

Becoming a Jewellery Designer



The Role of the Jewellery Designer

Many people that join the jewellery industry misunderstand the role of the jewellery designer, thinking that this is a creative role that does not come with the same responsibilities and requirements of other positions in business.

Expectations of jewellery designers in the workforce

Jewellery designers typically have to fill many shoes when they join a jewellery firm:

- The knowledgeable, skilled jewellery worker
- The creative, 'ideas' person
- The sales professional
- The relationship builder
- Marketing or merchandising assistant

Few firms are big enough to employ dedicated design employees, most are multidisciplinary positions that also expand into front-line retail, marketing or administration.

Expectations of independent or freelance jewellery designers

As a freelance designer or business owner, you have even more roles to fill:

- The knowledgeable, skilled jewellery worker
- The creative, 'ideas' person
- The sales professional
- The relationship builder
- Marketer (for yourself or your business)
- Business developer
- Administrator

Very often, freelancers and business owners underestimate the non-creative work they must do!

What does it take to be a successful designer?

What attributes are required to be a successful designer?

Some people have the ideas that to be a good designer you must be creative, flamboyant, and have taste & style. These things can't be taught, but are also not the key elements to success. Far more important is:

- Your Jewellery knowledge
- Your interest in, and attention to trends
- Your ability to listen
- Your attention to detail and precision
- Your passion to produce!
(Successful designers become so through hard work!)

Productivity and Design



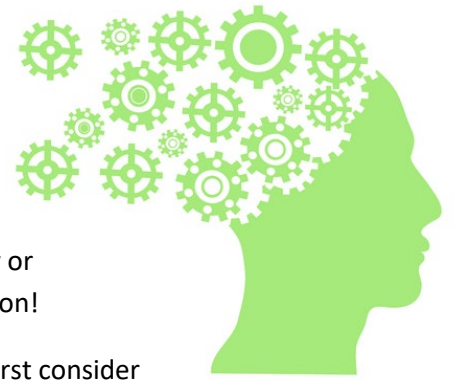
Getting that design job:

As you progress through this course, you will start to develop a portfolio of designs that shows your potential employers or clients just what you are capable of. Having a spectacular portfolio and a flexible attitude to your role will get you a great job, or some great clients... but It is your **productivity** as a designer that will ensure you keep that job or those clients!



Being a jewellery designer is not easy, and requires practice and persistence, but it is a fun, creative and inspiring career choice for many!





The Productive Mindset

As a designer you may have little control over your company's machinery or management processes, but your skills will play a large part in this equation!

To be productive in a creative environment such as jewellery, you must first consider how you approach your daily activities and problems you may face at work.

Successful designers approach each assignment and each task with a positive mindset focussed on improvement. Consider these 3 A's:

Attitude

Designers remain positive, look at the bigger picture that their work relates to and understand the importance of working as a team.

Adaptability

Designers are able to work around obstacles and limitations – using creative thinking to produce their best with materials available and regardless of customer decisions.



Ability

Designers understand the importance of skill. They take time each day to practice and remain effective. They also upgrade their skills whenever possible to ensure they have a toolbox that will impress their customers and employer.

You can identify ways you can become more productive by applying this mindset to projects and work situations:

- ✓ Are you approaching them with the right attitude?
- ✓ The right flexibility and open mind?
- ✓ The right skills?

These are all under your control and are the best way for you to improve the outcome of any job, project or situation....

Other characteristics of productive individuals

A productive mindset is one that makes the best use of your resources - your time, your energy and your efforts. It is not trying to do everything and be everything, or even doing it in the quickest way possible. It is making the most and best of what you have while enjoying the process and wanting to improve. In order to make the most of who we are and what we have, there are certain qualities or characteristics that assist us in accomplishing that end:

Curiosity - The willingness to seek, question, and find answers for new and better ways of doing something.

Desire or Motivation - Without desire or motivation there is nothing to drive us to progress and improve. *Inertia* is the opposite of desire and a destroyer of progress.

Vision - To be able to visualize what you want and set goals helps you focus on it and gives you an idea of what the outcome would look like. Without a vision of your intended outcome, it is difficult or impossible to strive for a goal.

Critical Thinking - Acquire the ability to assess a situation in an objective manner or to see it how it really is. Look at the pros and cons and be willing to make the appropriate adjustments.

Self-confidence - The faith and belief that you are fully capable and can do what you set out to. Without self-confidence and faith you cannot reach your full potential.

Persistence - Most things do not come easily. Be willing to overcome obstacles and adversity. Challenge yourself and persist in order to reach your goals. Do not let circumstances, the opinions of others, or setbacks, thwart your determination to succeed.

Balance - Ultimately, to function well and get the most from life, we must maintain balance. Working towards goals is important, but we must also take time to rejuvenate and recharge. Doing too much, or pushing too hard on any one thing, can lead to burnout and frustration.

By integrating the above elements into our thought processes, we not only cultivate a productive mindset, we set ourselves up for reaching our goals more effectively, develop positive habits and we sharpen our minds to function at high levels.

Productivity means **Efficiency (speed of work)**

Thinking of productivity as efficiency, you would consider:

- Time needed to produce a design
- Number of designs produced
- Time needed with customer to achieve sign-off

Productivity means **Effectiveness (quality of work)**

Thinking of productivity as effectiveness, you would consider:

- Accuracy of designs for manufacture
- Consideration of costs, available materials and customer requirements to avoid returns
- Customer satisfaction
- Quality of visuals produced
- Identifying the right things to work on (design elements, customer requirements)
- Producing the right designs (manufacturable, using available resources, requirements)
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Overall, thinking about productivity as a designer will lead to improved job performance and satisfaction for you and improved competitiveness for your company. A good jewellery designer always has these concepts in the back of their mind and is an integral part of a jewellery team.

