

# BA IN JEWELLERY, TECHNOLOGY & BUSINESS



## INTRODUCTION

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

Exchange students are accepted into the **6th semester**. It is required that students have completed at least 2 years of studies in a related field, such as jewelry design, jewelry arts, or similar, prior to the exchange.

**Prerequisites:** proficiency in Rhinoceros 7, demonstrated academic writing skills, extensive experience with group work as well as independent studying.

## SEMESTER DATES - SPRING 2023

**Intro event:** Week before study start in late January (exact dates will be announced later).

**Semester start:** January 30th, 2023

**End of semester:** June 23rd, 2023

## MODULE 1: DIGITAL JEWELLERY (10 ECTS)

This module involves an interdisciplinary collaboration and an innovative approach to digital jewellery concept development, using the latest technologies and materials as well as user-orientated design methods. The students will explore the area of innovative, digital jewellery, using the latest knowledge in design, technology, and business.

## MODULE 2: ACADEMIC WRITING (5 ECTS)

This module deals with academic writing with a focus on argumentation, presentation of research, basic feedback methods and dissemination of results through a written product addressed to peers.

## MODULE 3: INNOVATION, TECHNOLOGY & BUSINESS (15 ECTS)

The subject element focuses on innovation in technologies promoting business development and value creation. The students will deal with trend, market, and industry analysis as well as innovative technologies and techniques for the production of jewellery. Furthermore, there is a focus on networking as well as the development and communication of innovative and competitive products and concepts by combining all the programme's subject areas, viz. jewellery, technology, and business.

## FOR FURTHER INFO, PLEASE CONTACT:

Hanne Vang Hansen  
International Coordinator - KEA DESIGN  
Email: havh@kea.dk  
Phone: +45 45 29 46 82 18  
Find more info here: [kea.dk/exchange](http://kea.dk/exchange)