Spring 2015: Explorations in Jewelry Making
Teacher: Ms. Kelly Burns

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Focus:
Identity/Branding, digital art, technology and entrepreneurial studies.

Overview of process:
The students will begin by researching and reflecting on personal branding to develop a better understanding of their own aesthetics. Technology will be utilized— Google Chromebooks, Pinterest, Photoshop, Google Drive and documents—to design an Aesthetics Board and a final personal identity (i.e. logo, color palette, patterns, fonts, etc.). During the semester, each student will produce a jewelry portfolio infused with elements from their designed identity.

Additionally, the students will work collaboratively to establish a professional class "jewelry shop." The students will use their knowledge of personal identity to develop a group identity, which will be showcased at the end of the semester through the Manchester High School Silk City market place.

Elements to be created, designed and produced:
Individual Student:
1. Individual Pinterest Aesthetics Board
2. Personal identity: logo, color palette, patterns, fonts, textures, images and illustration styles
3. Estimated four jewelry pieces for personal use infused with personal identity elements
4. Estimated four jewelry pieces for the "shop" infused with personal identity elements
5. Business card and postcard
6. Social media will be discussed

Group Shop:
1. Group Pinterest Aesthetics Board
2. Group identity: logo, color palette, patterns, fonts, textures, images and illustration styles
3. Website
4. Showcase banner sign
5. Social media will be discussed

Lectures:
1. Identity / Branding
2. Personal Aesthetics
3. Personal Identity Elements
4. Design Elements and Principles
5. Appropriate Personal Artist Statement and Biography
6. Group Identity Elements
7. Appropriate Group Marketing Statement and "About Us"
8. Collaboration Skills and Techniques

Technology Demonstrations and Utilization
1. Pinterest
2. Photoshop
3. Google Drive
4. Google Documents
5. Wordpress
6. Moo.com or Vista Print (Business cards and postcards)