HKDI invites Wallace Chan, internationally renowned jewellery creator, to deliver one seminar for our students and industry practitioners.

"Brooch Fish's Dream"
Created by Wallace Chan

Guest Speaker
Wallace CHAN

Supporting Organisations

Enquiry 3928 2777
Suitable for designers, sales and marketing, brand managers or anyone who is interested in jewellery design

**Course Strengths**
- The only QF level 4 Professional Diploma in Jewellery Design in HK
- CEF course, eligible applicants will be reimbursed 80% of tuition fees (maximum sum of HK$10,000)
- Articulate to top-up degree in BA (Hons) Jewellery and Metalwork of Sheffield Hallam University of UK
- Teaching Rhino (the latest 3D software) which is widely used by PRC and international market
- Lecture by a team of professional practitioners in jewellery industry

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### Stage 1: Professional Certificate in Jewellery Design: Culture & Design Methods (90 hours, 30 sessions)

Nurturing the understanding of cultural influences, design processes and communication skills

**M1 - Jewellery Design: Inspiration from Culture**  
(24 hours, 8 sessions)
- Research on Cultures and Development of Thinking Skills
- Aesthetic Values from the 19th Century to the 20th Century
- Cultural Investigation and Analysis

Start Date: 9 Oct 2015  
Time: Fri (7-10pm)  
Fee: HK$3,360

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**M2 - Computer-Aided Jewellery Design & Communication Skills**  
(36 hours, 12 sessions)
- Principle of Visual Communication
- Computer-Aided Jewellery Design (CAJD)
- Implementation of Visual Presentation

Start Date: 20 Oct 2015  
Time: Tue & Fri (7-10pm)  
Fee: HK$5,040

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**M3 - Jewellery Design: Concepts & Solutions**  
(30 hours, 10 sessions)
- Idea and Concept Generation
- Idea Development and Design Solutions
- Realization and Presentation of Design

Start Date: 5 Jan 2016  
Time: Tue & Fri (7-10pm)  
Fee: HK$4,200

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### Stage 2: Professional Certificate in Jewellery Design: Techniques, Trends & Branding (90 hours, 30 sessions)

Strengthening the techniques and materials application and introducing brand strategies and marketing knowledge

**M4 - Jewellery Techniques & Design**  
(36 hours, 12 sessions)
- Usage of Tools and Machineries
- Technical Theory in Jewellery Making
- Jewellery Techniques and Metal Fabrication

Start Date: 23 Feb 2016  
Time: Tue & Fri (7-10pm)  
Fee: HK$5,040

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**M5 - Changes & Trends in Jewellery Design**  
(24 hours, 8 sessions)
- Contemporary Design Trends and Styles
- Aesthetic Values from the 20th Century to Contemporary Society
- Study of Artifacts in Jewellery-Related Specialism

Start Date: 19 Apr 2016  
Time: Tue & Fri (7-10pm)  
Fee: HK$3,360

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### Bridging Courses (4th intake)

You are required to take these bridging courses if you do not have basic knowledge in 2D / 3D drawing skills. Portfolio review and interview may be required.

- **Class A: Hand Sketching (3 sessions)**  
  Date: 1, 5, 8 Sep 2015  
  Time: Tue (7-10pm) & Sat (1-7pm)  
  Fee: HK$2,160

- **Class B: Illustrator and Photoshop (3 sessions)**  
  Date: 12, 15, 19 Sep 2015  
  Time: Tue (7-10pm) & Sat (1-7pm)  
  Fee: HK$2,400

- **Class C: Rhino 5.0 (3 sessions)**  
  Date: 19, 22, 26 Sep 2015  
  Time: Tue (7-10pm) & Sat (1-7pm)  
  Fee: HK$2,400

**Original fee for 3 courses: HK$6,960**  
**Discounted fee for 3 courses: HK$6,600**
M6 - Gemmology: Properties & Identification
(12 hours, 4 sessions)
- Introduction to Gemmology and Mineralogy
- Study of Common Gemstones in Jewellery
- Study of Diamond
- Gemstone Identification and Testing
Start Date        24 May 2016
Time                Tue & Fri (7-10pm)
Fee              HK$1,680

M7 - Jewellery Business: Branding & Marketing
(18 hours, 6 sessions)
- Essential Marketing Concepts and Theories
- Concept of Branding, Strategies and Brands
- Product Development and Promotion
Start Date        17 Jun 2016
Time                Tue & Fri (7-10pm)
Fee              HK$2,520

M8 - Contemporary Jewellery Design & Practice
(18 hours, 6 sessions)
- Development of Contemporary Jewellery Design
- Interdisciplinary and Crossover Influences
- Contemporary Jewellery Business and its Practice
Start Date        22 Jul 2016
Time                Tue & Fri (7-10pm)
Fee              HK$2,520

M9 - Planning a Career in Jewellery Design
(30 hours, 10 sessions)
- Self Analysis and Career Planning
- Interview Techniques for Designers
- Portfolio Management
- Legal Issues of Jewellery Business
Start Date        23 Aug 2016
Time                Tue & Fri (7-10pm)
Fee              HK$4,200

M10 - Designing Jewellery for Clients
(42 hours, 14 sessions)
- Key Elements of a Creative Brief
- Management of Design Processes
- Application of Cultural and Design Knowledge
- Application of Visualization and Presentation Skills
Start Date        11 Oct 2016
Time                Tue & Fri (7-10pm)
Fee              HK$5,880

Guest Speakers
Wallace CHAN
Wallace Chan was brought up at the confluence of Western and Asian cultures in Hong Kong. He started as a gemstone carving apprentice at 16, and set up his own workshop at 17. He experimented and explored the properties of gemstones, inventing the magical Wallace Cut in 1987. He became the first Asian to be invited to exhibit at the Biennale des Antiquaires, Paris in 2012, returning in 2014.

Jessica FONG
Jessica Fong set up Unicorn Jewelry Design Co. Ltd in 1992. Her specialized Victorian styles has earned her unanimous acclaims amongst the international royalties and Hollywood celebrities. She has also collaborated with Swarovski and created designs for their Gem Vision international collections. With years of experience in jewelry design and manufacture, Jessica was one of the founders of the Hong Kong Jewelry Designer Association which aims to promote and improve the standards of jewelry design in Hong Kong.

Ricky LAM
Ricky Lam, founder of Elegance Jewellery International Limited (EJI®), has 30 years’ working experience in jewellery industry. Started as a design and manufacture workshop, EJI® nowaday is committed in providing the most unique and mature products for different market segments in the region. He joined HKJMA in 2005 as the Director of Exhibitions and Chairman in 2011 to 2013 respectively. He devotes to the developments of Hong Kong jewelry industry and he has been working as member of Jewellery Advisory Committee of HKTDC for 10 years and he honored the Honorary Fellowship (Jewellery Industry) of PVCHK in 2014.

(date of seminar / sharing sessions will be announced later)

Minimum Entry Requirements
1. HKCEE / HKDSE 5 passes / Level 2 or above, including English and Chinese Language, or equivalent; OR
2. At least two years relevant work experience for mature applicants aged 23 or above.

Full PD Course HK$37,800
HK$34,020 (Early bird deadline: 30 Jun 2015)

Full PC Course HK$12,600
HK$11,340 (Early bird deadline for Stage 2: 22 Jan 2016)
HK$11,340 (Early bird deadline for Stage 3: 22 Jun 2016)

Venue HKDI
Language English (supplemented by Cantonese if required)

The attendance requirement is 70% Seats are limited.
The Professional Teaching Team:

LO Yat Lun
Graduated from Goldsmiths’ College, University of London, and Hunter College, City University of New York, Lo Yat Lun is active in exhibiting work of art and art criticism. He has been participated in many local and overseas art exhibitions. With rich art knowledge and experience, he has been teaching art related programmes in different tertiary institutions including local universities.

Stephen WONG
Stephen has over 20 years of experience in jewellery industry. His expertise includes jewellery design, production, local and overseas sales, jewellery management, computer-aided design and training. He was appointed as the “Jewellery and Design Development Specialist” by Hong Kong Council for Accreditation of Academic and Vocational Qualifications while he has extensive teaching experience in different institutions.

Leo CHAU
Leo is a talented and dedicated designer with over 20 years experience in jewellery design, production, operation and quality inspection. He has worked for markets in Asia, US, Middle East and Europe for luxury and sustainable jewellery while he has very strong knowledge in quality control and production in PRC. He is very good at gold, silver and gem jewellery handmade and casting jewellery and familiar with the different methods, practices and techniques for jewellery production and processes (e.g. Wax modelling to casting, silver modeling to settings, polishing to electroplating).

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.

Cally LAM
Cally is a multi-talented jewellery designer who studied in UK and got a Master of Art Degree in Interior Design from UK. Then, she studied Jewellery Design and Making, and become a Gemmologist (FGA) in The Gemmological Association of UK while devoted herself in learning Chinese Ink Painting which pave the way for her stylish design of contemporary fine jewellery. Cally is recongised for her unique design of blending Chinese culture and Western style. Her designs have won many local and international jewellery design awards. She also developed her own brand “L’ Cally Jewel”.

Anna CHUNG
Many years of experience in jewellery design in UK and HK, Anna is a professional jewellery designer with certificated qualification in gemology and diamond identification. She is strong at contemporary fine jewellery design while familiar with fashion jewellery and event marketing. Anna is now a lecturer in teaching jewellery design at HKDI.