

“Very interesting introduction to  
jewellery making. Just what is  
needed to engage your  
imagination”

*M September – Silver Jewellery Making  
Certificate 2010*

“The tutor has been  
fabulous. The course has  
been a great experience.”

*S Sallan – Exploring Gemstones  
Certificate 2010*



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## Holts Academy of Jewellery Training Guide 2011

Holts Academy of Jewellery – a not for profit social  
enterprise and the UKs only training provider delivering  
solely to the Jewellery industry for over ten years.

holts

academy

# Holts Academy of Jewellery

**Holts Academy is a not for profit organisation that has been supporting the Jewellery industry for more than 10 years. We are passionate about what we do and this passion is reflected in over 350 new businesses that we have helped start and over 8000 learners that we assisted since we were born, not to mention the many former students that are now established and successful jewellers.**

**It's not a coincidence so many renowned jewellers have been trained with us.**

Located in the heart of London's jewellery quarter, Hatton Garden, Holts Academy offers a **unique learning experience.**

We offer a wide variety of courses which are taught by tutors who are **trade professionals** and have earned themselves a well deserved reputation in this competitive industry. Their invaluable experience is one the pillars of the Academy. We also offer **bespoke training** for companies and individuals that need a tailor-made training.

Our **exceptional** workshops and training rooms are equipped to a **high standard** to guarantee a pleasant and fruitful experience and all resources, tools and materials provided for your learning are of high quality **industry standard.**

We are **open all year**, deliver courses during the **evenings, days** and **weekends** from 1 day in duration to over 1 year and if we don't have something that matches your need... simply ask and we will create something unique and tailor made for you.

Recently we became the **only provider in England** delivering approved **qualifications** in Jewellery Manufacture. This comes at a time when is very difficult to find apprenticeships in the trade and recruit new blood to our industry. The NVQ (National Vocational Qualification) provides students with real skills for real jobs, applied and tested in real life situations.

For 2011 we have designed an **extensive range of new courses** from beginner to advanced levels making it easier to select the course that's right for you as well as making it easier to identify how you can progress from one level to the next whilst learning with us.

On the following pages you will see courses presented by subject area and level. Towards the end of this guide you will find the **support programmes, bespoke training** and **masterclass** information.

If you have any questions or need more information on course content or pricing, simply view our website (where you can also apply for courses) or do not hesitate to contact us on 020 7405 0197.

# Gemstones and Diamond Courses

## Diamond Grading Certificate

(Level 2)

Start Date	End Date	Days	Times	Price
05/03/2011	06/03/2011	Sat & Sun	10:00-16:00	£315
04/06/2011	05/06/2011	Sat & Sun	10:00-16:00	£315
10/09/2011	11/09/2011	Sat & Sun	10:00-16:00	£315
22/10/2011	23/10/2011	Sat & Sun	10:00-16:00	£315

## Diamond Studies with the Diamond Trading Company

(Level 4)

*Dates to be confirmed*

## Gemstone Discovery

(Level 1)

Start Date	End Date	Days	Times	Price
05/02/2011	05/02/2011	Sat	9:00- 18:00	£175
13/05/2011	03/06/2011	Fri x 4	9:00- 18:00	£175
03/09/2011	03/09/2011	Sat	9:00- 18:00	£175
02/11/2011	23/11/2011	Wed x 4	9:00- 18:00	£175

## Exploring Gemstones Certificate

(Level 2)

Start Date	End Date	Days	Times	Price
04/04/2011	09/05/2011	Mon x 6	18:30-20:30	£325
09/07/2011	23/07/2011	Sat x 3	10:00- 14:00	£325
10/10/2011	14/11/2011	Mon x 6	18:30-20:30	£325

## Pearl Studies

(Level 2)

Start Date	End Date	Days	Times	Price
12/03/2011	19/03/2011	Sat x 2	10:00-14:00	£285
18/06/2011	25/06/2011	Sat x 2	10:00- 14:00	£285
29/10/2011	05/11/2011	Sat x 2	10:00- 14:00	£285

# Gemstones and Diamond Courses

## Diamond Grading

*(Level 2)*

This hands-on course is designed to develop your knowledge of practical diamond grading identification, grading and quality. You will examine many polished diamonds of varying colour and clarity qualities. In this practical course you will discover the difference between simulants and synthetics as well as different methods of diamond treatments.

## Diamond Studies with the Diamond Trading Company

*(Level 4)*

This is a 4 day course run by the Diamond Trading Company (formerly De Beers) **exclusively for Holts Academy** will give you a unique insight into diamonds. This course will cover topics from the 4 C's to grading and mining. The DTC is committed to making a contribution to the communities in which it operates. As a result four times a year the DTC offers this exclusive course for UK based people to attend in conjunction with Holts Academy of Jewellery. The course offers a unique opportunity to learn about rough and polished diamonds. This is a practical course working with an unrivalled stock of rough and polished diamonds. Your instructor will give you guidance throughout and due to the class size of only 4 there is plenty of opportunity for one to one tuition.

## Gemstone Discovery

*(Level 1)*

If you love dazzling gems, don't look further. This fun and informative course will teach you to identify and appreciate gemstones. Enjoy yourself handling beautiful gems while learning the properties and characteristics that make precious and semi-precious stones so unique. From the jargon used by the experts to their value, this course will provide you with an insight in this exiting subject. All the materials you require are included.

## Exploring Gemstones Certificate

*(Level 2)*

In this hands on practical course, you will learn to identify all the main coloured gemstones, simulants and synthetics. Gems collected by Holts over the past 50 years will be shown throughout the course. You will learn from those with hands-on experience the main gemstone varieties and gem colours used in jewellery. You will learn easy techniques for using pocket instruments for identifying gemstones. You will be able to train your eye to recognise their unique characteristics and gain tips to help you distinguish synthetics, simulants and treatments.

## Pearl Studies

This course will teach you the history of pearls and how to confidently identify a type of pearl from a range of different pearls.

This is a hands on, practical course. Your tutor will give you guidance throughout, and due to the small class size, there is plenty of opportunity for one to one as well as group tuition. Feedback is given both individually and through group discussion. Topics covered:

- History of pearls
- Production methods
- Handling different types of pearl such as South Sea, Tahitian, Freshwater, Saltwater, Natural and Cultured pearls
- How to confidently identify one pearl from another e.g. cultured to a Tahitian
- How to identify different quality of pearls
- Market value of pearls when purchasing
- How to care for your pearls

# Jewellery Design Courses

## Jewellery Design Unit 1

(Level 2)

Start Date	End Date	Days	Times	Price
03/02/2011	25/02/2011	Thurs & Fri	10:30- 14:30	£400
29/06/2011	21/07/2011	Wed & Thurs	10:30-14:30	£400
25/08/2011	16/09/2011	Thurs & Fri	10:30-14:30	£400

## Jewellery Design Unit 2

(Level 3)

Start Date	End Date	Days	Times	Price
15/03/2011	12/07/2011	Tues x 18	18:30-21:00	£350
13/09/2011	10/01/2012	Tues x 18	18:30-21:00	£350

## Computer Aided Design – MATRIX

(Level 3)

Start Date	End Date	Days	Times	Price
18/01/2011	21/01/2011	Tues - Fri	10:00-17:00	£920
15/03/2011	18/03/2011	Tues - Fri	10:00-17:00	£920
13/06/2011	16/06/2011	Mon - Thurs	10:00-17:00	£920
25/10/2011	28/10/2011	Tues -Fri	10:00-17:00	£920
21/11/2011	25/11/2011	Mon - Thurs	10:00-17:00	£920

## Computer Aided Design - Rhino Stage 1

(Level 3)

Start Date	End Date	Days	Times	Price
31/01/2011	21/02/2011	Mon x 4	10:00- 17:00	£500
24/06/2011	15/07/2010	Fri x 4	10:00- 17:00	£500
28/09/2011	19/10/2011	Wed x 4	10:00- 17:00	£500

## Computer Aided Design - Rhino Stage 2

(Level 4)

Start Date	End Date	Days	Times	Price
21/03/2011	11/04/2011	Mon x 4	10:00- 17:00	£500
09/11/2011	30/11/2011	Wed x 4	10:00- 17:00	£500

## Adobe Photoshop (dates tbc)

Start Date	End Date	Days	Times	Price
22/03/2011	12/04/2011	Tues x 4	10:00- 17:00	£500

## Adobe Illustrator (dates tbc)

Start Date	End Date	Days	Times	Price
03/11/2011	11/11/2011	Thurs & Fri x 2	10:00- 17:00	£500

"I loved every minute of the course. As a jeweller I really needed to brush up my designing skills, this course gave so much more than that. I feel more confident with my designs and it opened up my creativity" J. Palmer. Jewellery Design Certificate.

## Digital Photography

Start Date	End Date	Days	Times	Price
Classes by arrangement. Please contact the Academy for further information.				£249

## Computer Aided Design - Master classes

We provide a wide array of master classes in several areas of the Jewellery Trade. If the skills you want to learn are not listed in this timetable, please contact the Academy to discuss the bespoke training options we offer.

## Jewellery Design Courses

### Jewellery Design Unit 1

*(Level 2)*

This is a hands-on, highly creative jewellery design course that will teach you how to transfer your creative ideas onto paper and to present those ideas to clients without the expense of producing the actual piece. You will learn how to formulate ideas and designs put them on paper with preliminary drawing and painting techniques and relate them to manufacturing techniques. Importantly you will learn how the design and manufacture of a piece can influence its price and saleability. A demonstration of technical drawing, presentation painting and how to present your work for different purposes will also be covered. Covering a wide variety of subjects within the industry this course is not simply about jewellery design, it also gives you some grounding in the history and future.

### Jewellery Design Unit 2

*(Level 3)*

The Jewellery Design Diploma course came to life after years of experience in Jewellery education. The course covers the different array of skills and knowledge needed in order to become a professional Jewellery designer. The course content includes a balanced mix of hands-on and theory based knowledge, which will enable you to develop your creativity while acquiring the tools to communicate those ideas in a professional way. The course covers trade terminology, the History of Jewellery, design periods and styles, and the future of Jewellery Design and will be able to put your creative ideas on to paper by using technical drawing, freehand sketching, drafting techniques and perspective drawing. An overview of Computer Aided Design that will open up a whole new world of possibilities for the new designers.

### Computer Aided Design – MATRIX

*(Level 3)*

Gemvision Matrix is a platform redesign of the Rhino CAD software. They redesigned the entire Rhino interface and tool set from the ground up with the jeweller in mind. In addition to offering all the advantages of Rhino, Matrix has a whole series of additional builders and specialty tools for making all the repetitive and painstaking tasks of jewellery design (such as pave and prong settings) fast and easy. Thanks to all these additional tools, Matrix will get you designing for production amazingly quickly. We offer an intensive course in Matrix, the equivalent of Gemvision's own Primary Training.

### Computer Aided Design - Rhino Stage 1

*(Level 3)*

Rhino is a general product design CAD program originally designed for the marine industry, but since adopted by many different areas of product design such as furniture, footwear, electronics, and of course jewellery design. It offers more functionality than any one specialty will ever use, and its product design roots make it ideal for designing complex assemblies. Each design specialty has made extensions (or plug-ins) for Rhino to make their jobs easier. In this course, Rhino will be taught alongside the plug-ins Flamingo (an easy to use rendering tool for making photorealistic images from models) and Rhino Jewel (a basic jeweller's toolbox and stone library).

## **Computer Aided Design - Rhino Stage 2**

*(Level 4)*

This course will continue developing your skills while using Rhino. It is a continuation of the Rhino Stage 1 and is focus on solving the problems and clearing the obstacles jewellers find while using Rhino. Previous experience using the programme is necessary.

## **Adobe Photoshop**

Learn How to Digitally repair, Crop and manage Photographs for Web and Print

Adobe Photoshop is a powerful photo manipulation and design tool, extending the "Digital Photography for Jewellers" course. You will learn photo editing and cropping techniques to enhance the use of your jewellery images in print and on the web. Prerequisites: Adobe illustrator for Technical Drawing, Digital Photography, Exploring Gemology, The Art of Jewellery Design, and basic CAD course or equivalent experience.

## **Adobe Illustrator**

Adobe Illustrator is a powerful graphic design and illustration tool that works with many of the same basic principles as the 2D elements of most CAD packages. It's only natural, then, that it makes an ideal supplement for drawing 2D lines to be later turned into a 3D model, or even using it as a design tool in its own right for precise technical illustration or fast conceptual designs. The Adobe Illustrator for Technical Drawing course is exclusive to H3-D and Holts Academy, taking many elements from Adobe's standard Illustrator course and tailoring them to a jewellery designer's needs. Prerequisites: Essential PC Skills for CAD, or equivalent experience is required. The Art of Jewellery Design or Begin at the Bench are recommended, but not required.

## **Digital Photography**

This hands-on, intensive course will ensure that you get the best images possible from whatever digital camera you have.

Split over three days with one day spent at a photographic studio you will learn a number of techniques to ensure your images and knowledge of using a digital camera for jewellery photography enhances your products. Whether you want to use your photographs for the web or a printed catalogue, this course will ensure you get the results you need. In small groups, working to complete a project, you will learn how to present your brief and plan your shoot, coordinating all the different elements as well as exploring the legal issues surrounding photography.

**Computer Aided Design - Master classes – please refer to the bespoke and masterclass section at the end of this guide.**

# Jewellery Making and Bench Courses

## Silver Jewellery Making Unit 1

(Level 2)

Start Date	End Date	Days	Times	Price
11/01/2011	01/03/2011	Tues x 8	18:30- 21:00	£299
08/03/2011	26/04/2011	Tues x 8	18:30- 21:00	£299
12/07/2011	30/08/2011	Tues x 8	18:30- 21:00	£299
15/09/2011	03/11/2011	Thurs x 8	18:30- 21:00	£299

## Silver Jewellery making Unit 2

(Level 3)

Start Date	End Date	Days	Times	Price
07/02/2011	11/04/2011	Mon x 10	18:30- 21:00	£299
14/04/2011	16/06/2011	Thurs x 10	18:30- 21:00	£299
11/07/2011	12/09/2011	Mon x 10	18:30- 21:00	£299
18/10/2011	20/12/2011	Tue x 10	18:30- 21:00	£299

## Technical Diploma Drilling and Carving

(Level 4)

Start Date	End Date	Days	Times	Price
09/04/2011	16/04/2011	Saturday x 2	10:00- 17:00	£393

## Technical Diploma Enamelling

(Level 4)

Start Date	End Date	Days	Times	Price
13/04/2011	27/04/2011	Wed x 3	10:00- 17:00	£385
29/06/2011	13/07/2011	Wed x 3	10:00- 17:00	£385

## Technical Diploma FACETING

(Level 4)

Start Date	End Date	Days	Times	Price
30/04/2011	07/05/2011	Sat x 2	10:00- 17:00	£450

## Technical Diploma LAPIDARY

(Level 4)

Start Date	End Date	Days	Times	Price
18/06/2011	25/06/2011	Sat x 2	10:00- 17:00	£350

## PLATINUM Master Class

(Level 4)

Start Date	End Date	Days	Times	Price
20/07/2011	27/07/2011	Wed x 2	09:00- 18:00	£554

## Technical Diploma WAX CARVING AND CASTING

(Level 4)

Start Date	End Date	Days	Times	Price
16/02/2011	23/03/2011	Wed x 6	18:30- 21:00	£220
08/06/2011	13/07/2011	Wed x 6	18:30- 21:00	£220
21/09/2011	26/10/2011	Wed x 6	18:30- 21:00	£220

"I never believed I would have been able to achieve as much in three days as I have! This course has given me the knowledge and confidence to make my own jewellery. Amazing tutor, fantastic workshops..." *L. Krilling, Silver Jewellery Making Certificate.*

### Laser Welding

Start Date	End Date	Days	Times	Price
Classes by arrangement. Please contact the Academy for further information.				£215

### Professional Polishing

Start Date	End Date	Days	Times	Price
27/04/2011	01/06/2011	Wed x 6	18:30- 20:30	£753

### Jewellery and Diamond Mounting

Start Date	End Date	Days	Times	Price
12/04/2011	19/04/2011	Tues x 2	9:00- 18:00	£285
30/06/2011	07/07/2011	Thurs x 2	9:00- 18:00	£285

### Master classes

*(Level 4)*

We provide a wide array of master classes in several areas of the Jewellery Trade. If the skills you want to learn are not listed in this timetable, please contact the Academy to discuss the bespoke training options we offer.

### National Vocational Qualification (NVQ) Jewellery Manufacture Level 2 / Level 3

Please refer to our qualifications section towards the back of this guide.

## Jewellery Making and Bench Courses

### Silver Jewellery Making Unit 1

*(Level 2)*

This exciting course will take you on a journey in to the world of jewellery design, creation, metal polishing and finishing. You will be given all the materials you need to create your own items and everything you make is yours to keep at the end of the course. The course has an open structure that allows you to move at your own pace. After an induction to the workshop and advice to work safely from home your tutor will give you an introduction to jewellery making and design illustrated by her/his own work. The start of the course focuses on the basic techniques required in making jewellery such as marking and cutting metals, soldering, polishing and finishing. This will be developed throughout a set project lasting the first sessions.

### Silver Jewellery making Unit 2

*(Level 3)*

This hand- on course will take the skills learnt on the Silver Jewellery Making Certificate further. It is also ideal for those who have been making silver jewellery and want to improve their skills, by receiving professional guidance from a Jewellery making expert. You will incorporate basic mounts and basic settings to expand the array of making possibilities. You will be given all the materials you need to create your own items and everything you make is yours to keep at the end of the course.

### Technical Diploma Drilling and Carving

*(Level 4)*

This intensive course will teach you the skill of basic stone carving, drilling, sanding and polishing techniques. Course numbers will not exceed five participants to allow focused input from your tutor. For completion of the course you will work to complete a project on a cabochon stone and will be taught how to drill holes and use different carving tools. This course will give you the skills to carve almost anything out of stone.

## **Technical Diploma Enamelling**

*(Level 4)*

Enamelling is the art of using powder or paste and applying to jewellery, which is then fired in a kiln to produce a smooth coloured coating. An ancient technique, enamelling is also favoured with art nouveau jewellers. Colour in enamel is obtained by the addition of various minerals, often metal oxides. Delicate shades ranging from pure violet to wine-red can be achieved. Enamel can be either transparent, opaque or opalescent (translucent), which is a variety that gains a milky opacity the longer it is fired.

## **Technical Diploma FACETING**

*(Level 4)*

A rarely available and intricate subject, this hands-on course runs over 2 days and class sizes are kept to a maximum of three participants. You will gain an understanding of how to create a 'brilliant cut', which is one of the most important types of cut to master, you will also be taught to cut other styles. If you complete your first stone during the course you can progress to learning the process of an emerald cut. You will gain the ability to work safely and effectively with lapidary machinery in cutting and polishing gemstone facets.

## **Technical Diploma LAPIDARY**

*(Level 4)*

This course is a practical, 'hands on' introduction to working with stones and cutting and polishing equipment held in our very own lapidary department on the premises. Students will be taught how to use the machinery as well as to cut and form their own cabochon. You will learn an introduction to all equipment, machinery, grinders and polishers. The course also covers the knowledge required to find the best place to cut stones. You will learn to make a dopping stick (Sticks with red setters wax, which stones can be set on to work on). The cutting and finishing of a hard stone i.e. quartz, agate. The polishing of more precious stones i.e. Mother of Pearl, amber and jet.

## **PLATINUM Master Class**

*(Level 4)*

It is a known fact that to produce and finish fine platinum jewellery is one of the trade's greatest challenges. To do this, time and cost effectively, is even harder. This course will give you opportunity to ask questions to one of the trade's top master craftsmen and to capitalise on the popularity of platinum in the market. Platinum is denser and stronger than white gold. This means that settings can be made of thin, seemingly fragile constructions, and still have the strength and integrity to securely hold stones or jewellery together. On this hands-on course you will learn the basics of working with platinum, how to solder, how to finish and polish platinum and how to compare platinum with other metals.

## **Technical Diploma WAX CARVING AND CASTING**

*(Level 4)*

Wax carving is a skill in itself. Combined with your knowledge of jewellery manufacture and production, a whole new range of designs and production methods will be opened up to you. Focussing on the hand skills required when carving, such as marking, cutting, filing and shaping, you will be guided through the process of producing waxes for prototype, moulding and casting. You will also be taken through the theoretical elements of carving for production such as shrinkage, sizing and the casting process. You will receive a full tree of casts, and be introduced to working with cast metal. Not only will your customers be able to view the jewellery before production, you will also be able to have it produced quickly and accurately.

## **Laser Welding**

*(Level 4)*

Thinking of buying a laser welder or already own one and want to get the best from it? Learn the latest in technology. Laser welding is unlike anything previously available in jewellery repair. Manual laser welding allows platinum, gold, silver, stainless steel and titanium (and many other alloys) to be joined together without the use of solder. The micro fusion laser produces a sharply focused light beam that melts a very small area of metal. The metal cools instantly, fusing the two pieces together. Laser-welded joints have more than triple the strength of soldered joints, without ever having to heat up the piece. This course will teach you how to produce better settings and cut back on the time taken to repair items as well as working with heat sensitive objects without having to remove them from their setting therefore reducing the risk of damage. Numbers on the course are very small to ensure a large degree of practical time.

## Master classes

(Level 4)

We provide a wide array of master classes in several areas of the Jewellery Trade. If the skills you want to learn are not listed in this timetable, please contact the Academy to discuss the bespoke training options we offer.

## Setting Courses

### Setting Unit 1

Start Date	End Date	Days	Times	Price
22/02/2011	01/03/2011	Tues x 2	10:00- 17:00	£245
13/05/2011	20/05/2011	Fri x 2	10:00- 17:00	£245
21/10/2011	28/10/2011	Fri x 2	10:00- 17:00	£245

### Setting Unit 2

Start Date	End Date	Days	Times	Price
18/03/2011	25/03/2011	Fri x 2	10:00- 17:00	£245
03/05/2011	10/05/2011	Tues x 2	10:00- 17:00	£245
07/09/2011	14/09/2011	Wed x 2	10:00- 17:00	£245
08/11/2011	15/11/2011	Tues x 2	10:00- 17:00	£245

### Setting Unit 3

Start Date	End Date	Days	Times	Price
29/04/2011	06/05/2011	Fri x 2	10:00- 17:00	£360
21/09/2011	28/09/2011	Wed x 2	10:00- 17:00	£360
21/11/2011	28/11/2011	Mon x 2	10:00- 17:00	£360

### Setting Unit 4

Start Date	End Date	Days	Times	Price
27/05/2011	03/06/2011	Fri x 2	10:00- 17:00	£360
05/12/2011	12/12/2011	Mon x 2	10:00- 17:00	£360

P. Baker. Setting Unit 2

"Fantastic course, professional tutor, really patient and friendly. I learnt all the settings I need for my job. Thank you!"

### Setting Unit 1

The aim of this course is to equip you with the theoretical knowledge of setting in order to support your practical work. You will work to build a catalogue of setting examples that can be used for future reference. This fully comprehensive setting course is divided in units that will take you from the very basics of stone setting practice and theory, covering all of the tools, equipment and techniques involved.

This course follows an intensive delivery structure focusing on developing setting skills. Therefore, students are placed on the course at an appropriate level in accordance to previous experience.

Setting Unit 1 is the foundation unit for the settings, covering all of the basic theory work

By the end of this unit, you will have a firm grasp of the theory of stone setting that can be applied to any situation, a completed rub over setting and a claw setting.

- Introduction to stone setting tools
- Basic rub-over setting
- Claw setting

### Setting Unit 2

The Intermediate unit introduces you to more specialised settings that will allow you to add pattern, texture and variety to your work, or to add focal points of colour and sparkle.

The unit covers single grain Pave, 5 grain pave and Gypsy setting.

### Setting Unit 3

This advanced setting unit covers Pave settings which are amongst the most popular choice of settings in traditional and contemporary jewellery.

Cut down and micro pave are considered to be challenges to setters and can greatly enhance the beauty and value of your work.

### Setting Unit 4

This advanced setting unit is a continuation of skills learnt in the previous unit. The Unit also covers advanced setting techniques such as V claw, Roman Setting and Channel Setting.

# Beading and Stringing Courses

## Beaded Jewellery Design Unit 1

(Level 2)

Start Date	End Date	Days	Times	Price
15/02/2011	09/03/2011	Tues & Wed x 4	18:30- 20:30	£249
11/05/2011	02/06/2011	Wed & Thurs x 4	18:30- 20:30	£249
05/10/2011	27/10/2011	Wed & Thurs x 4	18:30- 20:30	£249

## Beaded Jewellery Design Unit 2

(Level 3)

Start Date	End Date	Days	Times	Price
23/03/2011	14/04/2011	Wed & Thurs x 4	18:30- 20:30	£249
19/07/2011	10/08/2011	Tues & Wed x 4	18:30- 20:30	£249

## Technical Diploma in Stringing

(Level 3)

Start Date	End Date	Days	Times	Price
06/04/2011	20/04/2011	Wed x 3	10:30- 14:00	£275
10/06/2011	24/06/2011	Fri x 3	10:30- 14:00	£275

"Thoroughly enjoyed the course. The tutor showed so many ways to be creative. I'm pleasantly surprised"

C. Mantock, Beaded Jewellery Design Certificate.

# Beading and Stringing Courses

## **Beaded Jewellery Design Unit 1**

*(Level 2)*

This course was developed for those who want to create Jewellery with the view of starting their own business or for the ones that have an interest in making jewellery for themselves and their beloved ones. The course is a hands-on course that also covers theory and hands out to refer to when not in the classroom. The learner is introduced to the understanding of materials, tools and techniques developed by experienced jewellers to produce amazing results. The student is provided with the concepts and rules of Jewellery design that will guide them in the process of designing jewellery pieces. These skills will allow you to make a wide array of quality and long lasting necklaces, bracelets, rings and earrings with a wide variety of materials such as pearls, semi precious stones, Swarovski crystals, chains, leather thongs, and much more.

## **Beaded Jewellery Unit 2**

*(Level 3)*

This advanced level was design having in mind those who have been creating beaded Jewellery for a while and want to introduce or develop design concepts to their creations. Advanced beading techniques are introduced to open up different possibilities while designing and making beaded Jewellery. Upon completion of this course the students will be able to design and make a piece that is up to the luxury brands standards.

## **Stringing Diploma**

*(Level 3)*

This course will teach the skills of stringing beads on to a variety of thread mediums as well as proficient knotting to create different styles separating the beads from each other. You will be able to incorporate different items in to your work, such as pendants or drops as well as a variety of semi-precious stone beads. Finally you will learn how to secure a clasp to your piece. All the materials required for you to complete the course are provided as part of your course fees and you will leave with your very own item of jewellery. On the third day of the course, you are asked to bring a selection of your own beads to work with. If you do not have any, the tutor can make recommendations of where to source these.

# Support Programmes

## New Product Development and Commerciality Programme

**£1195**

This programme offers an in-depth 55 hour framework covering the complete process of bringing a new product to market. Develop your product and brand strategically from concept to full commercialization. Whether you already have a range of jewellery but need to focus it commercially or are just starting to develop a new range ready for market. Put simply this programme will help you to identify opportunities in the marketplace and exploit them by improving existing product ranges or by developing new brands and collections. This programme will help your new line success rate, improve market responsiveness, create greater credibility with your customers and help you gain a competitive advantage.

## Start Your Own Business Programme

**£895**

More than half a million people start their own business each year – 50 of which close each day. This ten week programme will take you through a series of proven steps to help you along the road to starting your own business with a strong foundation. You will cover; Business Planning, Costing and Pricing, Financial Management, Product Development, Marketing, Branding, Ethical and Environment considerations, Exporting, showcasing and selling, and how to Sell.

## Developing Ethical Jewellery and Making Your Business More Ethical

**£415**

Recognising the need for clear, concise and practical information in this area, Holts Academy of Jewellery have worked to create a jewellery industry specific ethical and environmental awareness programme delivered by a subject expert to break down the barriers that people face in adopting more ethical practices and support the acquisition of knowledge about what ethical means and support participants to develop the tools to generate a personal code of conduct.

The aim of this course is to bring light into the different steps of the supply chain in order to analyse them with the ethical microscope, and to inform new comers as well as experienced jewellers about the different options and routes to create ethical products. The course will cover sourcing materials, the production process as well as retail and the consumer and will be delivered over 48 hours plus around 9 hours of students' own work and research.

## Personal Development and Coaching – Smart Tools for Success

**£245**

This programme shows you simple and effective ways to radically improve your performance on a daily basis, within a small and supportive group environment. This transformational course will teach you how to:

- Develop a vision for your business and career long-term
- Create and put into action inspiring goals
- Identify and change negative behaviour
- Break through obstacles and limiting thinking
- Sustain enthusiasm and motivation

How it works - this programme uses proven coaching techniques to fast track the journey between where you are now and where you want to be. The process acts as a catalyst, helping you identify what is important to you in all areas of your life. It raises your awareness of what holds you back and teaches you how to change unhelpful thoughts and behaviour. Smart Tools for Success provides an effective framework in which to harness your skills and talents enabling you to be at your proactive best.

## Bespoke Training

Tailor-made options are available for companies or individuals that need a flexible alternative that caters their needs.

We offer bespoke training in all the areas of the Jewellery Trade and all levels.

Please contact a member of our staff to discuss this option.

## Qualifications

Holts Academy of Jewellery is leading the sector with the first and exclusive British Jewellery Qualification. From 2009 for the first time the Academy will offer Nationally recognised qualifications in Jewellery Manufacture at Level 2 and 3.

A S/NVQ is a national vocational qualification awarded by the Scottish Qualification Authority (SQA). Unlike A Levels and degrees, S/NVQs are about real skills for real jobs, applied and tested in real life situations. S/NVQs prove that you are competent and capable of carrying out the practical tasks required in employment. They are somewhat similar to apprenticeships.

S/NVQs prove that:

- You are competent and capable of carrying out the practical tasks required in employment.
- You have the necessary knowledge and understanding of the principles associated with the work you are required to do.

There is a maximum of 20 people in each NVQ group and we offer this course in different formats:

- Full Time (2 days per week)

We offer this qualification in two different levels, level 2 and level 3.

Information on each qualification is available in our website [www.holtsacademy.com](http://www.holtsacademy.com)

# Masterclasses

On the following pages we outline just some of our masterclass training modules, which cover some of the skills expected from business people of today, and that we run successfully with companies wishing to enhance their and their staff's potential. – This is not an exhaustive list, but designed to demonstrate our experience in this sector.

All of the modules can be contracted and expanded in size between ½ day and 2 days, according to the requirements of the teams/individuals in question. The learning can be delivered in 1-2-1 coaching as well as facilitated group sessions.

Depending on the desired depth of learning group sizes can vary between 5 – 25 people per group. – The bigger the group the more general the treatment of the subject, as different levels of pre-knowledge and experience need to be catered for to ensure every participant benefits.

More specific treatment of a subject can be delivered to larger groups, if the knowledge and experience as well as communication styles of all members of the group are similar.

## Sales

### The Sales Mindset

- The ethics of selling
- The barriers to selling
- Commercial awareness
- Understanding your customer
- Discovering customer needs
- Listening
- Effective questioning
- Selling solutions
- The difference between price and value

### Closing the Sale

- Understanding your customers
- Selling solutions
- Talking benefits at all time
- Using value propositions
- Negotiating win-wins
- Buying Signals
- Closing & having fun doing it
- Asking for the sale
- Objections
- Cashing Objections
- Closing techniques

## Leadership and Management

### Essential People Skills for Leaders

- Understanding people
- Expressing yourself
- Speaking up
- Quality feedback
- Influencing others
- The role of conflict
- Collaboration
- Shifting gears

### Good or Inspirational Leader?

- Definition of a good leader
- Definition of an inspirational leader
- Why does the difference matter?
- Qualities of the inspirational leader

### Leadership Qualities for Change Leaders

- Knowing yourself
- Knowing your impact
- Motivating & coaching others
- Giving constructive feedback
- Turning work groups into teams
- Managing and promoting conflict
- Helping others to cope with & learn from change
- Solving problems creatively

### You as a leader

- You as a leader
- Leadership styles
- Motivating & coaching others
- Giving feedback
- Resolving conflict
- Helping people to cope with change

# Masterclasses...

## Presenting and facilitating

### Winning Presentations

- Structuring impactful presentations
- Physical and mental preparation
- Vocal enhancement – projection, tone
- Controlling nerves
- Using your stage/environment effectively
- Body language and eye contact
- Making the best use of technology
- Handling difficult questions
- Presentation to camera and feedback

### Effective Facilitation

- The focus of facilitation
- The role of the facilitator
- Types of Facilitators
- Responsibilities
- Handling difficult situations
- Handling difficult people
- Handling ourselves
- Key Tasks of the facilitator
- Top 5 personal skills

## Teams, team work and team building

### Workgroups into Teams

- Importance of team work
- Benefits
- The 5 stages of group development
- Typical roles
- Personal style of team leader
- Common goals
- Motivating yourself
- Motivating others
- The feedback sandwich
- Secrets of successful teamleaders

### Team Performance and Effectiveness

- Team performance defined
- Barriers to team performance
- 6 dysfunctions of a team
- Team effectiveness
- Causes for lack of team effectiveness
- Team dynamics
- Essential behaviours of effective and high performing teams

### A well defined Working Approach for Teams

- Creating a vision and purpose
- Translating the vision into an action plan
- Agreeing ground rules
- Creating a team charter
- Individuals' objectives
- Team's objectives
- Drafting a work plan
- Skill/will matrix
- Benchmarks and Milestones
- Accountability
- 'Maintenance'

### Coaching Skills for Managers

- Benefits of the Coach Approach
- The role of the coach
- Barriers to coaching
- Giving & receiving feedback
- Listening
- Powerful questioning
- Involving people in decision making
- Balancing objectives
- Maximising contribution

### Motivation in the Workplace

- Measuring success
- Motivating yourself – the challenges & opportunities
- Energizers & Drains
- Motivating Others – what changes?
- The role of responsibility
- Giving effective feedback
- Influencing people by learning their 'language'
- NLP – the basics
- Sustainability
- Setting yourself up for success
- Goal setting beyond SMART
- The 6 Demotivation Traps
- The role of perseverance

### Communication Styles

- PCSI self assessment
- The 4 communication styles
  - Directing
  - Presenting
  - Mediating
  - Strategizing
- Review of the styles
- Communicating across the styles
- Clarifying distinctions
- Using the PCSI in team development

# Masterclasses...

## Negotiation, conflict management and personal effectiveness

### Negotiation and Persuasions Skills

- What is negotiation? – key principles and skills required
- Barriers to negotiation
- Communication styles (rhetoric) and their impact on the negotiation process
- The steps of successful negotiating
- Getting ready to negotiate
- What's important? Identifying and prioritising objectives
- Making your key points
- The hidden language of signals
- The power of body language (even on the phone)
- Agreeing a positive outcome
- Following up the negotiation

### Personal Effectiveness

- Root causes of procrastination
- Emotional Intelligence
- The influence of purpose
- Dynamics of procrastination
- Common behaviour patterns and their influence on personal effectiveness
- The role of conditioning in self sabotaging behaviours
- Barriers to change
- Comfort and frustration in personal effectiveness
- Goal setting beyond SMART Goals
- Sustaining motivation

### Creative Problem Solving

- What is a problem?
- What is a complaint?
- What is the difference and why does it matter?
- The 6 P Process
- Solving specific issues and their root causes
- The way forward into a culture of responsibility

### Presenting Yourself & Building External Relationships

- The Purpose of Building Relationships
- Why present yourself?
- The Barriers & how to overcome them
- How to build lasting relationships
- Clarity of message
- The Golden Rule
- The Art of Followup
- 5 Crucial Steps...
- 5 Questions that work
- Top 10 Tips for the successful Networker

### Mastering Conflict

- Getting Others to Listen
- Gaining Cooperation
- Management of Constructive and Destructive Conflict
- knowing the causes of conflict
- resolving four types of conflict
- developing appropriate attitudes
- preventing 'dirtyfighting'
- techniques
- Mastering Conflict Resolution Styles
- Implementing Positive Skills
- Responding to Difficult People

### Performance Management

- Identifying performance required from members of team
- Coaching & supporting the team and individual members
- Directing & developing the team and individual members
- Delegating to the team & individual members
- Regular performance review of team and individual members
- Giving encouragement, support, guidance and recognition on a daily basis
- Giving feedback constructively
- Agreeing action and personal development plans

### Networking for Success

- What is Networking?
- The Purpose of Networking
- The Benefits
- The Barriers & how to overcome them
- Tools
- The Golden Rule
- The Art of Followup
- Types of Networks
- 5 Questions that work
- Top 10 Tips for the successful Networker

# Masterclasses...

## Finding and retaining the best staff

### Staff Assessment

- Assessing staff performance
- Identifying challenges
- Continuous review – formal & informal
- Using 360 degree/multi rater feedback
- Personal development plans
- Balancing business & personal objectives
- Continuous motivation
- Achieving a culture of responsibility
- Longterm staff retention

### Staff Selection

- Job specification and how to do it well
- Task requirements
- Person requirements
- Essential & desirable requirements
- Interviewing techniques
- Constructive feedback and followup of interviews
- Creating rapport quickly
- Maintaining performance

“The Academy has in-depth training that has answered all my questions about processes and manufacturing. I used to struggle, but not any more!”

*L Orford –Rhino Stage 2 2010*

“I knew from the age of 12 that I wanted to be a jeweller , I studied Art and Design and worked in the industry in management for ten years. After taking some time off for my growing family I recently returned with a longing to be creative again. Holts was exactly what I needed to re-hone my dormant skills and I will be eternally grateful to them for the marvellous opportunities the school has opened up to me and has enabled me to become the designer/goldsmith that I always hoped I would be when I started”

*J Weller Various courses 2008*

“There was much more information that I expected from a short course. I received a lot of one to one tuition time.” *A Campbell – Setting Unit 2 2010*

“Holts Academy have helped me improve my knowledge and skills and opened my mind to opportunities and possibilities that has moved my ideas further than I thought I could ever achieve and increased my potential for making a great success of my business.”

*Z White –numerous courses 2008 to 2010*

“Holts Academy are leaders in the field of training and development”

*Sophie Byatt, National Training Awards*

“Parts of the jewellery trade are dying as specialised skills are being lost and forgotten.. what we need is practical training that addresses the needs of the jewellery industry, and that’s exactly what Holts Academy has on offer” *Joanna Hardy, Director of Jewellery, Sotheby’s*

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Holts Academy of Jewellery has supported the launch of Platform.... A not for profit jewellery gallery on Hatton Garden selling the best of British Jewellery... check it out at [www.platformjewellery.com](http://www.platformjewellery.com)

