



Roma  
Master Diploma IED

Master course

# JEWELRY DESIGN

“JEWELRY HAS THE POWER  
TO BE THIS ONE LITTLE THING  
THAT CAN MAKE YOU  
FEEL UNIQUE.”

JENNIE KWON



Choker from collection Mestizaje, photo A. Cama

<b>Title</b>	Master Diploma IED in Jewelry Design
<b>Coordinator</b>	Luca Bartoleschi
<b>Starting date</b>	January
<b>Duration</b>	11 months, full-time
<b>Location</b>	Rome
<b>Language</b>	English

Students from the previous editions  
of the Master course collaborated with:



# MASTER COURSE IN JEWELRY DESIGN

From both a historical and anthropological point of view, jewelry has always been a subject to which the cultural world dedicated studies, research, and attention. Nowadays, we could say that there are as many different jewels as personalities of the people wearing them. This is why the Master course in Jewelry Design has been designed as a specialised training providing a crosscutting updated overview of the various aspects of this subject: luxury jewelry, contemporary jewelry, focus on international market. In relation to these key areas, the Master course offers a programme enriched with special experiences and visits. In order to get into the global market, the study plan includes a visit to Vicenzaoro, the largest Show in Europe for Gold and Jewelry.

A guided tour around the event gives students the possibility to meet the most authoritative players of the jewelry industry and to access a privileged observatory for understanding the latest trends in terms of style and design on the market.

To get a closer insight into the world of high-end design, students visit also the Maison Bulgari, the historical company that has conquered the world from its headquarters in Rome. This is an opportunity to access one of the most important historical archives of luxury jewelry, learn about its history and its treasures, as well as about some of its most recent changes and how its heritage is influencing the latest collections.

Contemporary art jewelry is the focus of a visit to Galleria Antonella Villanova in Florence, with a guided tour given by the gallery owner herself, who is one of the greatest experts in the world for this sector. Students get to see some contemporary pieces of art made by jewelry maestros, taking a close look at the most relevant steps in the design and creative processes.

**Luca Bartoleschi**



# OVERVIEW

**IED Master courses represent an experience that allows students to explore concepts so to define their own professional identity.**

Jewelry Design at IED means designing experiences led by strategy and vision.

The course's study path takes an in-depth look into the various aspects of creativity within the world of jewelry, exploring its peculiarities and expressive forms, its production techniques, its communication strategies, and its positioning on the market.

Thanks to a highly experienced faculty, the Master course features many jewelry excellences that are present in Rome. It teaches students how to build their own professional identity: the modules dealing with methodology, communication and branding, as well as all the other courses, help to develop a personal vision of jewelry.

The course is aimed at strengthening students' autonomy in the relevant fields, moulding them into professionals capable of leading a design project, thanks to the acquired know-how and technical tools, managing all its complexities and using a both creative and professional approach.

They also become able to design collections of high jewelry, fine jewelry or precious watches.

**The Master course is aimed at graduates in Jewelry Design or Designers working in the field who need to develop their know-how using contemporary approaches in research and design.**

**A good knowledge of 3D design software and main techniques used for graphic representation is requested.**

*In order to tell you about this course at the best, we would like to provide you an insight into the activities carried out by the students. Take a look at the projects realised by the former classes: [ied.edu/master-in-fashion](http://ied.edu/master-in-fashion)*

# WHAT'S NEXT

**Working with internationally renowned professionals, becoming aware of the real job's dynamics, acquiring new contacts and getting into a network: these are the main achievements of IED Master students.**

This educational pathway provides high quality experiences allowing students to meet the main characters in the chosen field of study, to strengthen their competences and to acquire new ones, towards the progressive definition of their future. IED Master courses offer several occasions for personal and professional growth that everyone is meant to catch according to the own specific inclinations. Students are followed, guided, and advised by a dedicated team, who will also introduce them to a selection of companies and agencies. The staff organise interviews and monitor all the operational steps related to successfully enter the job market.

## **Luca Bartoleschi**

Jewelry Designer

"Researching into creative procedures and personal identity is the starting point of the Master in Jewelry Design. Getting to know the creative process and technical characteristics of jewelry helps becoming able to create innovative products in a scenario that is constantly changing. With a strong contribution from professional Italian companies, especially those in Rome, the course provides the creative expertise and the technical training necessary for being able to bring an original contribution to the world of jewelry".



## **Giuseppe Massoni**

Managing Director Italy - *McNeel & Associates*  
Product Manager - *Massoni & Massoni*

"We already experienced life after the Master during the Master. There are no boundaries between teachings and experience in a professional environment. The same approach is applied to design. Attention to details, the proficient use of tools, and respect for the end product. We learned to amaze ourselves as well as the customer."

## **Some of the agencies and companies that activated internships in past editions:**

APCO Worldwide, 1955 Italian Eyewear Factory, Accademia Filarmonica Romana, Altaroma, Angeletti Ruzza Design, Annamode Costumes, Archiplan Studio, Atelier Appennini, Aurelio Latella Advisory, BIC Lazio, Calvin Klein, Chanel, Cisolfa, P&Co England, Federculture, Fondazione Fitzcarraldo, Fondazione Mondo Digitale, MIA Home Design Gallery, Gambero Rosso, Gattinoni, Identity Communication, IKEA, Latte Creative, Miart, Nomas Foundation, Palazzo Strozzi, Pandora, Pavart Art Gallery, Rinascente, Riccardo Ruini Studio, Safilo, Teatro Comunale di Bologna, Teatro Olimpico, Teatro Parioli, The First Luxury Art Hotel, Todini Gioielli, Touring Club Italia, Triennale di Milano, Twinset Simona Barbieri, Vitamin Marketing, Vogue, Zenith - Publicis Groupe.

# METHODOLOGY AND STRUCTURE

**IED educational methodology is built around comparing and sharing ideas and designs.**

It allows students to enhance their individual abilities with practical experiences and to get the professional tools they need to set off their originality in the design of new jewelry collections. Approach is experiential: projects are based both on case studies and real companies' briefs. The study path is conceived to offer a particularly wide training in the jewelry field, beginning with a methodological course for the development of creativity in jewelry design. The specific drawing techniques are deepened and the jewelry techniques are tested in a real goldsmith's workshop. The theoretical part of the course, which is necessary to ensure that all students have the same basic knowledge, is then followed by thematic design courses, where theory and practice are constantly combined. The High Jewelry course and the Gemology courses guarantee the in-depth study of the most important themes of the Fine Jewelry. The Master course broadens the individual training with the Watch Design Workshop, Jewelry and Series Production and 3D Advanced course, investigating the subject of product reproducibility, both in jewelry and in the related fields of the luxury industry. The educational training is completed by the Communication and Branding, Visual Communication and Packaging courses: these courses allow participants to deal with the whole design process, from the identity of the brand up to the presentation on the market and sales. The seniority and experience of the lecturers, who are all professionals, ensure an educational path through which students can delve deep into the different disciplines and working methods used in jewelry making. The Master course ends with an individual Final Project. The project is an opportunity to express all the creativity and techniques acquired, a concrete tool for a professional presentation and also an effective starting point for individual entrepreneurial initiatives.

# PROGRAMME

## THEORETICAL AREA

### *History of jewelry design*

The history of jewelry is taken on by examining the historical contexts and the resources that were available in each era in terms of a project's ideation, expression and creation. The course is structured with detailed studies and interesting facts about single events, with the aim of providing a comprehensive historical summary that includes the current trends within the world of jewelry.

### *Design methodology*

The course provides knowledge about the jewelry-making industry, which encompasses years of history, styles, and techniques. It focuses on the contemporary significance of jewelry by analysing trends and market demand. The module is divided into two workshop sessions: Sketching and Rendering and the Laboratory. The general purpose is to create a piece of handmade jewelry and to learn about the various ways of shaping materials: the first session offers the possibility to learn how to represent in a professional way the stylistic idea, while the second one provides the technical competences of construction.

## FOCUS AREA

### *Advanced 3d jewelry course*

The course starts from the representation of jewelry through sketching, and graphic rendering using gouache and watercolour on various surface materials, and proceeds with the advanced tools for digital rendering. The parametric programmes and plug-ins are essential for developing a professional and detailed design for a piece of jewelry, including the technical details necessary for producing high products.

### *Gemology*

The course provides a complete knowledge of the proper use of stones in jewelry. It analyses the qualitative aspects and the natural and aesthetic characteristics of precious and semi-precious materials and hard stones. A special focus is also given to the large variety of colours, their clarity, and the various types of cut, without neglecting to examine all the aspects related to cost, availability, and commercial uses.

### *Workshop high jewelry design with gems*

During this workshop, the most valuable spheres of jewelry making are put into practice, with particular focus on the use of precious stones together with new technologies.



### **Workshop In Watch Design**

This workshop provides students with an insight into the technical and mechanical features of the parts composing watches, starting with looking at their movement. The course then looks into the different types of watches and their designs, from both an aesthetic and functional point of view, according to each specific product. The structure of the programme allows students to achieve a high level of design expertise.

### **Workshop industrial design jewelry and series production**

Students learn to analyse the different creative possibilities offered by the many kinds of transformations and developments that a piece of jewelry can undergo. They design in a variety of contexts, thanks to the use of the most advanced digital techniques of prototypes, masters and moulds 3D designing and modelling and to the necessary research on large-scale product manufacturing.

### **Communication and branding**

After carrying out an initial analysis of the market, students examine the marketing approaches used by jewelry brands. They study the difference between historical brands and startups and approach a marketing mix strategy, with the aim of enhancing the definition of a brand's vision and mission.

### **Packaging and windows**

The course explains how to display and sell products: from the analysis of the target till the packaging, display and windows design.

### **Visual And Project Communication**

The course focuses on graphic design in terms of composition, branding, typography, and organising information.

### **Final project**

The Final Project is based on what has been learnt within the various disciplines, so the participants have the chance to create an in-depth final piece of work. The topic is different every year and typically consists in the creation of an articulated project for a company within the goldsmith industry. It's an individual project that acts as a synthesis of the master course and it represents a key step for progressing on to work within the world of jewelry. Students may also develop a personal research project, and present it together with the project they worked on with a company.

## **VISITS AND EXHIBITIONS**

### **DOMVS Bulgari, Rome**

Located on the first floor of the historic store in Via Condotti 10, the DOMVS is where the story and the evolution of the brand are displayed with unique pieces, photographs and sketches that are part of the Heritage Collection. Bulgari's Heritage Collection consists of around six hundred unique jewels, watches and accessories created over decades, a galaxy of creations and designs which tell the story of Bulgari as a jeweler-artist with an extraordinary ability in intensifying the innate beauty of stones.

### **Galleria Antonella Villanova, Florence**

Founded in 2008 in Florence, Galleria Antonella Villanova is specialised in contemporary jewelry, design objects and contemporary art. The gallery represents some of the most important artists in the field.

### **VICENZAORO, Vicenza**

In the second half of September, students go to the Fiera Vicenzaoro, the largest show in Europe for gold and jewelry. A privileged observatory for understanding the latest trends in terms of style and design on the gold and jewelry market. For over 60 years, Vicenzaoro has been an authentic business hub for the industry, able to bring together the most authoritative players in the gold and jewellery world.

All through the year, students visit some of the most important and inspiring museums in Rome, in order to see the collections of historic pieces of jewelry.

# FACULTY

**IED faculty consists entirely of professionals able to teach theory and practice, through case histories and project works in collaboration with companies that allow participants to meet directly the job market.**

## COORDINATOR

### Luca Bartoleschi

*Jewelry Designer*

He has been working for Bulgari Group for more than 20 years, initially as Designer, then in 1995 he became Manager and later Director of Bulgari Design Centre. In this role, he directed the activities of conception and design of the Group's jewelry and watchmaking lines, coordinating the team of Interior Designers and external Consultants. From 2007 to 2008 he worked as Style Consultant for Chimento Oro brand. Since 2009 he has been carrying out an independent activity of jewelry consultancy, design and production for companies and private customers. In his long professional experience, he acquired an in-depth knowledge of the technologies of production processes linked to the world of jewelry.





## PROFESSORS

### Sébastien Actis-Datta

Watch Designer

### Pietro Bartoleschi

Graphic Design Expert

### Stefano Bedetti

Watch Expert, Founder - *Bedetti*

### Flavio Butini

Gemologist Owner

*Gemological institute IGN Rome*

### Alessandro Gabriele

Event Planner, Founder – *Studio Concept*

### Antonio Fontana

Goldsmith Expert

### Roberta Fontana

Jewelry Cad Designer, Rhinoceros Instructor

### Luca Giampaoli

Sculptor, Master engraver and painter

### Sara Gulinelli

Jewelry Design Expert

### Giuseppe Massoni

Industrial Designer, International

Representative - *Robert McNeel & Associates*

### Susanna Milani

Jewelry Designer

### Anna Neri

Founder CEO - *Anna e Alex*

### Dino Salvatico

Industrial designer

### Rita Sassu

Researcher, Professor of Classical

Archaeology

### Amanda Triossi

Jewelry Expert

### Giorgio Von Moos

Gemologist, Expert in cutting stones



# CAREER SERVICE

**IED Career Service** aims to support students in their contacts with the world of work through relationships with companies, agencies, freelancers, and a customised activity of tutoring and monitoring. During their path, students can take advantage of a bespoke activity of support and monitoring. They also have the possibility to meet external companies and participate to selection interviews for activation of internships or collaborations once the study path is over.

Moreover every year IED organises the **Career Days**: targeted meetings with companies and agencies aimed at the selection and search of profiles to join their teams. Students have the chance to present their own works highlighting their motivation, creativity and aspirations.

## PARTNERS

3M, Accenture, Adidas, Alessi, Alfa Romeo, Amnesty International, Apple, Arnoldo Mondadori Editore, Aston Martin, Barilla, Benetton, BMW, Bottega Veneta, Bulgari, Calvin Klein, Canon, Campari, Cappellini, Coca Cola, Damiani, De Agostini, Diesel, Dior, Dolce&Gabbana, Ducati, EDI Effetti Digitali Italiani, Edizioni Condé Nast, Emergency, Emilio Pucci, Endemol Shine Italy, Ermenegildo Zegna, Fendi, Ferrari, Ferrero, FIAT Chrysler Automobiles, Flos, Fontana Arte, Ford, Fox Italia, Freeda, Gianni Versace, Giorgio Armani, Herno, Hewlett Packard, Honda, IBM, Illy, Ikea, Inditex Group, Jaguar, Jil Sander, JINGLE BELL Voice & Music, JWT, Lamborghini, Lancia, Lavazza, Lego, Leo Burnett, Louis Vuitton, Luxottica, Marni, Maserati, Martini, Max Mara, Mediaset, Microsoft, Milestone, Missoni, Moschino, Movimenti Production, MTV, Nestlé, Nike, Nintendo, Nivea, Piaggio, Pirelli, Pixar, Polaroid, Pomellato, Prada, Proxima Milano, Puma, RCS, RAI, Redbull, Renault, Roberto Cavalli, Salvatore Ferragamo, Sergio Rossi, SKY, Sony, Swarovski, Swatch, Tbwa, Tod's, Toyota, Universal Studios, Valentino, Volkswagen, We Are Social, WWF Italia, Yoox.

# AN INTERNATIONAL NETWORK

IED is a 100% Italian excellence as well as an international network with campuses in Italy, Spain and Brasil.

**170 academic partnerships** spread over Europe, Asia, USA, Canada, Australia, New Zealand and South America. Many of these partnerships allow Undergraduate students to participate to the **Exchange Study Program** and **Erasmus+**, attending a semester abroad.

Moreover, IED is **member of a wide-ranging academic and cultural network**: CUMULUS – International Association of Universities and Colleges of Art, Design and Media; ELIA - The European League of Institutes of the Arts; WDO – World Design Organization; ENCATC – European Network on Cultural Management and Policy.

IED also keeps **relations with various international Universities and Academic Associations**, including: ADI - Associazione per il Disegno Industriale, NAFSA - Association of International Educators, EAIE – European Association for International Education.

The international dimension and vocation are also confirmed by the presence of **students coming from over 100 countries**.

IED is a place of fruitful exchanges and confrontation between different cultures and contributes to training a new generation of professionals ready for entering the contemporary market.

## ALUMNI

Over 120,000 former students. A global, multicultural and interdisciplinary community: a place of exchange, communication and bespoke services, an incubator of opportunities, relationships and visibility. Whoever spent also a short time in IED classrooms, through the dedicated platform, has the chance to get in touch with the whole alumni community, coming from international contexts. Registered alumni can find out more about IED network, receive invitations to events, initiatives and exclusive community seminars. Last but not least through this platform alumni are being informed of a selection of dedicated job offers.

# MASTER COURSES

The Master courses are strongly rooted in the Italian design cornerstones as curiosity, enterprise and growth. Such mindset guarantees a combination of skills, technique and creativity to give more and more effective answers to those who want to excel in the fields of creativity and management. Designed in collaboration with companies, Master courses prepare for the job market and allow to build your own professional identity.

## DESIGN

<p>Design - Innovation Strategy and Product English // Full-time</p>	<p>Interior Design English // Full-time</p>	<p>Exhibit Design Italian // Part-time</p>	<p>Transportation Design English // Full-time</p>
MILAN	ROME	TURIN	

## COMMUNICATION

<p>Creative Direction Italian // Full-time</p>	<p>Digital Communication Strategy Italian // Part-time</p>	<p>Event Management Italian // Full-time</p>	<p>Brand Management and Communication English // Italiano // Full-time</p>	<p>Brand Management Italian // Part-time</p>	<p>Marketing e Comunicazione Italian // Part-time</p>	<p>Brand Design and Management - Food, Wine and Tourism English // Full-time</p>
MILAN	ROME	TURIN	FLORENCE / BARCELONA			

## VISUAL ARTS

<p>Animation Design Italian // Full-time</p>	<p>Visual Arts for the Digital Age Italian // Full-time</p>	<p>Graphic Design Italian // Part-time</p>	<p>Graphic Design - Focus on New Media English // Full-time</p>	<p>Digital Art Direction Italian // Part-time</p>
MILAN	FLORENCE	ROME		

## FASHION

<p>Fashion Communication and Styling English // Full-time</p>	<p>Fashion Design English // Full-time</p>	<p>Fashion Marketing English // Full-time</p>	<p>Comunicazione e Marketing per la Moda Italian // Part-time</p>	<p>Jewelry Design English // Full-time</p>	<p>Fashion Business English // Full-time</p>	<p>Textiles* English // Full-time</p>
MILAN	ROME	FLORENCE	COMO			

\* At Accademia di Belle Arti Aldo Galli.

## ART

<p>Curatorial Practice English // Full-time</p>	<p>Museum Experience Design Italian // Full-time</p>	<p>Arts Management English // Full-time</p>
FLORENCE	FLORENCE / ROME	

# PRACTICAL INFORMATION



## Jewelry Design

### USEFUL LINKS

[ied.edu/apply-to-master](http://ied.edu/apply-to-master)  
[ied.edu/pricelist-master](http://ied.edu/pricelist-master)  
[ied.edu/financial-aid](http://ied.edu/financial-aid)  
[ied.edu/services](http://ied.edu/services)  
[ied.edu/accommodation-in-rome](http://ied.edu/accommodation-in-rome)  
[ied.edu/alumni](http://ied.edu/alumni)

### QUALIFICATION

Attendance is mandatory. At the end of the Master course, enrolled students who successfully attended at least 80% of each course, receive a IED Diploma. To get the certificate students must pass all exams and demonstrate commitment in developing a successful Final Project. An examination board awards the student's final grade marked – according to Italian ranking reference system, min 66, max 110 with honors.

### ENTRY REQUIREMENTS

The application form can be sent by anyone who holds a First Level Academic Diploma, a BA Degree or other equivalent qualification (graduates of private schools at University level) or with an equivalent professional experience in the disciplinary area of the course. Grad students may also participate, provided that they get their degree by the date of discussion of the final project.

### LANGUAGE REQUIREMENTS

This Master course is taught in English. To ensure course contents are fully understood, IED demands applicants a B2 level – equivalent to IELTS 5.5 or TOEFL IBT 68. In order to demonstrate the required language proficiency, non-native speakers have to submit a language certificate or undergo a language test run by a IED representative.

### DEADLINE

Applicants are strongly suggested to complete the enrolment process at least 30 days before the beginning of the selected course.

### SELECTION AND ADMISSION

To start Master admission process applicants must log in to the reserved area with their credentials, upload the documents required for admission to the course and complete the personal information. An Admission Advisor will support throughout the course selection, admission and enrolment process. Applicants can get the login credentials by sending a request email to the Admission Advisor. If not in contact with an Admission Advisor yet, fill in the "Apply online" form to receive an email with useful references and information about the selected course. By replying directly to the message the process goes ahead and credentials will be sent. The documents needed to start the selection are:

- pre-enrollment form, available in the personal area;
- a letter of motivation in the language of the course;
- updated CV;
- a copy of the Bachelor's degree if available;
- transcripts of university exams;
- portfolio;
- ID or passport;
- self-certification of residence;
- tax code

IED Master's degrees establish limited enrolments. Once the upload of all the documents has been completed and the suitability for the chosen course has been verified, applicants will be invited to a motivational interview aimed at deepening and evaluating the skills acquired during previous studies, the qualifications and marks obtained, individual aptitudes/ motivation as well as verifying the proper knowledge of the course language.

### ENROLMENT

Once the selection step is done, applicants will receive the certificate of admission and the regulations to sign and upload in the personal area. At the same time, they can pay the balance of the registration fee, thus reserving a place in the classroom.

### SCHOLARSHIPS AND FACILITATIONS

IED supports young creatives thanks to a policy of economic facilitations and scholarships. Moreover Italian students may take advantage of subsidised loans.

### ADMISSION OFFICE

IED Admission Office offer steady assistance to students asking for more information. They help you to find out more about IED and choose the best course, providing detailed information on courses organisation, contents, goals and future job prospects.

### ACCOMMODATION

IED provides support to all students looking for accommodation through dedicated service providers. Most of the accommodation options available are easy reachable from IED schools. IED Admission Advisor may give further details.

### OPEN DAYS

Open Days are great opportunities to meet, on-site or online, coordinators, business partners and IED staff, find out more about the contents and professional opportunities of a Master course's programme at IED and take a look at the school.

### INFO

IED Roma  
Admission Office  
via Branca, 122 – 00153 Roma  
t. +39 06 5717651

**50 YEARS  
OF EXPERIENCE  
INTERNATIONAL  
NETWORK  
11 LOCATIONS  
AROUND THE WORLD  
10000 STUDENTS  
A YEAR  
+100 NATIONALITIES  
UNDERGRADUATE,  
MASTER, SUMMER,  
SEMESTER  
AND CONTINUING  
EDUCATION  
PROGRAMMES**

All the images used are students' projects or the result of collaborations with companies.

