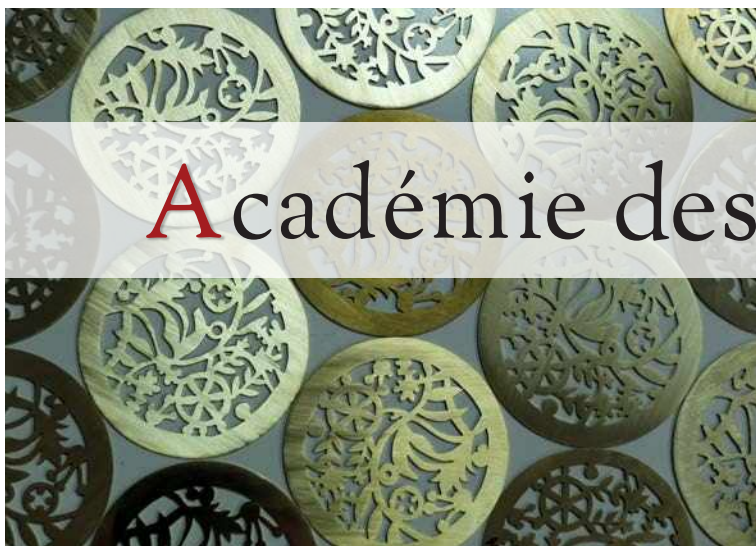


Académie des Métiers d'Art



www.lacademiedesmetiersdart.com





Frédérique Hagege Ubaldi
Head of school.



Johnny Walter
Director of education.

Established in 2011, l'Académie des Métiers d'Art is a private graduate school, part of the 'Engagement & Enterprise Group'. l'Académie's foundations are firmly based in the traditional techniques and craftsmanship associated with the luxury and jewellery trades whilst at the same time looking to the future by promoting new technologies, innovation and an international attitude.

Amongst others, our courses prepare our students for French national diplomas such as CAP (certificate of professional aptitude) and the Mention Complémentaire (a technical further education course which usually follows the CAP). We believe that the programmes of the state diplomas are not sufficient to address the requirements of the artistic trades, which are always modernising, and must respond to the constraints of changing economic climates and markets. We therefore enrich the classic curriculum with new disciplines and courses such as CAD / CAM, Digital Design, Marketing, Gemmology, Technology, Intellectual Property, Project Management and more, all of which we believe are invaluable to graduates entering creative professions in a modern world.

We believe in talent and perseverance. Our school welcomes young students at levels equivalent to French Baccalaureate, postgraduates and mature students considering a change in profession. In 2018 we created a non-profit organisation called EMA (Education dans les Metiers d'Art) to aid young people from disadvantaged backgrounds to access our courses and go on to careers in the luxury goods industry.

We embrace an international spirit and promote collaborations with other schools around the world and are part of the international FEDE network (Federation for education in Europe).

Finally, we believe that the exchange of know-how guarantees the preservation of craftsmanship for the future, for that reason we have developed our own "Transfer to Preserve" program for major luxury brands.

OUR STRENGTHS

Network

All of our teaching staff are professionals working at the forefront of luxury, fashion, crafts and more. Their professional activity ensures a continuously up-to-date connection to their field.

Employment

Since its creation, l'Académie has been committed to supporting individuals and their ongoing growth after the completion of their studies. Today the employment rate at 6 months after graduation is 80%, of which 30% is related to the creation of a new company.

Diplomas

As well as preparing students for state diplomas. Our enriched courses in design, production and management, prepare students with the invaluable know-how needed for a successful career in the luxury and jewellery industries and diplomas from l'Académie are held in high regard by employers and our partners.

Flipped Classroom

At l'Académie we largely teach in the style of 'Classe Inversée' or 'Flipped Classroom' the objective being to promote autonomy and positive self-criticism in our students.

Quality

The school engages with national partners to assure the very highest levels of quality teaching.

The Incubator

Since 2017, we have been offering our students privileged access to the LAB, incubator for projects. Right out of school, graduates are able to test their business ideas in a secure environment whilst retaining access to tools and know-how.

OUR BELIEFS

l'Académie's philosophy is based on four principles which we implement daily.

Excellence

Based on talent, passion and hard work, educational innovation and a spirit of entrepreneurship.

Diversity

Social diversity and diversity in training. The right to reconvert, the right to fail and the right to a new professional start.

An international spirit

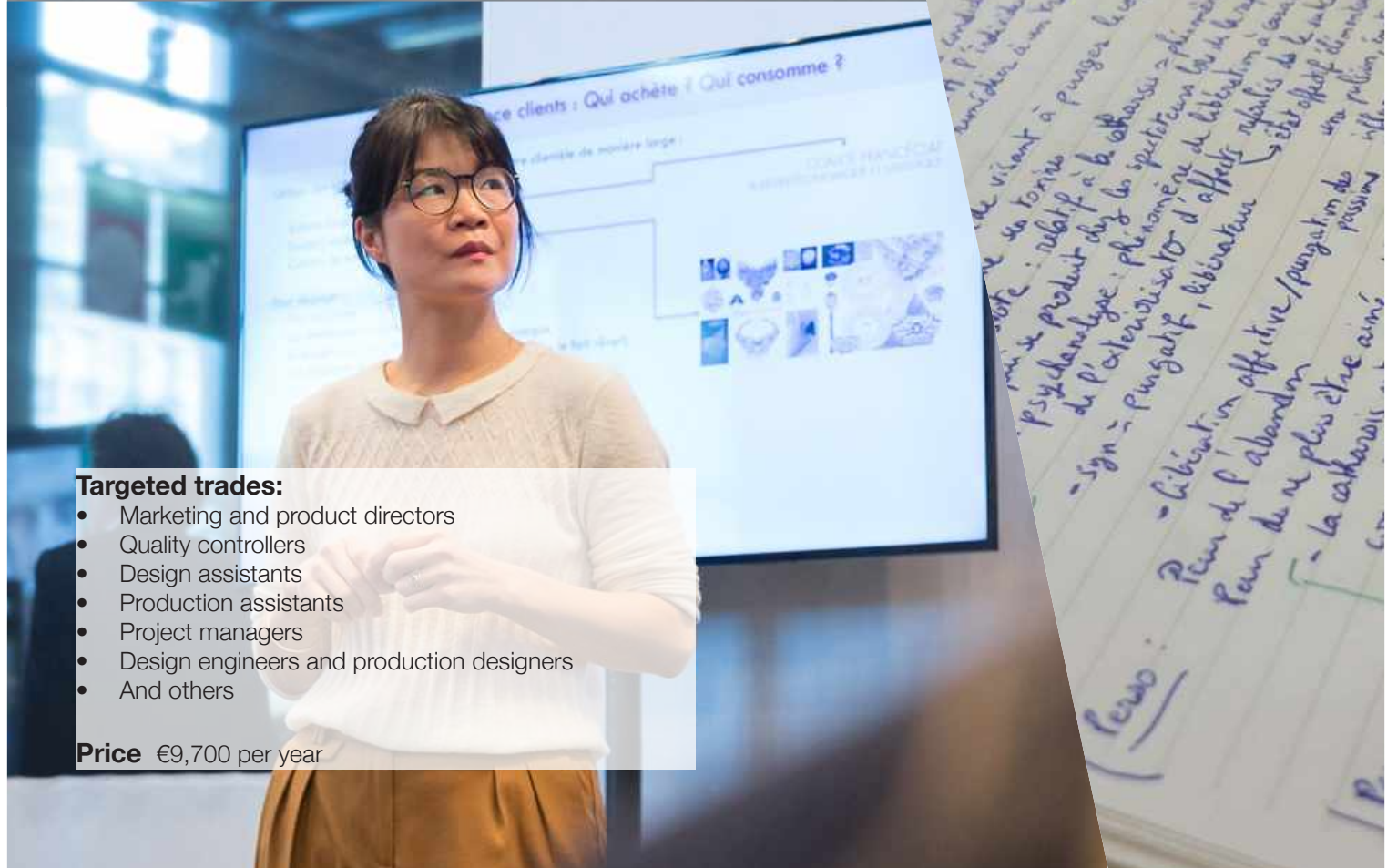
Promoting a sense that in an open world, know-how is shared and enriched and we all benefit.

Goodwill

At the heart of all of our practices is a sense of humanity and empathy.

BACHELOR OF PRODUCT MANAGEMENT / LUXURY GOODS AND ACCESSORIES

3 YEAR CURRICULUM



Targeted trades:

- Marketing and product directors
- Quality controllers
- Design assistants
- Production assistants
- Project managers
- Design engineers and production designers
- And others

Price €9,700 per year

COURSE STRUCTURE

Prerequisites / candidates

- Candidates must hold equivalents to the French Baccalaureate, completion of secondary education such as US two-year college diploma / English A-Levels / International Baccalaureate or similar.
- An entrance examination with multiple choice test and interview will take place where the candidate presents themselves and their career objectives. This allows the school to evaluate the level of the student's competences and the coherence of their objectives.

Program

During the three years a breadth of modules will be taught. Students can choose to opt in or out of certain modules depending upon their preference. Modules include:

Commercial and managerial expertise:

- Planning and organisation.
- Supervision and management.
- Budgeting and monitoring.
- Advising and winning customers.
- Communication and generating new business (prospecting).
- Buying and negotiating.
- Fixing prices and selling.
- Project and budget management.
- Overseeing and control of production.
- Controlling quality.

Technical expertise:

- Introduction to basic handicrafts.
- Reading and understanding of a client brief.
- Analysing project feasibility.
- Writing technical documents.
- Training on applicable software and machinery.
- Overseeing the production of an object or a collection.

Transferable expertise:

- Project management.
- Digital software and tools.
- Speaking and writing in French to a professional level.
- Team building.
- Adopting a professional approach.
- Researching, sourcing and sharing of information.
- Learning the rules and codes of the field.
- History of art.
- Marketing and communication.

Throughout the 3 years several group projects will be set which will count towards the student's grade.

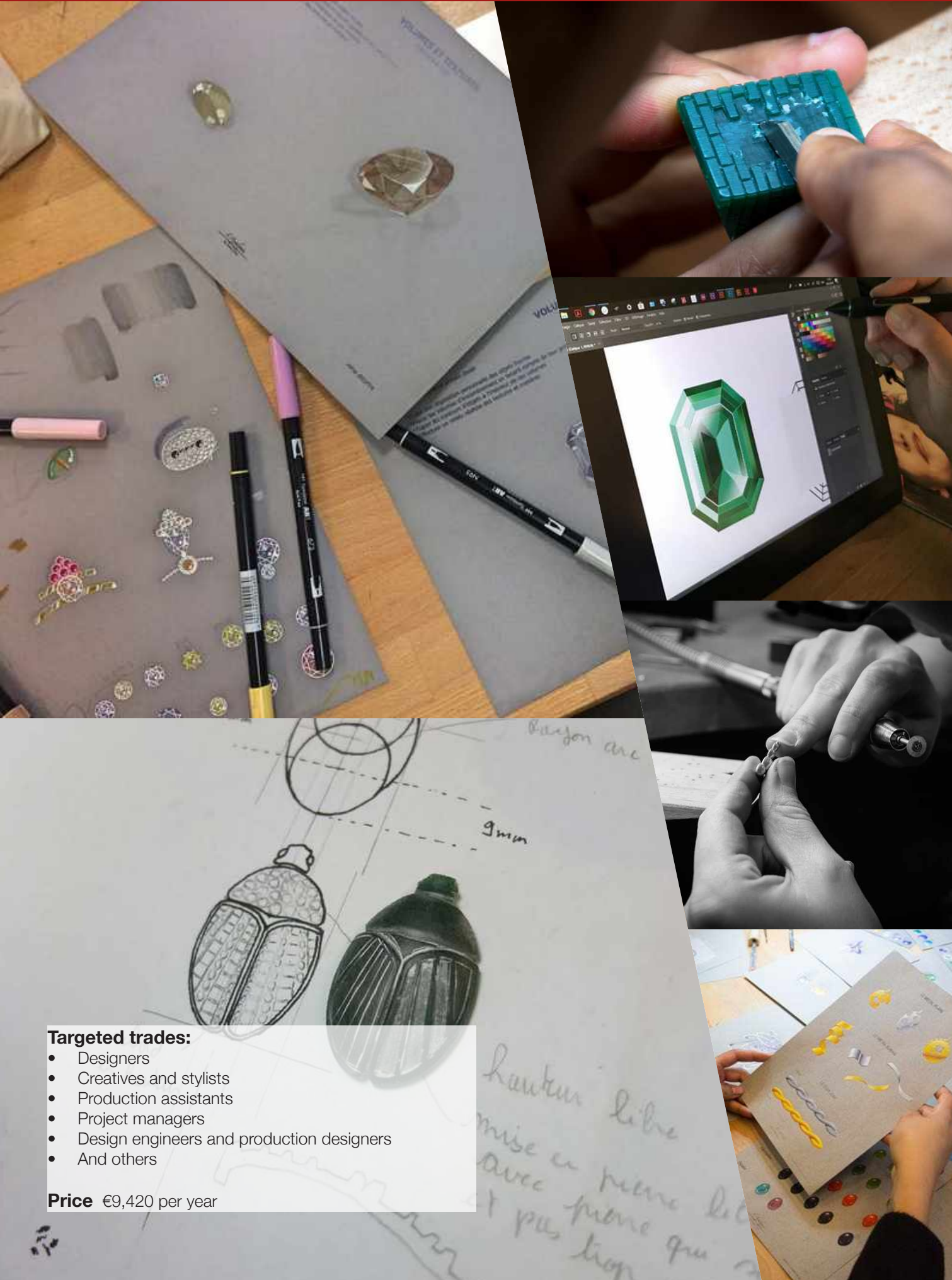
The 3rd year is exclusively centred on jewellery and watch-making.

An optional module entitled 'Creation d'entreprise' - 'Creating a business' is offered in the 3rd year.

The diploma is validated by our partners FEDE.

50% of the course is taught in English.

BACHELOR OF DESIGN IN LUXURY GOODS
3 YEAR CURRICULUM



COURSE STRUCTURE

Prerequisites / candidates

- Candidates must hold equivalents to the French Baccalaureate, completion of secondary education such as US two-year college diploma / English A-Levels / International Baccalaureate or similar.
- An entrance examination with multiple choice test and interview will take place where the candidate presents themselves, their portfolio and their career objectives. This allows the school to evaluate the level of the student's competences and the coherence of their objectives.
- Students have the option to convert to the specialist 1 year Jewellery Design course for the third year to complete their Bachelor, upon presentation of their portfolio and validation of the applicable competences acquired.

Program

During the three years a breadth of modules will be taught. Students can choose to opt in or out of certain modules depending upon their preference. Modules include:

General Culture:

- What is design?
- Luxury goods.
- History of art.
- Marketing and communication.
- Economics of the luxury goods sector.
- Design thinking, innovative design and sustainability.

Research:

- Market studies and comparison.
- Consumer habits.
- Innovation and creative techniques.
- Freehand drawing, technical drawing and drawing packs.
- Creating mood boards and creative interpretation.

Design:

- Understanding of materials and production processes.
- Functionality and ergonomics: deconstruction and analysis.
- Computer Aided Design (CAD): Solidworks, Solidworks Visualize, Rhinoceros 3D, Adobe suite.
- Design engineering.
- Collaborative design.
- Model making and prototyping.
- Ethical sourcing and recycling: How to integrate these ideas into the each step of the design process. A specific project is set on this theme.

Management:

- Project and budget management.
- Production oversight and control.
- Quality control.

Know-how:

- Codes and customs of the luxury sector.
- How to present yourself and your creative talents – personal branding.
- The world of freelance.

Throughout the 3 years several group projects will be set which will count towards the student's grade.

The 3rd year is exclusively centred on jewellery and watch making. (Please see the course description for the 1 year Jewellery Design Course).

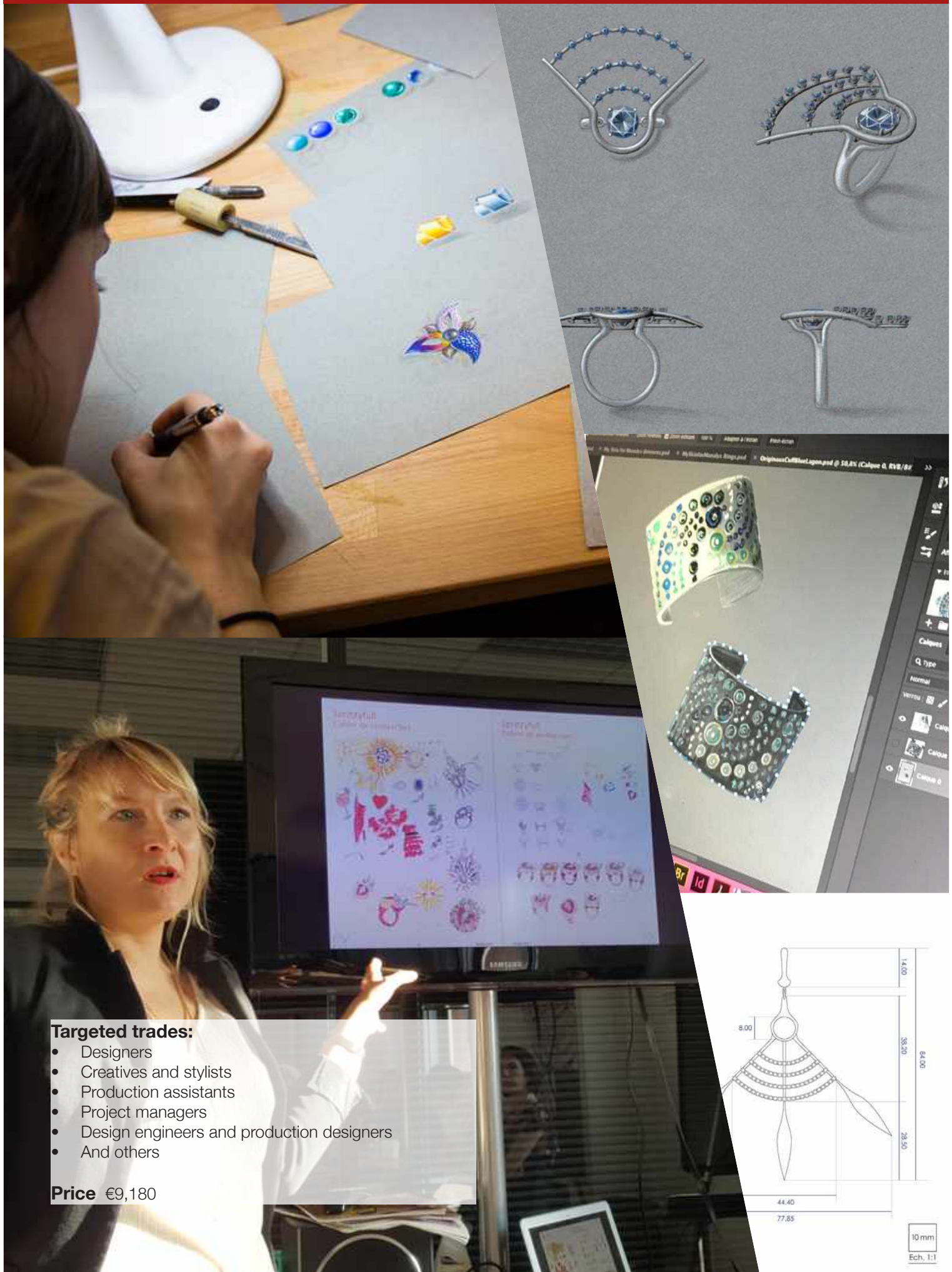
An optional module entitled 'Creation d'entreprise' - 'Creating a business' is offered in the 3rd year.

The diploma is validated by our partners FEDE.

50% of the course is taught in English.

BACHELOR OF DESIGN OF JEWELLERY AND ASSOCIATED PRODUCTS

1 YEAR CURRICULUM



Targeted trades:

- Designers
- Creatives and stylists
- Production assistants
- Project managers
- Design engineers and production designers
- And others

Price €9,180

COURSE STRUCTURE

Prerequisites / candidates

- Candidates will have experience in the world of jewellery or design. Candidates with a background in other secondary level design or architecture courses will also be considered.
- Candidates will be invited to the school to attend a preliminary interview to assess their level of knowledge in which they are expected to present themselves, their pieces and portfolio.
- Upon completion of this course, students have the option to access directly into the third year of the Bachelor of Design in Luxury Goods, upon presentation of their portfolio and validation of the applicable competences acquired.

Program

In this course students are taught all they will need to know to design products and manage outsourced production. While this course expects the students to have or develop a technical understanding they are not expected to make finished pieces themselves. At the end of the course they will be able to brief in designs and manage the process alongside artisans, workshops, craftsmen and other production partners. The methodology will call upon numerous case studies developed for the course. Students will expand their technical vocabulary particularly with reference to raw materials, production techniques, processes and management.

Specification documentation (280 hours):

- Brief interpretation and development:
 - Which questions should be asked first.
 - What should be remembered of the client's expectations.
 - How to understand the background and DNA of a brand or client.
- Hand drawing and sketching: Studies of form and sketch design techniques.
- Creative research and proposals of different design solutions.
- Development of technical drawings sufficiently detailed to be interpreted by a craftsman or production partner.
- Design rendering by hand: using gouache paints, felt pens, and other tools of representation.
- Nomenclature and technical definitions: The students will learn the precise definitions to describe raw materials and setting types required for the fabrication of a product.
- Gathering information to create accurate estimates and quotations.

Assisted designing and drawing techniques (202 hours):

Computer Aided Design (CAD). (Solidworks, Solidworks Visualize, Rhinoceros 3D, Adobe suite).

- Understanding the strengths and weaknesses of software and how to deploy it in a work environment.
- Evaluation and selection of suitable tools relative to specific objectives.
- CAD Modelling and digital rendering.

Management of the commercial relationship (14 hours).

Production management (14 hours).

At the completion of their studies, the student will pass their 'Certificat Professional Designer de produit Joallier' according to the following criteria.

- Regular assessments of disciplines taught throughout the course.
- Three projects (one per trimester) of a collection of jewellery, from concept to production specification pack. And accompanying thesis.
- Presentation of the project to a panel of experts.

50% of the course is taught in English.

The diploma is validated by our partners FEDE.

BACHELOR METIER D'ART – JEWELLERY

3 YEAR CURRICULUM



Targeted trades:

- Jewellers
- Employees in the jewellery and luxury accessories sector
- Jewellery designers
- Other designers

Price €7,500 per year

Prerequisites / candidates

- The course is open to applicants interested in learning the skills and tools required to make jewellery by hand. Candidates should have experience in disciplines such as art, design, architecture, techniques of jewellery or have taken other creative courses with a jewellery option. Holders of certificates in polishing and setting will have their applications assessed on a case-by-case basis.
- Candidates must hold an equivalent to French Baccalaureate. Completion of secondary education such as US two-year college diploma / English A-Levels / International Baccalaureate or similar.
- A preliminary test will be carried out to assess the candidate in the following aptitudes – Bench work, cutting metals, production of a wax model, hand sketching of a piece of jewellery.

Programme

Technical Drawing:

Technical drawing lessons enable the student to learn how to create precise dimensioned plans, elevations, axonometric and perspective representations of their jewellery designs.

Hand sketching and rendering techniques:

Sight drawing and sketch development allows a spatial and volumetric understanding without the need for the tools used in technical drawing or CAD. Students also learn hand rendering techniques such as gouache paints, felt pens, and other tools of representation.

Lessons and support in Computer Aided Design:

Students will learn the benefits and constraints related to digital design (CAD). The students will learn to create 3d sketch models, engineered models, carry out design engineering and create 2d drawing packs and to use the same models for 3d printing, to create digital renderings and more.

Wax modelling:

The student will learn techniques of wax modelling which allow them to create models of jewellery pieces by hand, and which can be cast in metal using lost-wax casting methods.

Technical understanding and manual techniques:

Throughout the course students will learn the language and techniques involved in the jewellery trade through exercises using specific tools and understanding different melting points of metals and alloys. In a series of workshop projects technical know-how and hand making aptitudes are introduced in a gradual fashion.

Jewellery production:

The rhythm of the course will be adapted to the individual to optimise their pedagogic progression.

- Cutting using a jewellers saw to create basic forms.
- Drilling in a consistent fashion to create hollow patterns in metal objects.
- Metal forming using doming and dapping forms and punches to create curved shapes.
- Soldering techniques to fuse and assemble different metals.
- Pre-assembly and adjustment of parts intended to be soldered.
- Precision folding of metals according to geometric diagrams and creation of flat patterns.

Gemmology:

- The families of gemstones.
- Precious or fine stones and their colours, diamonds, pearls and decorative stones.
- Technical constraints linked to the uses of stones in jewellery production.

History of art is taught in relation to jewellery across the ages and referencing specific emblematic periods. The course also consists of various museum and study visits.

Equipment – 10 work benches equipped with – pendant drill, lamp and soldering torch. Communal tools are also available such as rolling mill, draw bench, doming dapping sets, ultrasonic welder, polishing / buffing wheels, electroplating machine and a fully equipped CAD suite with licences of Adobe suite, Rhinoceros 3d, Solidworks and Solidworks Visualize.

Académie des Métiers d'Art

L'académie des Métiers d'Art is a part of Engagement and Enterprise Group, experts in the transfer of skills and know-how.

We develop beginner and advanced training courses in the fields of luxury and craftsmanship.

We train and advise students of all ages, major luxury brands, workshops as well as major retailers and brands of costume jewellery in France and internationally.

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