



HONG KONG
DESIGN
INSTITUTE
香港知專
設計學院

Member of VTC Group
VTC 機構成員

Jewellery Design Technical Drawing and Illustration Technique

(7 sessions, 21hrs)

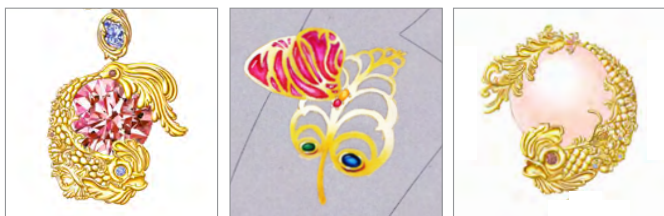
*To learn hand-drew jewellery design in
a professional way!*

*Lecture by jewellery designer Lydia
who graduated from MA of
Central Saint Martins, UK.*

*Suitable for those who are interested in
jewellery design or jewellery designers
who want to enhance their drawing skills
to a professional standard*



Enquiry 3928 2777



Jewellery drawing by Lydia

WHY take this course?

Hand drawing skills is very important for communication purpose. Designers may need to do a lot of sketching from the initial concept development stage to the final stage. A good hand drawing skills can also be used for promotional and branding purpose. International brands like Van Clefs and Arpels, Dior, Graffs, etc present their design "paint up" instead of computer rendering as the latter look cheap and unappealing.

Hand drawing skills is one of the most traditional ways to present designs and as mentioned above most international brands are still using hand drawing instead of computer rendering.

On the other hand, computer softwares have many limitations. It is very difficult to create sculptural or organic pieces such as human faces, especially when working on fine jewellery sector, providing "paint up" with good hand drawing is a must. Even companies like Stephen Webster, which use Rhino to produce jewellery, they would still produce hand drawing "paint up" to promote their jewellery. It is part of the brand strategy.

Course Highlights (7 sessions; 21 hours)

- Introduction to drawing tools and basic drawing techniques
- Gems profiling
- Introduction of lighting, shading and blending
- Colour rendering techniques for faceted stones, melée, cabochon and pearls
- Colour rendering techniques for precious metals
- Persuasive drawing for presentation
- Orthographic drawing for manufacturing
- Personal project. Applying learnt skills to create a professional illustration



Lecturer
Lydia Siu

Born in USA and raised in Hong Kong, Lydia Siu's designs echo her own multi-cultural upbringing and the exotic integration of grandiose Eastern and Western concepts and ideologies.

A multi-award winner, Lydia graduated from the MA Design: Jewellery at Central Saint Martins College of Arts and Design (UK), and is Gemological Institute of America (GIA) qualified in Graduate Gemologist and Pearl Grading. Working with the likes of the internationally renowned Vivienne Westwood and Stephen Webster, the London-based jewellery designer heralded for its cutting edge and remarkable designs, Lydia's career flourished.

Date 2016 Jan 9, 16, 23, 30 Feb 6, 20, 27
 Time Sat (2-5pm)
 Venue IVE (Morrison Hill), Wan Chai
 Fee HK\$3,360
 Enroll and pay before 2015 Dec 9 to enjoy:
 • Early bird discount (HK\$3,024)
 • Special discount for VTC Alumni or Staff (HK\$2,856)

Pre-requisite:

With Basic drawing skills or students who took the Bridging Course (Hand Sketching) of PD in Jewellery Design or with relevant experience (Portfolio review or interview may be required)