



Your **future** is closer than you think.
Your **Jewelry Career** starts here.



GIA
GEMOLOGICAL INSTITUTE OF AMERICA®

EDUCATION Viewbook **2008**



Passionate about gems and jewelry?

Maybe you dream of scouring the earth's farthest reaches for exciting gems like emerald or tanzanite.

Or perhaps you'd love to be a buyer, trekking through the ruby and sapphire markets of Asia seeking the perfect gems to dazzle your clients at home.

Maybe you dream of selecting diamonds in Antwerp or Mumbai or auctioning spectacular estate jewelry in Geneva or Hong Kong.

You might yearn to be a top-flight designer in a Paris or New York jewelry salon, or to stand in front of a television camera selling jewelry to millions of home shoppers. Or maybe you look forward to seeing the delight in the face of an excited bride-to-be in your family's jewelry store when you help her choose the engagement ring of her dreams.

Any of these could be your office, your place of work.

And while you're a GIA student, you'll form lifelong friendships and make valuable industry connections. GIA graduates hold key positions at **Tiffany & Co.**, **Ben Bridge Jeweler**, **Zale Corporation**, **Sotheby's**, **the Smithsonian**, **Christie's**, and more. GIA's roster of graduates is a literal "Who's Who" of the jewelry industry.

Whatever your passion, **GIA can help you realize your dreams.**



Gift of Sarah and Leonard Friedman



Visiting gem industry speakers, like legendary diamond cutter **Gabi Tolkowsky** (above), impart their years of knowledge and experience to GIA students.

Whether you choose to study on campus or through distance education, you benefit from GIA's unique ability to gather and present essential industry information.

GIA designs, creates, and produces its own Gemology and Jewelry Manufacturing Arts textbooks, DVDs, podcasts, and classroom presentations in-house. To prepare GIA's acclaimed Gemology courses, researchers and photographers travel around the world to document mining, gem cutting, and marketing processes.

GIA's Gemology faculty has years of collective experience in gem and jewelry wholesale, gem grading, appraisal, gem buying and selling, and jewelry retail.

Through our extensive trade and industry connections, GIA researchers interview gem and jewelry professionals from every industry sector to give students a global perspective from gem discovery to jewelry fabrication and retail. And GIA's own research labs in Carlsbad, New York, and Bangkok, Thailand, investigate the latest gem sources and treatment methods.

This information could take you a lifetime to gather in the trade. Let GIA help you get ahead in a fraction of that time.





Accredited Jewelry Professional Diploma program

Jewelry doesn't sell itself. And there's nothing worse than standing in front of a customer who has money in hand and being unable to answer a question about the product you hold in yours. If you fumble with a clasp, pronounce the name of a gemstone incorrectly, or attempt to close a sale too quickly, you lose that customer's trust and business.

To close more sales, you have to know the product as well as its features and benefits.

The AJP program focuses exclusively on product knowledge and proven sales techniques. You learn everything you need to know to sell diamonds, colored stones, and jewelry of all kinds. You learn to deliver compelling sales presentations with confidence and ease.

This course is not about technical grading or gem identification. It's about the real-world product knowledge you need to sell jewelry with the insight of a professional, or to manage those who do.

Don't let your retail customers know more than you do.

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu

What's the difference between a **feature** and a **benefit**?

—A feature is a characteristic part of a jewelry piece and a benefit is the value that feature has for the customer.

THE AJP PROGRAM FOCUSES EXCLUSIVELY ON PRODUCT KNOWLEDGE AND PROVEN SALES TECHNIQUES. LEARN TO DELIVER COMPELLING SALES PRESENTATIONS WITH CONFIDENCE AND EASE.



AJP

What do I learn?

- Sales and business skills of a retail jewelry professional
- How to translate jewelry style, design, and manufacturing features into benefits
- Proven steps of a sales process
- In-depth product knowledge of jewelry and important natural gemstones
- How to sell treated, synthetic, and imitation stones with full disclosure

What do I earn?

Accredited Jewelry Professional Diploma

Where can I take it?

Distance Education only: consists of 3 courses

GEM110 Jewelry Essentials – \$125

GEM120 Colored Stone Essentials – \$140

GEM130 Diamond Essentials – \$130

Course payment plans from around \$40 per month

How long will it take?

Self-paced, within the following time limits:

GEM110 Jewelry Essentials – 3 months

GEM120 Colored Stone Essentials – 3 months

GEM130 Diamond Essentials – 3 months

We also offer the **AJP** program as a **corporate training class**—please see page 58 for details.



“After earning my AJP and Graduate Diamonds diploma, I now have my own show on QVC selling my own line of jewelry. It’s a dream come true—the excitement of television combined with the glamour of jewelry! **I never would have had this opportunity without my GIA education.** Now, I can speak the language of diamonds and jewelry with the knowledge, trustworthiness, and confidence of an expert.”

Patricia Wang, Graduate Diamonds, A.J.P.
Host of “Patricia Wang Jade Studio”, QVC TV

Graduate Gemologist

Diploma program

GIA's Graduate Gemologist program is a blend of product knowledge and applied practical skills—essential know-how that's at the heart of key industry professions. If your aim is to sell, buy, or appraise gems and jewelry, choose this educational program.

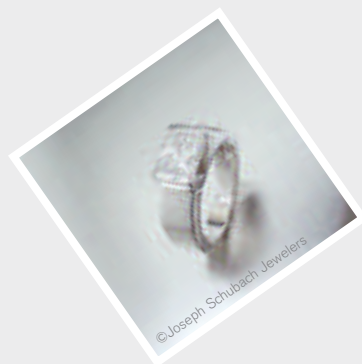
In lectures—and in our distance education course materials—we show you how the gem trade works. Our podcasts and classroom presentations take you inside a modern diamond cutting factory in India or let you view the grit of a Brazilian topaz mine.

Our on-campus and distance education lab classes are intense—six hours per day, hands-on examination of real gems, synthetics, and treated stones. You'll grade natural gems and discover how producers grow their synthetic counterparts. And then you'll examine actual lab-grown materials.

Whether you choose an on-campus class or a distance education lab class, you'll have key gem-testing equipment at your fingertips: a binocular microscope, utility lamp, polariscope, dichroscope, and a handheld spectroscope.

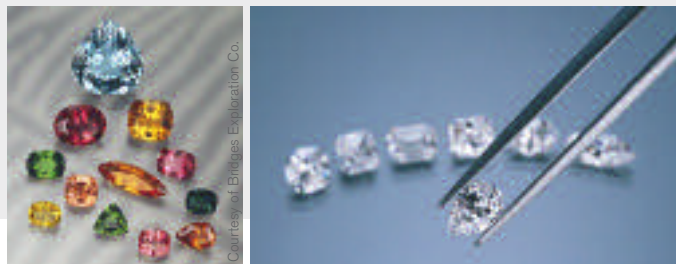
After you learn how to look at a stone and judge its color, quality, and value, you can take your classroom experience all over the world—to the gem districts of Asia, a tradeshow in Europe, or wherever your dreams and ambitions lead you.

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu



Why is **doubling** of facet junctions important?

—Its presence helps you separate synthetic moissanite from diamond.



"Earning my GG was so important to my career as a diamond buyer. I already had sales experience, but what I learned at GIA were the nuts and bolts of the industry—identifying colored stones, determining the clarity of diamonds, grading cut, and so many other skills. **Having a GG behind me has given me so much confidence.** My husband is even considering pursuing his GG through GIA's distance education!"

Seema Patel, G.G., Jewelry Design Certificate
Diamond Buyer, David Connolly Inc. and Engel Brothers

GG

What do I learn?

- How to separate natural gems from synthetic and imitation ones
- How to grade and identify colored gems
- How to use gemological equipment to identify gems and detect important treatments
- How gems are mined, sorted, and brought to market

What do I earn?

Graduate Gemologist diploma
Graduate Diamonds diploma
Graduate Colored Stones diploma

ON-CAMPUS OPTION

Price:

Graduate Diamonds program – \$5,400
Graduate Colored Stones program – \$9,995

How long will it take?

Graduate Diamonds program: 7 weeks (210 hours) or
23 weeks (210 hours) at night (New York only)
Graduate Colored Stones program: 18 weeks (570 hours) or
62 weeks (570 hours) at night (New York only)

DISTANCE EDUCATION OPTION

Price:

5 courses and 3 Lab classes
GEM130 Diamond Essentials – \$130
GEM230 Diamonds & Diamond Grading – \$1,200
GEM230L Diamond Grading Lab class – \$1,195
GEM120 Colored Stone Essentials – \$140
GEM220 Colored Stones – \$1,300
GEM220L Colored Stone Grading Lab class – \$950
GEM240 Gem Identification* – \$1,400
GEM240L Gem Identification Lab class – \$1,195

Course payment plans from around \$40 to \$175 per month

How long will it take?

Self-paced, within the following time limits:
GEM120 Colored Stone Essentials – 3 months
GEM130 Diamond Essentials – 3 months
GEM220 Colored Stones – 18 months
GEM230 Diamonds & Diamond Grading – 15 months
GEM240 Gem Identification – 24 months

*To complete the Gem Identification course through Distance Education, you'll need access to a 10X loupe, refractometer, polariscope and optic figure sphere, dichroscope, spectroscope, and a penlight. GIA also recommends a gemological microscope, a darkfield loupe, a color filter, and an immersion cell.



AFTER YOU LEARN HOW TO LOOK AT A STONE AND JUDGE ITS COLOR, QUALITY, AND VALUE, YOU CAN TAKE YOUR CLASSROOM EXPERIENCE ANYWHERE IN THE WORLD.



Graduate Diamonds

Diploma program

Diamonds are critical to the jewelry industry and those who work in it. They account for over half of all jewelry sales, so mastery of diamonds creates big opportunities for industry success.

You can take the GIA Graduate Diamonds diploma program on campus or through distance education. Either way, you'll learn how to grade diamonds, detect synthetics, and identify simulants.

On campus and in GIA Lab classes, you'll be handling diamonds from day one. What you learn in our lectures one moment, you put into practice in lab the next. You'll get to analyze a diamond's cut, clarity, and color. Pretty soon, you'll be as comfortable grading diamonds with a loupe as you are with a microscope.

Our distance education courses use the same written materials as our on-campus programs. And they're supported by instructors every bit as dedicated as their on-campus colleagues.

Our Lab classes are just as well equipped as our on-campus classrooms. You'll have your own workstation with a professional stereo microscope. We'll provide you with tweezers, a 10x loupe, a pointer probe, plotting pens, and a gem cloth.

When you speak the international language of diamonds, a new world opens. Talk shop with a sightholder in India. Negotiate a fair price in Antwerp. Travel to Tel Aviv to preview a parcel. Or open your own boutique on Rodeo Drive, catering to the rich and famous. The world is now your office—and the view is breathtaking.

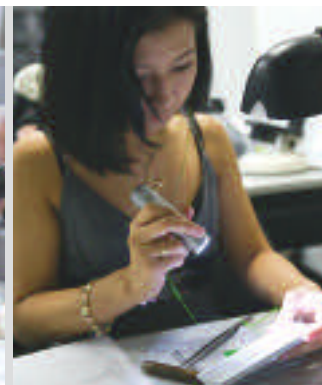


What do the **inclusions** and **color distribution** of this diamond tell you?

—They tell you that it's a lab grown synthetic.

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu

LEARN IT IN LECTURE ONE MOMENT; PUT IT TO PRACTICE IN THE LAB AT THE NEXT.



Graduate Diamonds

What do I learn?

- How the 4Cs (color, clarity, cut, and carat weight) affect diamond value
- How to grade round brilliant diamonds for cut, clarity, and color in the D to Z range
- The use of gemological equipment to grade and identify diamonds, synthetic diamonds, and diamond treatments
- How graders evaluate fancy cut and fancy color diamonds
- How to separate diamonds from simulants
- How diamonds are formed, mined, fashioned, and marketed

What do I earn?

Graduate Diamonds diploma

ON-CAMPUS OPTION

Price:

As a continuous program: \$5,400

How long will it take?

7 weeks (210 hours) or
23 weeks (210 hours) at night (New York only)

DISTANCE EDUCATION OPTION

Price:

2 courses and a Lab class

GEM130 Diamond Essentials – \$130

GEM230 Diamonds & Diamond Grading – \$1,200

GEM230L Diamond Grading Lab class – \$1,195

Course payment plans from around \$40 to \$175 per month

How long will it take?

Self-paced, within the following time limits:

GEM130 Diamond Essentials – 3 months

GEM230 Diamonds & Diamond Grading – 15 months



“The modern-day engagement ring buyer is more informed than ever before. Therefore, **earning my Graduate Diamonds diploma has proven necessary to clearly explain the factors that make up a beautiful stone.** Now, I can evaluate diamonds quickly and effectively, and I’m more confident buying and selling. The best part is having the knowledge to answer nearly every question that a customer might ask.”

Douglas Kazanjian, Graduate Diamonds
CEO, Kazanjian Bros, Inc.

Graduate Colored Stones

Diploma program

Gemology isn't just for gemologists. If you want to buy, sell, or appraise colored gems or jewelry, the practical skills and product knowledge in the Graduate Colored Stones diploma program are fundamental. You can't grade a gem—let alone buy it safely—if you can't identify it.

You can choose to take this program on campus or by distance education. If you take our Gem Identification course through distance education, we'll mail you the stones.

In this program, you'll learn about ruby, sapphire, and emerald sources and markets as well as how to separate natural gems from treated and synthetic ones. Then you'll put theory into practice with actual stones.

On campus or in a GIA Lab class, you'll learn how to assess colored gem quality at a glance. You'll learn quality factors for a host of gems including opal, tanzanite, tourmaline, peridot, topaz, garnet, and spinel. Then you'll practice grading with as many specially chosen example stones as you need.

Whether you choose an on-campus class or a GIA Lab class, your workstation comes equipped with a binocular microscope, utility lamp, polariscope, dichroscope, and a handheld spectroscope.

Get the skills you need to enhance—or change—your career under the trained eye of a professional GIA instructor.

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What do the **melted inclusions** in this ruby mean?

—They tell you the ruby has been heat treated.



Courtesy of Mark Schneider

Graduate Colored Stones

What do I learn?

- How to grade and identify colored gems
- How to use gemological equipment to identify gems and detect important treatments
- How to relate quality, rarity, and color to value
- How gems are mined, sorted, and brought to market

What do I learn?

Graduate Colored Stones diploma

ON-CAMPUS OPTION

Price:

As a continuous program: \$9,995

How long will it take?

18 weeks (570 hours) or
62 weeks (570 hours) at night (New York only)

DISTANCE EDUCATION OPTION

Price:

3 courses and 2 Lab classes

GEM120 Colored Stone Essentials – \$140

GEM220 Colored Stones – \$1,300

GEM220L Colored Stone Grading Lab class – \$950

GEM240 Gem Identification* – \$1,400

GEM240L Gem Identification Lab class – \$1,195

Course payment plans from around \$40 to \$175 per month

How long will it take?

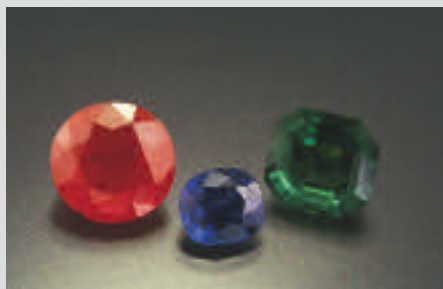
Self-paced, within the following time limits:

GEM120 Colored Stone Essentials – 3 months

GEM220 Colored Stones – 18 months

GEM240 Gem Identification – 24 months

*To complete the Gem Identification course through Distance Education, you'll need access to a 10X loupe, refractometer, polariscope and optic figure sphere, dichroscope, spectroscope, and a penlight. GIA also recommends a gemological microscope, a darkfield loupe, a color filter, and an immersion cell.



YOU'LL LEARN ABOUT RUBY, SAPPHIRE, AND EMERALD SOURCES AND MARKETS AS WELL AS HOW TO SEPARATE NATURAL GEMS FROM TREATED AND SYNTHETIC ONES.



Graduate Pearls

Diploma program

There's nothing black and white about pearls—they also come in a variety of exotic colors. They can be freshwater, akoya, South Sea, or Tahitian; they can be natural or cultured. The finished pearl is as complex as the process that creates it.

You can learn about pearls in all their sublime complexity in this program.

The GIA Graduate Pearls diploma program provides you with a comprehensive foundation in pearls, the pearl market, and pearl grading. You'll learn about GIA Pearl Value Factors that help you evaluate, buy, and price pearls at the wholesale level. The course also encompasses post-harvest treatments, imitation pearls, and pearl testing.

Developed with the generous support of the South Sea Pearl Consortium, G.I.E. Perles de Tahiti, and the Japan Pearl Exporters' Association, this program provides you with all the product knowledge and grading skills you need to buy inventory, build consumer confidence, and increase your profits.

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All other **factors** being equal, do you know which characteristic has the greatest influence on the value of a pearl?

—That factor is luster.

Graduate Pearls

What do I learn?

- How to grade cultured pearls for size, shape, color, luster, surface quality, and matching
- How to recognize and evaluate all the cultured pearl types
- How cultured pearls are farmed, processed, and marketed
- Popular techniques for selling cultured pearls

What do I earn?

Graduate Pearls diploma

Price:

Distance education only: 1 course and 1 Lab class

GEM149 Pearls — \$495

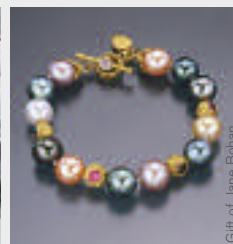
GEM149L Pearl Grading Lab class — \$225

Course payment plan: \$165 per month

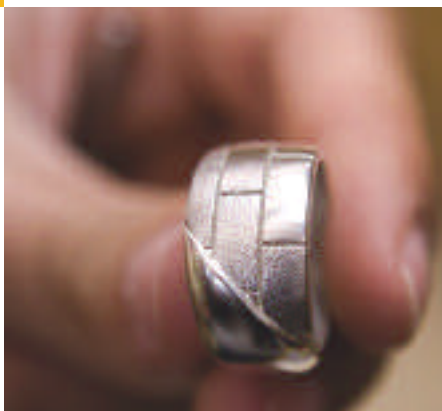
How long will it take?

Self-paced, within the following time limit:

GEM149 Pearls — 6 months



Gift of Jane Bohan



YOU'LL LEARN TO TAKE A
PIECE OF JEWELRY FROM
CONCEPT TO COMPLETION.

Applied Jewelry Arts

Diploma program

Designing and creating jewelry is a passionate process—you're drawing life from a gemstone. The Applied Jewelry Arts program takes you from traditional design right into wax carving, casting, mold-making, and computer-aided (CAD/CAM) design. These pre-production fundamentals will help you establish yourself as a true jewelry design and manufacturing professional. When you complete this program, you'll have a portfolio of sketches, renderings, wax carvings, and jewelry design molds as unique as you are.

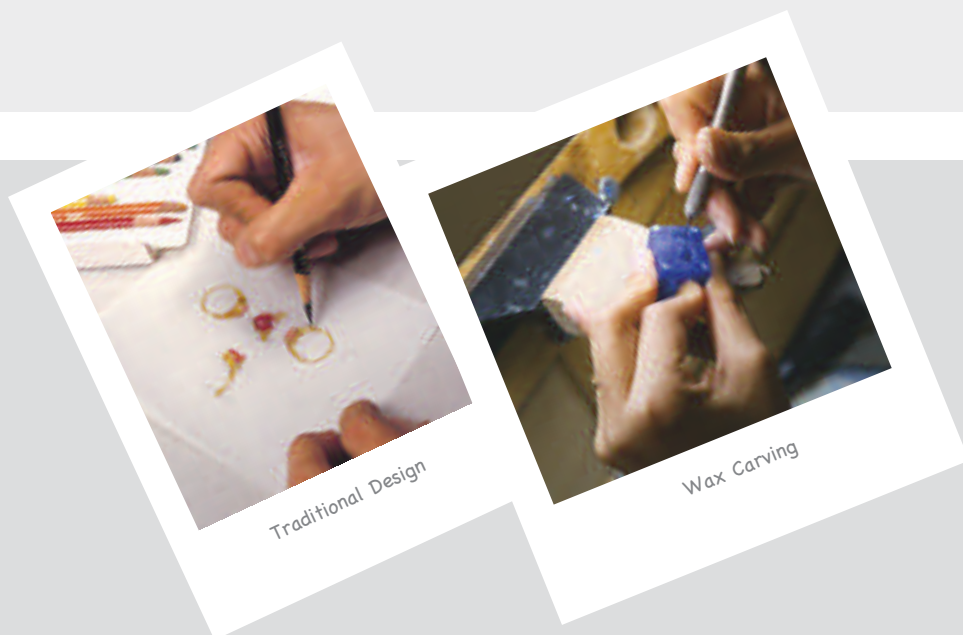
Here's an outline of the program:

Traditional design (weeks 1–9)...Jewelry Design is the practice and theory of creating quality jewelry designs using a number of drawing and painting techniques. After completing this part of the program, you'll be able to successfully communicate ideas to jewelers, clients, and manufacturers.

- Illustrate the shape and form of metal and adapt textures to jewelry surfaces
- Render yellow and white metals, pearls, and a range of faceted and cabochon gemstones in rich color
- Illustrate rings in five different views and design jewelry for men and women

Wax carving (weeks 10–16)...You'll learn the practical application of wax modeling through video presentations, project text materials, and personalized instruction.

- Contour a variety of wax forms
- Make hollow models for casting
- Interpret a design and translate it into wax
- Create mirror image pieces and carve wax models to fit gemstones



Traditional Design

Wax Carving

Mold Making (week 17)...You'll learn how to make rubber molds from metal master models using vulcanized rubber and room temperature vulcanizing (RTV).

- Cut a range of molds, including simple to complex traditional and contemporary designs

Casting (weeks 18–19)...Next, you'll take your designs and wax models and cast them in metal. You'll gain a range of new skills including:

- Wax mold injection techniques, including spruing, treeing, and investing
- Casting by centrifugal, vacuum, and chamber methods using silver and platinum, and induction vacuum casting in an oxygen-free atmosphere
- Making a rubber mold

Computer-aided design (weeks 20–26)...Finally, you'll learn the practical use of special 3-D CAD/CAM software. You'll take jewelry designs from concepts to photo-realistic renderings, and finally to wax models ready for casting using a 4-axis mill.

- Rotate 3-D designs and extrude, revolve, and loft profiles into solids and surfaces
- Create channels, rings, pendants, heads, bezels, and prongs by using specific builder tools, and insert diamonds and colored gems into 3-D designs
- Render photorealistic designs to provide clients with a precise idea of a completed design's look

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu

Combine **Jewelry Manufacturing Arts** with **Business** or **Gemology**—See our **Career Tracks** suggestions on pages 49–57.

Applied Jewelry Arts

What do I learn?

- An understanding of jewelry design theory and jewelry artistry
- How to illustrate the shape, form, and texture of metal
- How to design jewelry using traditional drafting techniques and CAD/CAM software
- How to create wax models for molds and cast by hand or by computer numerical (CNC) mill
- How to cut molds
- How to cast jewelry

What do I earn?

Applied Jewelry Arts Diploma

Where can I take it?

On-campus (Carlsbad only) continuous program

Price:

\$15,395

How long will it take?

26 weeks (780 hours)



Casting



Mold Making



Computer-aided Design
and Manufacturing



LEARN TO DESIGN CUSTOM
JEWELRY WHILE CREATING
YOUR OWN PORTFOLIO.

Jewelry Design Certificate course

Find out what it takes to design custom jewelry. In just nine weeks, you'll have the creative skills to begin your career as a jewelry designer. You'll also have a portfolio of your own work to show prospective employers and clients.

You'll gain an understanding of jewelry design theory and acquire a working knowledge of jewelry artistry. By the time you complete this course, you'll be able to illustrate rings in five different views.

Discover how to keep your design ideas flowing!

Weeks 1–3...You acquire the fundamental skills you'll need to render jewelry metal and gems. You'll begin with graphite pencil, then you'll start to illustrate with colored pencils and paint.

- Shade faceted stones, cabochons, and pearls and illustrate textures on metal
- Apply bodycolor, highlighting, and shading to flat and curved metal forms
- Paint faceted stones, cabochons, pearls, and phenomenal stones
- Paint white and yellow metal and learn how to apply bodycolor, highlighting, and shading to illustrate flat, domed, and flat curved forms
- Learn painting techniques for round and fancy-shaped *melée*

Weeks 4–9...You apply the fundamental skills you learned in the first three weeks. You'll learn the elements and principles of design—the use of line, direction, shape, texture, mass, space, and color. You'll also learn about jewelry design history, including the major styles. Then you'll design jewelry using one of the historical periods as the theme.

- Paint *pavé* on flat, curved, and domed surfaces, and as interlocking and boxed patterns
- Illustrate symmetrical and asymmetrical motifs
- Learn to enlarge and reduce a motif proportionately, as well as to distort a motif
- Render rings in elliptical view and 2-point perspective
- Complete design projects including a pendant, jewelry for a pearl competition, a bridal set, and a piece of jewelry using symbolism
- Present your individual designs in an on-campus design show prior to graduation

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu



"Today, jewelry designers face predatory competition at all levels. Branding, value-added services, and custom design work are no longer what you do to stand out—they're what you do to survive. **My main objective is to provide you with the skills necessary to communicate your vision through distinctive design.** In this intense nine-week program, we cover what some might expect to learn in a two-year curriculum. When we're done, you're ready to enter or advance on the very glamorous jewelry scene."

Robert Ackermann, G.G.
Jewelry Design Instructor, Gemological Institute of America

Jewelry Design

What do I learn?

- An understanding of jewelry design theory and jewelry artistry
- How to illustrate the shape, form, and texture of yellow and white metal
- How to render faceted gems, cabochons, and pearls
- Traditional drafting techniques to design jewelry

What do I earn?

Jewelry Design certificate

Where can I take it?

On-campus (Carlsbad, New York, Los Angeles, selected international locations) continuous program

Price:

\$5,250

How long will it take?

9 weeks (270 hours)



Jewelry Design students participate in an on-campus show prior to graduation.





Graduate Jeweler

Diploma program

When you complete this program, you'll have a professional bench jeweler's fundamental skills. You'll understand metal working, fabrication, jewelry repair, and stone setting. Over the course of 26 weeks, you'll tackle 54 projects and eight bench tests.

YOU'LL LEARN
FUNDAMENTAL JEWELRY
REPAIR AND FABRICATION
SKILLS UNDER THE
WATCHFUL EYE OF AN
EXPERT GIA INSTRUCTOR.

Each classroom is equipped with workbenches, a rolling mill, ring stretcher, power hone, and more. You'll learn from multimedia presentations, lectures, textbooks, integrated videos, and live demonstrations. Your individual workbench will include a torch and a flex shaft with power hand tools, bench block, burs, and saw blade frames. We also provide you with an Optivisor and a toolkit containing files, pliers, gravers, drill bits, hammers, mandrels, tweezers, wheels, and saw blades.

If your goal is to be more than a bench jeweler, you can use the skills you gain to set up a trade shop and communicate with vendors, clients, and employees. Once you know what it takes to create a piece and how long it takes, you can judge whether it's made properly as well as its value.

Here's an outline of the program:

Weeks 1—2...Get familiar with basic hand tools, learn about gold quality and alloys, and analyze the proper approach to project completion. You'll learn to file, sand, and polish metal, and how to begin modifying tools.

Weeks 3—8...Use a torch for soldering, saw and pierce metal, size rings, and set prong and bezel mountings. You'll learn the basics of electroplating. And you'll test metals for gold and silver content.

Weeks 9—12...You'll combine the techniques you've learned so far to make simple jewelry mechanisms, contour metal, repair prongs, and begin sweat soldering. You'll be introduced to basic enameling procedures.

Weeks 13—20...Learn to adjust a prong setting to accommodate different stone sizes, construct precision stone settings, and perform more difficult ring sizing. You'll learn channel setting, plate setting, and how to work with delicate gems like pearls.

Weeks 21—26...You'll perfect the metal working and stone setting skills you've learned. In addition, you'll practice advanced channel setting and other advanced setting styles and techniques. And you'll learn work scheduling and manufacturing time management.

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"Our Graduate Jeweler program isn't just for entry level bench jewelers, but vital for retail, wholesale, and manufacturing personnel too. You'll learn the basics of metal working in silver, gold, and platinum with special emphasis on applying various setting, fabricating, welding, soldering, finishing, and polishing techniques. We use the latest technology available, including laser and tac welders. And **our instructors don't just teach you raw technical information, they also provide real-world 'tips and tricks' from their wide ranging industry experience.**"

Russ Hyder
Manager, Jewelry Manufacturing Arts, Gemological Institute of America



Graduate Jeweler

What do I learn?

- How to melt, pour, form, and solder jewelry metals
- How to file, pierce, and polish metals
- A variety of mounting styles and techniques for setting gemstones
- How to size rings, repair chains, and reset stones
- How to assess the manufacturing quality of jewelry pieces
- How to set up and organize a repair and manufacturing shop

What do I earn?

Graduate Jeweler Diploma

Where can I take it?

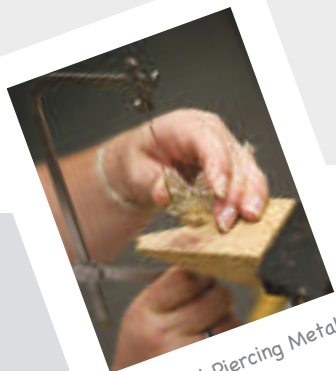
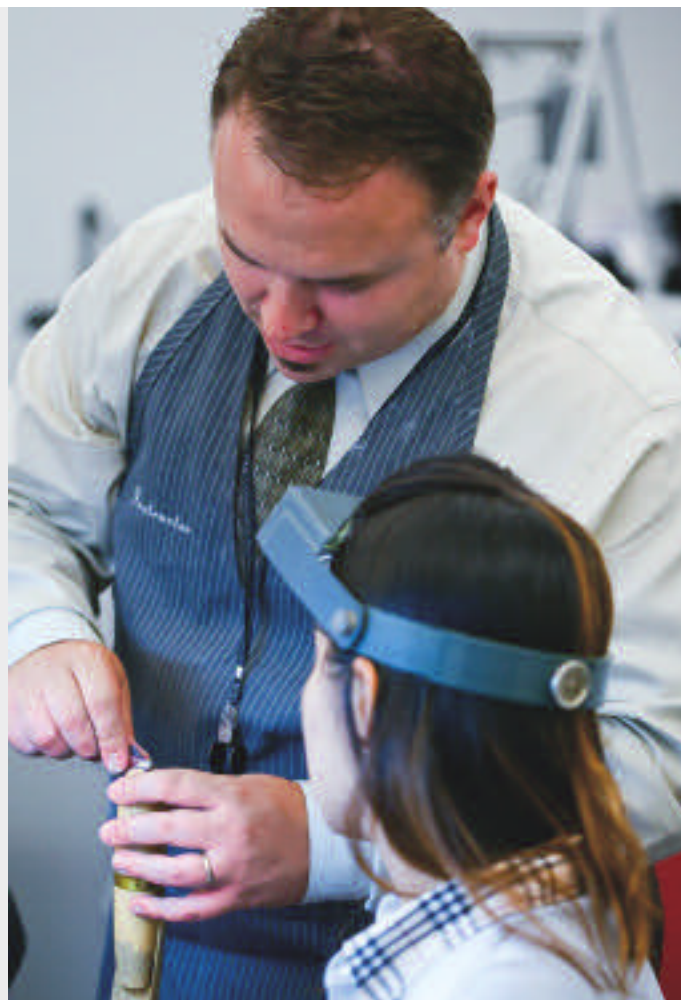
On-campus (Carlsbad only) continuous program

Price:

\$15,395

How long will it take?

26 weeks (780 hours)



Sawing and Piercing Metal



Stone Setting



Retipping a Ring



GIA'S JBM DIPLOMA
EQUIPS YOU WITH THE
SKILLS, KNOW-HOW, AND
CONFIDENCE NEEDED TO
SUCCEED ON THE WORLD-
WIDE JEWELRY STAGE.

Jewelry Business Management Diploma program

Gain the professional skills and knowledge you need to enhance your existing business by earning GIA's Jewelry Business Management (JBM) diploma. You'll get ready-to-use, practical, jewelry-specific knowledge.

The courses in the JBM program apply directly to the jewelry industry. You can take the whole diploma program or choose from a wide range of subjects to fit your needs—and your schedule. And the choice is yours: Complete your studies online or at our Carlsbad campus.

Each JBM course lasts just ten weeks. The material covered is streamlined and aimed strictly at mission-critical business operations. These courses allow you to:

- Understand fundamental business management concepts
- Examine successful management and communication styles
- Learn the language of accounting and understand financial statements
- Identify target customers and select the right products
- Develop marketing plans
- Grasp the fundamentals of business economics
- See how external factors influence gem and precious metal pricing
- Protect the legal and ethical interests of your business
- Understand business regulations and the law

Learning real-world business skills in real time in an educational setting can save you both clients and dollars. You can apply the courses leading up to the current JBM diploma toward your GIA BBA degree, if you choose.

Whether you enroll in one course or complete the entire JBM program, you gain the valuable knowledge and leadership skills you need to think creatively, act strategically, and lead effectively.

Call us today at **800-421-7250** ext. **4001** or email admissions@gia.edu



"Even though I have a Bachelor of Business Administration, I still earned my Jewelry Business Management diploma. I needed a jewelry-specific education that you just don't find in any university. And **at GIA, everything I learned was applicable to the real world—from classroom presentations to questions and case studies.** This is an education that I can actually apply to my career."

Audrey Moody Boyd, G.G., J.B.M.
Moody's Jewelry, Tulsa, Oklahoma

JBM

What do I learn?

- Business fundamentals as they relate to the jewelry industry
- Proven business school principles
- An understanding of the critical business issues facing jewelry business professionals

What do I earn?

Jewelry Business Management diploma

Where can I take it?

On-campus or online

5 required courses and 3 electives

Required courses (4.5 quarter units each)

All lower division courses plus BUS300—see page 42

If you've completed an identical course with a grade of "C" or higher at another institution, you may request a waiver for a required course. You'll have to submit an official transcript along with the request. The Dean's decision is final in all waiver requests. You have to complete a total of eight courses to earn the Jewelry Business Management diploma, regardless of whether you obtain a waiver for a required course.

Choose 3 or more electives from our upper division courses (4.5 quarter units each) listed on pages 42 and 43

How long will it take?

On-campus or online

Ten weeks per course

Full time: 20 weeks (4 courses per quarter)

Part time: up to 80 weeks (1 to 3 courses per quarter)

Price:

On-campus and online

Each course (4.5 quarter units): \$990

Per quarter unit: \$220

