

JEWELLERY, TECHNOLOGY & BUSINESS

Kea
COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY

INTRODUCTION TO JEWELLERY, TECHNOLOGY & BUSINESS

The Jewellery, Technology and Business programme is a cross-disciplinary education. Here you will gain knowledge of how to implement market research, design, production and marketing of jewellery in a commercial aspect. It's about how jewellery is conceptualised, produced, marketed and sold nationally and internationally. This through the use of design-thinking, business analysis and technology. The programme puts particular emphasis on preparing you to enter the jewellery industry - from an international perspective. Throughout the full programme, students will be working with jewellery design, product development, modern technology, business, aesthetics, materials, concepts, trends, cultural understanding, innovation, marketing, and value and supply chains. In short, you will gain knowledge about the entire process from idea to sold jewellery product. KEA has a fully equipped jewellery workshop where the students can create prototypes and develop techniques for jewellery production. There is also a fully equipped casting area and lovely open learning areas where the students can work in groups or use the space for designing and studying. Our fully equipped jewellery workshop has 46 workshop benches shared by 2-3 students from different semesters. At KEA students have access to several other workshop facilities that has a wide range of machines and equipment i.e., a CNC milling machine, a laser cutter or different 3D printers, allowing them to elaborate on their ideas from concept to final product.



EXCHANGE SEMESTER IN JEWELLERY, TECHNOLOGY & BUSINESS

Exchange students are accepted into the **3rd semester**. It is required that students have completed at least 1 year of studies in a related field, such as jewelry design, jewelry arts, or similar, prior to the exchange.

Prerequisites: proficiency in Rhinoceros 7 (beginner/medium level), intro level to design thinking, and intro level skills to the jewellery workshop.

SEMESTER DATES - FALL 2024

Orientation events: Week of August 19-23, 2024

Semester start: August 26, 2024

End of semester: Late January, 2025

Note: Students are required to attend the full semester on-site in Copenhagen.

1ST PROJECT: READY, SET, GO! - 10 ECTS

Individual project with focus on gemmology and general techniques for setting stones. There will be teaching in the classroom, as well as in the workshop. We will also investigate techniques regarding stone casting and/or preparation of master models for stone socket both before casting in the wax model and after casting in the metal. You will work with this via hands-on techniques and 3D drawing.



2ND PROJECT: COMPANY COLLABORATION - 20 ECTS

This project is group work focusing on collaboration with an established international jewellery brand/company. The focus is an understanding of jewellery in a commercial and innovative context as well as trend understanding and analysis. The project includes jewellery design with an associated competitive and credible brand identity for a specific target group and a broad understanding of markets, market, and industry analyses as well as insights into lifestyles and consumer behaviour. The work involves processes and tools for the promotion and design of user-orientated concepts and product development. The design process is implemented as a general method for idea generation.

STUDY CULTURE & REQUIREMENTS AS AN EXCHANGE STUDENT AT KEA:

To assure a successful exchange experience at KEA, it is critical that incoming exchange students understand and are prepared to comply with the following:

ATTENDANCE:

Students are expected to attend all lectures throughout the semester in order to acquire the needed skills to pass the exams at the end. Even if attendance is not registered, our experience is that students will only be able to pass their exam projects in the end, if they have attended all or most lectures.

INDEPENDENT STUDY SKILLS:

In addition to attending lectures, it is very important that students have a certain self-discipline and are able to work independently and with their groups on a daily basis throughout the semester. This means that even if the fixed schedule of lectures appear light, students at KEA are expected to dedicate around 40 hours per week of studying and working with their groups in order to be equipped for the final exams.

PUNCTUALITY:

At KEA, and in Denmark in general, you are always expected to be on time (for classes, for advising sessions, for meetings with your group, for work, and for any other appointment). We know punctuality varies a lot from one culture to another, however, we would like to emphasize the importance of this in Danish culture to our visiting exchange students as it can otherwise become a reason for frustration and resentment in various social and study settings.

PREREQUISITES TO PASS THE EXAMS:

To acquire the skills and competencies needed to pass the exams at KEA, it is expected that students attend minimum 90 % of lectures, group meetings and dedicate the remaining hours of a full-time week to independent studying of the curriculum and project work with the group. Additionally, students are expected to attend ALL Q&A's and advising sessions with lecturers, where info about exams and other big projects will be given (only once).

Find practical information about incoming exchange at KEA here:
global.kea.dk/student-mobility/incoming-exchange

Questions? Please contact:

Hanne Vang Hansen / International Coordinator, KEA Design
Email: havh@kea.dk / Phone: +45 29 46 82 18

