

Design @ 50 graduates receive certificates

The first intake of provincial government-launched commercial jewellery design programme Design @ 50 have recently received their certificates. Design @ 50 is for candidates with a background in jewellery design and manufacturing, and is aimed at improving the commercial jewellery design capacity within Gauteng. It forms a cornerstone of the Jewellery Manufacturing Precinct Industrial Development Zone (IDZ), an initiative of the Gauteng Growth and Development Agency (GGDA).



Image: www.freedigitalphotos.net

Gauteng's MEC for Economic Development, Eric Xayiya, congratulated the 15 learners in the Design @ 50 commercial jewellery design programme and welcomed learners who have commenced with the programme for 2014.

"This project was developed to focus on creating viable markets for locally manufactured jewellery and stimulating the local jewellery manufacturing industry. It does so by creating entrepreneurs who can research and develop products for specific markets rather than re-engineering and following current trends," explained Xayiya.

"In the beneficiation strategy of the Department of Mineral Resources, jewellery manufacturing is highlighted as a key industry in the beneficiation of three of the top-10 minerals of South Africa, namely, diamonds, gold and platinum. We want to create an enabling environment to grow market share for local jewellery manufacturers globally," he added.

Driving market demand

Siphiwe Ngwenya, CEO of the GGDA, said it was significant that the programme had been structured to assist candidates with driving market demand to support jewellery manufacturing in Gauteng. "The jewellery industry has welcomed this initiative, with its partners offering internships and workplace training opportunities. This programme has involved collaboration from government, industry bodies, training institutions and jewellery retailers, which really gives graduates an edge," said Ngwenya.

The Design @ 50 Commercial Jewellery Design Programme aims to increase the technical proficiency of students enrolled in the course to produce skilled commercial jewellery designers who, in conjunction with jewellery manufacturers, will

contribute to developing the South African jewellery market, by producing high-quality products that follow and set fashion trends, are well marketed and that can compete locally and in the global market.

The students have received training in market research, commercial jewellery design and product development utilising state-of-the-art Computer Aided Design (CAD) and 3D Printing Technology. Retail jewellery chains Natal Wholesale Jewellers, Galaxy and Co, American Swiss and Sterns supplied internships for students with jewellery buyers as well as workplace training. All of the students enrolled in the programme completed their training.

Apply for 2015

Applications for the 2015 course open in November 2014.

The following are the requirements for applicants:

- Must have a Diploma in Jewellery Design and Manufacturing;
- Must have knowledge of and experience on Computer Aided Design (CAD) - preferably Rhino or Matrix;
- A Goldsmith/Setter Trade Test Qualification is an advantage;
- Some experience working in the jewellery manufacturing, wholesale or retail industry would be an advantage; and
- Preference will be given to BEE candidates.

For more, go to www.ggda.co.za

For more, visit: <https://www.bizcommunity.com>