

# Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



## Design Weaves: *craft in contemporary context*



**C**raft is an integral part of our lives. It is the reflection of a society where it is passed on from generation to generation with each generation adding their own view point to it.

Craft incorporates aesthetic and creative activity which is a result of many generations who still act as instruments in slowly building up accretion of community consciousness we call, culture. Rather than an individual or egoistical expression, craft through ages have been a community activity where each aesthetic concept is absorbed and amalgamated into a craft which serves the entire society.

But due to decline of its traditional usage and changing economy, craft is fast becoming an extinct variety. The need is to introduce the craft to new market and finding new patrons, by using the craft with great sensitivity in new contemporary designs. The aim should be to keep the soul of the craft alive.

By incorporating craft based design project as a unique design module, we at JDTI are trying to contribute in bringing the craft techniques, long since rustic and obsolete to people's notice. One such attempt was made this year by the students of 3rd semester where they studied the art of wire weaving. The aim of the project was to study the related craft to utilize these techniques in jewellery. Focus was on a restudy and exploration of fibrecraft to interpret the wealth of technical concepts found all around us. Important was to consider their possible application and utilization in new direction keeping in mind the originality of craft.

Students studied and observed a variety of related crafts like textile, crocheting, macramé, basketry, cane and bamboo weaving, braiding etc. After a long research and days of hard work, the students have managed to create distinct and different handcrafted pieces. It gives me immense pleasure to unveil this collection at the India International Show 2007, IIS.

The writer Smita Singh is an eminent designer and senior design faculty at JDTI.





## Shallu Jindal joins JDTI Advisory Board

Our Advisory Board consists of eminent personalities, designers, industrialists and educationalists. We are proud to announce the addition of Ms. Shallu Jindal, an acclaimed dancer and Social Activist.

We look forward to her valuable inputs and creative guidance.



### JDTI's MAGIC AT JEWELLERY WONDER 2007



“Jewellery Wonder 2007” was organized in Pragati Maidan from 4-6th August, which brought buyers, suppliers, designers and jewellery training Institutes under one roof.

The 3 day exhibition was well attended by the industry and provided students with a platform to showcase their unique handcrafted pieces.

The jewellery was well received and the outcome was an increased interest in the students and many received job offers.

#### Finalist at - IIGJ Vision 2007



‘Essence of Elegance Bride's Wear’, a contemporary design by Deepa Panjiar was selected at the national design competition, IIGJ Vision 2007. Deepa is currently pursuing the 2 year Diploma Programme.

#### Finalist at Tahitian Pearl Trophy Awards -2007

We are proud to announce that our eminent faculty members, Smitha Singh and Suchitra Dalal have been selected as finalists for Tahitian Pearl Trophy award. Their designs have been shortlisted in 2 categories each. We wish them the best for the national final round.

**Winner at IIGJ Vision 2007** - ‘Wrap Me’, a pendant designed by Sr. faculty Smitha Singh for the Casual Wear Category was selected winner at 3rd position in the national Final. The piece was sponsored by Silver Smith India Ltd. Congratulations !!

### JDTI's New Look

JDTI now adorns a new look. The design studios have been designed by the students themselves. The vibrant colours and textures across the walls and even ceilings of JDTI exude the distinct design spirit.





*What's new?  
Who is wearing what?  
What do people like?  
How to hit it right?*

## Relevance of Trends & Forecasting in today's world

Designers...manufacturers...retail organizations...consultants...everyone wonders on these questions and try to find out the inspirations, information and predictions of the coming season.

Where trends define current fashion, statement followed by masses, people's choices and preferences, style declarations etc. setting norms of image and leverages in the society.

Trends propose different ways to implement the concept into concrete products. Trends speaks of consumer attitudes, attributes, behaviors, habits etc with observations, analysis, and synthesis of the latest influences in the market and generate new business ideas.

Trade shows, associations, new releases, government reports and other public sources etc acts as major source of information pointing .

We as designers, manufacturers, professionals should be able to connect things, bringing knowledge from everywhere with a world view of what is going in the market. While most of us may not recognize the importance of trends but trends are actually based on various concrete studies to better know the target customer and their expectations.

"Fashion changes as whim and what might be highly fashionable today may be collectible tomorrow". Hence designers should have the skill of applying theories, ideas, and layers of information from the environment, driving inspirations from irrational things and making those ideologies relevant in his subject area of work. One should see the overall picture than the individual, and creating the environment, finding connection between many things through trends.

This year we have incorporated Trend study and forecast for the Final Design Project .  
The theme being , Trends 2007 -2008 .



The unique designs and handcrafted pieces will be unveiled at the graduating show in October 2007 .

The writer, Suchitra Dalal, is currently contributing to JD TI as design and graphics faculty.

### Eye on Graduating Batch 2007

"It all began with the Online Industry Based Project, wherein each student was placed with a Jewellery House and had to design a collection, on the basis of which they were selected for Internship.

On receiving the news that I was accepted at Tara Ultimo for an internship program, I was elated. This meant that I finally had the opportunity to see the functioning of a jewelry export house.

This two months long internship program started with a detailed orientation & understanding of various departments in the areas of Product Development, Sales, Merchandising & Production. I was then introduced to the design department. It was here that my internship began in full swing. I underwent intensive training to hone my designing skills. Although I am not the most ecstatic fan of Technical Drawing, I did manage to improve my orthographic drawing. Designing was complemented with a thorough analysis of the international market trends namely of U.S.A, Europe & Japan as well as the leading retail stores like Zales, Walmart, J.C Penny etc. This Project enhanced my sensibilities about the ongoing market trends.

To conclude, the internship at Tara Ultimo has proven to be extremely beneficial to my career. The company has shown me trust for my responsibilities & I will always be thankful for that. It has been a great honour working here & I appreciate the staff for guiding me all the way.'

----- Latika Kapoor , 2 year Diploma graduating batch student 2007

The other esteemed companies where the students have successfully completed internship are Gitanjali Group, Sama Jewellery, Diavente, Fine Jewellery, Estelle, Msuresh, Su-raj Group, Lakhi Group, KBS designs and Supergems. Many of the students have been retained in their respective companies.

For inquiries on the graduating batch please email to placement cell at JD TI.  
Email: enquiry@jdtiindia.com Website : www.jdtiindia.com



*Conceptualize Communicate Create*



### Services

- Market Research
- Trend Analysis & Forecasting
- Range Development
- Technical Specifications
- Computer Aided Designing
- Product Development
- Client Presentations
- Graphic Designing
- Packaging
- Visual Merchandising
- Consultancy Services
- Jewellery related Event Management



ddc

design development centre

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ADMISSIONS  
OPEN



# JDTI

## COURSES OFFERED

- **Diploma in Jewellery Design & Technology (2 year)**  
Commencing 18th April 2008
- **Comprehensive Jewellery Designing (6 months)**  
Commencing 10th Oct 2007
- **Basic Jewellery Designing (3 months)**  
Commencing 10th Oct 2007
- **Gemmology (3 months)**  
Commencing 10th Sep 2007
- **Diamond Grading (6 weeks)**  
Commencing 10th Sep 2007
- **Custom Made Jewellery Manufacturing (6 months)**  
Commences 1st of every month
- **Jewellers Bench Programme (3 months)**  
Commences 1st of every month
- **Basic Costume Jewellery (3 months)**  
Commencing 18th April 2008
- **Jewel CAD (1 month)**  
Commences 1st of every month
- **Jewellery Designing-Distance Learning (6 months)**  
Commences 1st of every month
- **Certificate Programme in Jewellery Retailing (6 weeks)**  
Commences 1st of every month

### SHORT-TERM SPECIALISED COURSES

Commences 1st of every month

- ▶ Advance Casting Techniques (3 weeks)
- ▶ Investment Casting (2 weeks)
- ▶ Stone Setting (2 weeks)
- ▶ Engraving & Enamelling (2 weeks)
- ▶ Finishing, Polishing & Electroplating (2 weeks)
- ▶ Quality Control (2 weeks)
- ▶ Photography (1 week)



### HOW TO APPLY:

Prospectus and application form can be obtained from Noida campus on payment of Rs.500/- or by sending a demand draft of Rs.500/- in favour of Jewellery Design & Technology Institute, payable at New Delhi.

### ADVISORY BOARD MEMBERS:

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Shallu Jindal, Social Activist & Classical Dancer
- Ms. Ritu Beri, Fashion Designer
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mrs. Aruna Oswal, Social Worker
- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
- Mr. Mahesh Prasad, IAS (Retd.), Former CMD (I.T.P.O.)
- Mr. Joginder Singh, IPS (Retd.), Former Director General (CBI)
- Mr. Krishna B. Goyal, Managing Director - Dwarka Gems
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.