



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Jewelry Design							
Course Code		MOT261		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To explain the basic elements of art and design principles by looking from the perspective of jewelry design; to give information about the art of jewelry, precious metals and precious and semi-precious gemstones and as well as fashion and art trends, also the reflections of architectural, plastic and decorative arts on jewellery design with the support of visual presentations.							
Course Content		Symbolic meanings of prehistoric periods from different cultures; materials and techniques used; cultural structure, belief systems, art movements and effects of fashion on jewelry design; design methods; new materials and approaches of contemporary artists to jewelry design; Introducing leading domestic and foreign jewelry designers.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Mesude Serpil ALTUN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Hugh TAIT, Seven Thousand Years of Jewellery, Firefly Books, London, 2008
2	Altan TÜRE, World Jewelry History-I-From Prehistoric Ages to Medieval, IKO Publications, İstanbul, 2011

Week	Weekly Detailed Course Contents	
1	Theoretical	Symbolic language of jewelry used in the Paleolithic period
2	Theoretical	The art of jewelry in ancient Egypt, Mesopotamia and Crete
3	Theoretical	Ancient Greek, Roman and Byzantine jewelry
4	Theoretical	The art of jewelry in ancient Anatolian civilizations
5	Theoretical	The art of jewelry in Romanesque, Gothic and Renaissance periods
6	Theoretical	The art of jewelry in Europe and the Ottoman Empire from the 17th century to the end of the 19th century
7	Theoretical	20th century art movements and reflections on jewelry design
8	Theoretical	20th century art movements and reflections on jewelry design
9	Theoretical	Design process and jewelry design methods
10	Theoretical	Design process and jewelry design methods
11	Theoretical	Basic principles of design
12	Theoretical	The relationship between the concept of aesthetics and design principles
13	Theoretical	Jewelry and symbolism
14	Theoretical	Precious and semi-precious gemstones used in jewelry design

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	To be able to understand the basic elements and design principles of jewelry design
2	have knowledge about the development of jewelry art from prehistoric times to present
3	To be able to have knowledge about precious and semi precious stones used in jewelry and jewellery design
4	Have knowledge about how art movements influence the development of jewelry design
5	To be able to understand and interpret the symbolic language in the jewelry as a non-verbal communication tool

Programme Outcomes (*Public Relations and Publicity*)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L3	L4
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7	5	5	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

