collection plan, a market analysis, packaging ...).

A factory visit is also scheduled.

<https://www.hesge.ch/head/>

— **HEAD**
Genève

Description & Careers

Created in 1867, the **Haute Ecole de Joaillerie** is the oldest jewellery school in Europe and the only structure in France to offer a BA in Jewellery Design. The school trains students over a period of 3 years to become jewellery or fashion accessories designers in the Jewellery, Fine Jewellery and Luxury Accessories (fashion jewellery) sectors.

This training combines the understanding of the creative research processes and the acquisition of fabrication techniques and materials knowledge.



Credit : Damien Marconnet

The BA Jewellery Design graduate works on the image and the style of the brand, responds to the defined themes to build up a collection plan. The graduate will produce sketches, mock-ups leading towards the final rendering with an emphasis on materials propositions.



Credit : Caroline Hellart

BA Jewellery Design

3 year Programme and Entry Requirements

PROGRAMME

Year 1

Learn to conceptualize, how to search for cultural references, to formulate a problem and translate it graphically.

- ✓ Artistic Culture and History of Design
- ✓ Visual and Applied Arts
- ✓ Fabrication and Representation Techniques
- ✓ Communication Tools and Techniques
- ✓ Gemmology
- ✓ Economics
- ✓ Work placement

Validation : 60 ECTS credits

Year 2

Respond to a creative brief and propose visual and plastic solutions.

- ✓ Artistic Culture and History of Design
- ✓ Visual and Applied Arts
- ✓ Prototypes making
- ✓ Communication Tools and Techniques
- ✓ Gemmology
- ✓ Accounting Management Principles
- ✓ Graduation Project

Validation : 120 ECTS credits

Year 3

Master creative language as well as traditional and innovative representation techniques

- ✓ Individual Creative Projects
- ✓ Creative Workshops

- ✓ History of Design
- ✓ Digital Communication
- ✓ Marketing & Merchandising
- ✓ Entrepreneurial Project
- ✓ Foreign Language
- ✓ International Exchanges

Validation : credits

ENTRY REQUIREMENTS

Year 1 Entry :

You can apply if you have a Baccalaureate or if you are a MANAA, a BMA or a BTS Product Design graduate or if you hold an equivalent degree.

Selection criteria : selection is determined by the quality of your file and through an interview :

- ✓ 10 to 15 boards of personal graphic works (choice of format left to the applicant)
- ✓ 1 sketchbook
- ✓ A book of photos showing material expression (modelling, sculpture, clay...)
- ✓ Any other elements that the candidate deems useful in support of the application

Download the Application File available on our web site

Year 3 Entry :

You can apply if you hold a Level III equivalent degree (such as Foundation Studies in Art and Design - jewellery or adornment).

Selection criteria : selection is determined by the quality of your file and through an interview :

- ✓ Graduation project
- ✓ 10 Personal creative work boards
- ✓ Any other elements that the candidate deems useful in support of the application

Download the Application File available on our web site