

MDA  
MORTAZAVI DESIGN ACADEMY



EDUCATION CATALOG  
2024

# 2024 EDUCATION CATALOG

# Welcome



**mohammad mortazavi**  
**Jewelry designer**  
**Founder & CEO**  
**MDA**

As a Jewelry designer I must say this industry has significantly changed my life in the past 18 years and helped me to gain much success and many honors. Back in the day there weren't many institutions in my country or in the world that could present every single design standard in detail; also the internet was not that developed nor was it a dynamic database of information. This is why we had to learn everything including all of the solutions, methods and techniques through "trial and error".

I remember that sometimes for designing and modeling an original style of jewelry or watch we had to spend hours and days to find the correct way which could be quick too. There were no books or academic sources that we could refer, to learn how to become a professional jewelry designer.

The experience that I have gained during these years has helped us to create valuable courses that are not presented elsewhere. After teaching more than 5,000 students in 16 years, we decided to create online classes that students can attend from anywhere in the world.

In this catalogue we introduce our online courses that will be presented in 2023. Ultimately we know our responsibilities are high and are persistently working to offer the highest academic standards. We have worked to outreach many global students by delivering premier design courses and have insured our academy to be future ready.

We look forward to assist you on your professional journey.



# About Founder and CEO

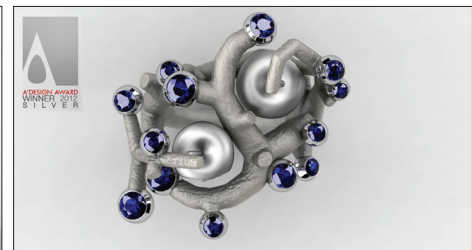
- ▶ Founder and CEO of Mortazavi Design Academy
- ▶ Design director and MDA's design team manager
- ▶ Former Design director and concept designer of RHYTON's design team
- ▶ Jewelry design certificate from GIA, Florence, Italy in 2010.
- ▶ Accredited jewelry professional – AJP certificate from GIA, USA, 2014.
- ▶ Writer of first jewelry design book with computer in Iran.
- ▶ Writer of first jewelry design book with computer volume 2.
- ▶ Jewelry CAD design instructor in many institutes and universities for over 18 years
- ▶ Iran's speaker and representative in first, second and third jewelry designer forum in middle east- 2015,2018,2019, UAE.
- ▶ Merit Award winner from International Jewelry Design Excellence Award 2011 competition in Hong Kong.
- ▶ Winner of 11 Jewellery design awards from the A`Design awards in Como-ITALY , 2011-2012-2013-2014-2016
- ▶ Winner of 2 awards "Merit" and "Distinction" from the International Jewelry Design Excellence Award 2015 - Hong Kong.
- ▶ 7 Jury membership world wide including,Thailand-ITALY-IRAN AND UAE



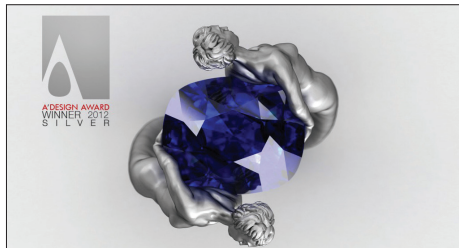
▶ International Jewellery design Excellence Award 2011, Merit Award Hong kong



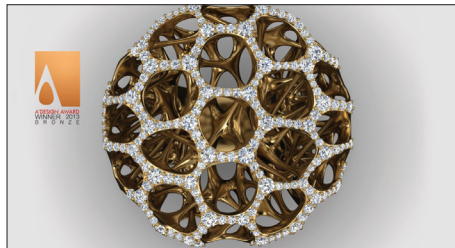
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▶ A`DESIGN award winner 2012 silver Italy



▶ A`DESIGN award winner 2012 silver Italy



▶ A`DESIGN award winner 2013 bronze Italy



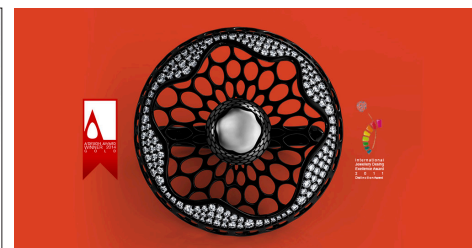
▶ A`DESIGN award winner 2013 gold Italy



▶ International Jewellery design Excellence Award 2015, Merit Award Hong kong  
▶ A`DESIGN award winner 2013 gold Italy



▶ A`DESIGN award winner 2013 silver Italy



▶ International Jewellery design, Excellence Award 2015, Distinction Award Hong kong  
▶ A`DESIGN award winner 2014 gold Italy



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# About The Academy

Our consistency and professionalism at Mortazavi Design Academy comes from many years of study, experience and research in jewelry innovation and design. MDA teachers are professional jewelry designers certified as academic instructors, and have trained to become well-experienced in teaching the latest methods in jewelry modeling and design. The academic material developed by MDA are unique and unparalleled to any other design academy or university in the world.

After a decade of teaching jewelry design, I decided to share my experiences in a more practical way with those who are passionate to learn this profession. At MDA we find ourselves obligated in developing students to become designers that are proficient, precise and look towards creating concepts that last longer than style or trend.

Instructors who are chosen to teach at Mortazavi Design Academy are often selected from the top ten designers in the academy.

At MDA we continue to assist students with any technical jewelry designing issues, software installation and hardware requirements even after they graduate from the academy. They can always use services such as makeup classes, help with their computer software issues or if qualified, they can be recommended to companies for a job interview. At Mortazavi Design Academy we make sure that the latest teaching methods and materials are presented, and moreover they are instructed in a way to meet the local market and domestic production needs; so students that graduate from the academy not only learn how to design properly, but become qualified for the competitive jewelry market.

Based on experience, the main goal of those who chose to attend MDA is often to find a job and have an income.

Eventually those who graduate from MDA will be awarded an international certificate from the academy.



# Online Class Description

- ▶ We have adopted a high-tech online platform to make sure our classes offer the highest professional standards.
- ▶ All online courses we offer are one-on-one and streamed LIVE, with an instructor always present in the class throughout your course and you will be able to communicate with the instructor in real-time through the webcam. The live video will be in Full-HD, you will have access to live chat and your questions will be answered immediately. It feels like a real classroom at home!
- ▶ After enrollment you will receive a link and password to log in to your class
- ▶ You will receive an instruction video on how to connect to your online class
- ▶ The video of each session will be captured so you can review it as many times after
- ▶ At the end of the course you will be awarded an international "Certificate of Completion" within three weeks
- ▶ We offer full-time software support and online assistance with any technical jewelry making/designing issues you may encounter
- ▶ You can choose which day of the week you want to have a

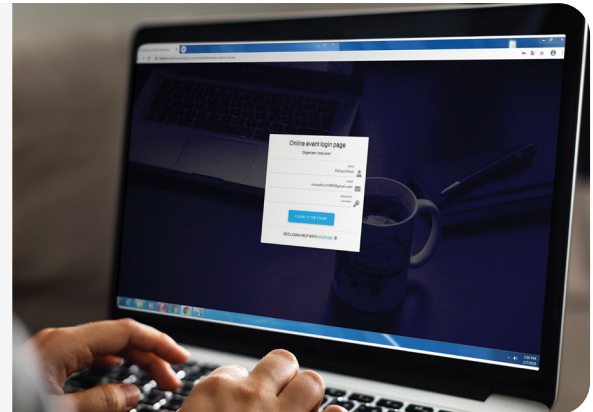
*\*Class hours can be set from 8:00am to 9:00pm +3:30 GMT*



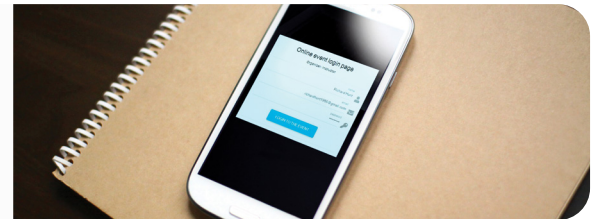


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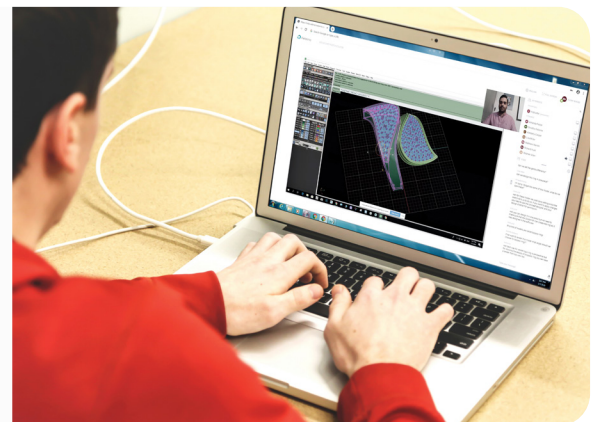
- ▶ You can choose which time of the day you want to have your class at \*
- ▶ The minimum speed of your Internet must be at least 512 KB/s. You may use your cellphone Internet as a personal hotspot on your laptop as well.
- ▶ You can use your android device, iOS device, PC or Laptop to log in to the class
- ▶ Our platform is supported on Microsoft Windows 7,8,10 and 11



- ▶ The preferred browser for our platform is the latest version of Google Chrome, Mozilla Firefox, or Microsoft Edge



- ▶ Our platform supports many languages such as English-Russian-Spanish-French-Dutch-Polish-Portuguese and Arabic (all courses are only presented in English)
- ▶ We will help you to make your own resume and portfolio and will teach you how to present yourself at a job interview
- ▶ No special tools or equipment are required, just a PC or a laptop.
- ▶ You are not required for any background on jewelry making or jewelry CAD design, you just need to know how to work with a computer and a primary knowledge of Windows and the internet.
- ▶ We will teach you all the necessary things you should know about jewelry making and gemstone setting, all the standards, techniques, tips and tricks to make a 3D jewelry piece without any technical issues and ready for production.







## CAD Jewelry Design

This course will introduce the fundamentals of the Rhinoceros and Matrix Gold Gold software which are the foundation of 3D jewelry design. This course is presented in two different levels; primary and advance.

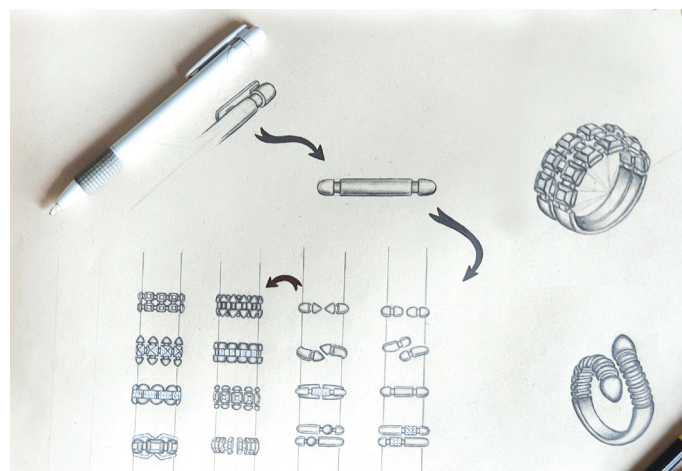
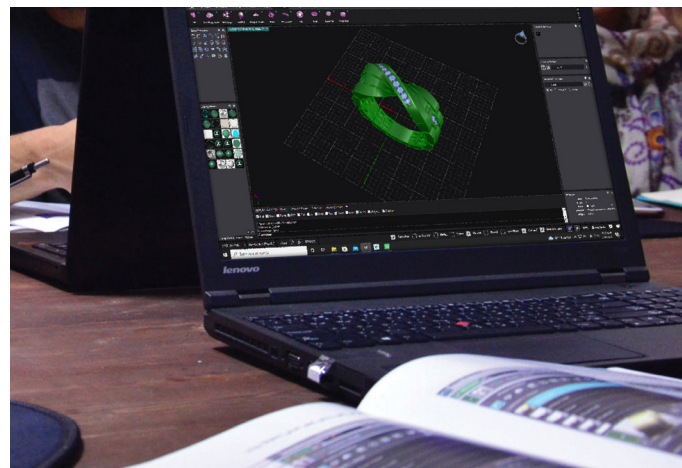


**MATRIXGOLD®**



## Jewelry Concept Design

This course will introduce the basics of "Concept" and how it can be developed and changed during the design process. This is a one-of-a-kind course which we have launched recently in our academic calendar for those who want to be a real jewelry designer and creator! This is not just a normal drawing course in which you learn how to draw and shade a jewelry piece. We will teach you how to think and find a DNA of a jewelry concept and how to develop it and keep it alive for years.





# CAD Jewelry design

## Online Courses: Primary Jewelry Design with Computer (Level 1)

In these courses students learn how to design a jewelry piece in 3D by using a computer software and following jewelry standards for making, gem setting and casting. With computer and technology enhancements, plenty of powerful software pieces have been developed in order to make designing easier. In these courses the Matrix Gold software by Gemvision is taught for jewelry design. This software has been developed specifically for jewelry design and is very easy to learn and work with. This software is currently one of the best computer-aided-

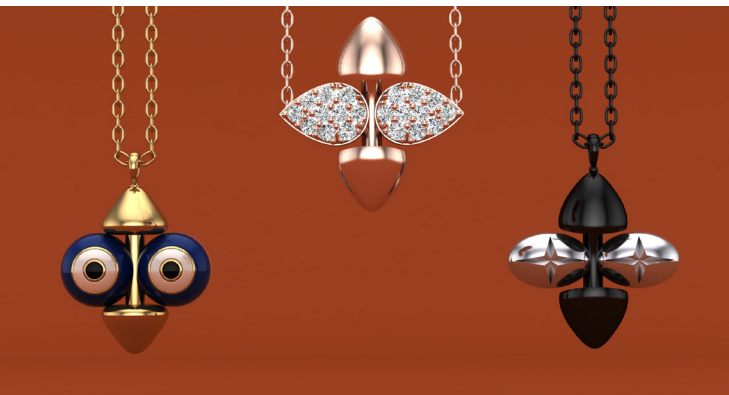
design programs for jewelry design that is being taught as the primary software in well-known universities and institutions such as GIA in the United States.

To take part in these courses students are not required to pass any jewelry making lessons prior to their registration or even have any background on how to sketch. The only thing you need for these courses is to know how to work with a computer and the Windows operating system; which means being able to handle ordinary tasks in Windows.



## Primary Jewelry Design with Computer Course Topics

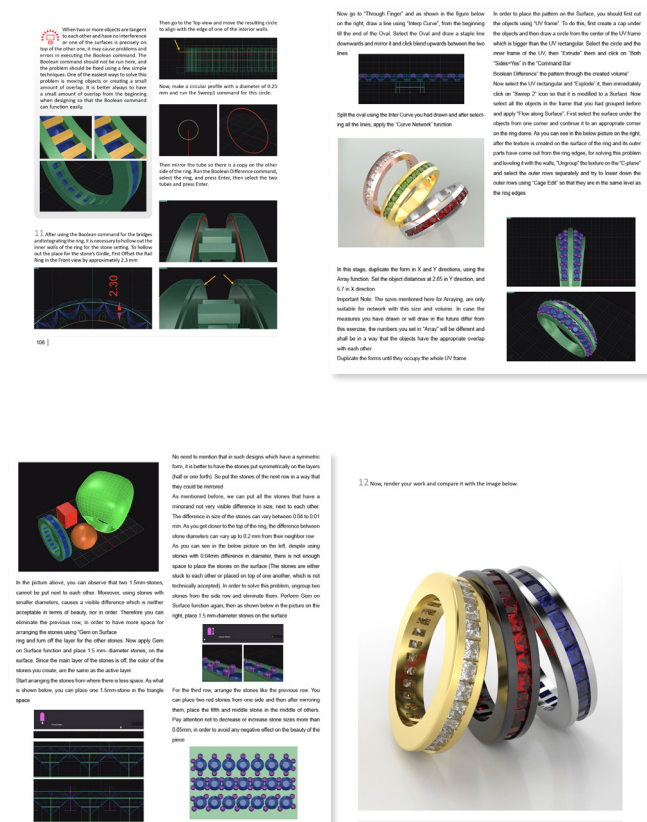
- ▶ The teaching guide for this course is the "Jewelry Design with Computer Volume 1" book, written and published by Mohammad Mortazavi, who is also the instructor of the course as well.
- ▶ This book is in fact the most thorough source for learning jewelry design with the Matrix Gold Gold software, followed by the second book: "Jewelry Design with Computer 2".
- ▶ In this class we will teach you how to start from zero in jewelry designing , with step-by-step practices in every session.
- ▶ You just need to attend every session and make sure you practice enough after each session.
- ▶ This class will be in 9 sessions, each session is 3 hours, 27 hours in total. You are free to schedule your sessions any time and day during the week.
- ▶ You are not required to have any background on jewelry designing or jewelry making.
- ▶ We will give you all the necessary details about the jewelry making standards and gem settings in the class!
- ▶ All you should know is how to work with Windows and the Internet.
- ▶ We explain more details in the FAQ section on page 28.



# Book Volume 1

## Jewelry Design with Computer Book-Volume 1 (Third Edition)

- Specifically teaches the latest Matrix Gold software
- Teaches gem setting tips and techniques, jewelry making and the use of these techniques in jewelry design
- Teaches practical tips and techniques and how to work with commands and tools in designing jewelry
- Teaching source of many professional institutions
- We will send you this book as a PDF file (330 pages) with a unique password for each student, to read and practice during the classes.





This book teaches how to work with the Matrix Gold software which is currently the strongest and best jewelry design software in the world. Moreover, we explain jewelry techniques and settings in this book in a way that follow technical jewelry making principles as well. This book was published to establish a standard and reliable step-by-step source for designers in the jewelry design industry that would help to improve the quality of jewelry design. In the past decade we realized the need for a standard content in jewelry design with computer, that meets international standards in jewelry making, casting and gem setting.

Traditional jewelry design or hand drawing has always been a very important art in design and producing accessories. The process was started from a concept. After the concept was decided, the designer transferred their idea onto a paper with precise measurements and handed it over to a jeweler so they could carve it out of a piece of wax or wood into a physical

model.

Before CAD design was popular, this was the best way to create a model. There were also other methods back then as well, where no paper or sketches were involved as the jeweler came up with an idea and transformed that into a jewelry piece themselves.

But today if you are not able to draw your ideas on paper or cannot make a model with hand like the traditional way you can always use a computer and model your design directly with the help of a CAD software and build a prototype with a 3D printing machine.

Your ability to draw, make jewelry with hand or the level of familiarity with a computer does not matter as long as you can transform your ideas into a model using a tool.

Although it could help you if you already have experience in jewelry design and know how to make jewelry pieces.



# CAD Jewelry Design

## Online Courses: Advanced Jewelry Design with Computer (Level 2)

After passing the Primary course students can take part in our Advanced courses. Lessons and materials that will be presented in this course are followed from the "Jewelry Design with Computer Volume 2" book. In this course we focus on designing and modeling complex pieces such as rings, pendants, bracelets, necklaces and earrings. Also during this course we teach how to model bangle & tennis bracelets, multi-piece bracelets and necklaces and their working mechanism as well. Since precious metal and gemstones are very expensive, we also focus on reducing the

weight of the jewelry pieces we design in the book; without affecting its beauty and form by introducing various techniques for designing and modeling.

In this course we try to teach concept design tips and practices as well that will help to upskill the student minds in becoming creative, practical and precise in their designs. During the course we also go through other subjects such as introducing new brands, jewelry styles and English terms as well. Eventually we work to develop students to work for jewelry workshops and big companies as a designer.



## Advanced Jewelry Design with Computer Course Topics

- ▶ This course is followed from the “Jewelry Design with Computer Volume 2” with over 420 pages, written and published by Mohammad Mortazavi who is the instructor of the course as well.
- ▶ To be qualified for attending this course, you should complete do the Primary (Level 1) Class.
- ▶ You just need to attend every session and make sure you practice enough after each session.
- ▶ This class will be in 12 sessions, each session is 3 hours, 36 hours in total. You are free to schedule your sessions any time and day during the week.
- ▶ We will give you all the necessary details about the advanced jewelry making standards and gem settings in the class!
- ▶ You will be able to work for any jewelry company in the world after completing this class for sure!
- ▶ We explain more details in the FAQ section on 28 page.
- ▶ You can see some students' works here and the pages before.

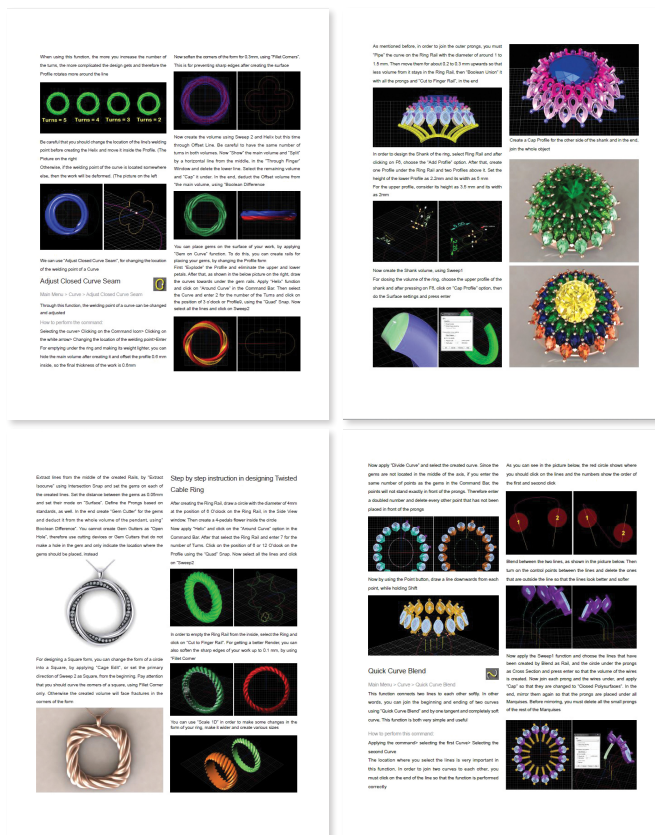




# Book Volume 2

# Jewelry Design with Computer Book - Volume 2

- ▶ Teaches latest Gemvision Matrix Gold software version
- ▶ More than 420 pages of teaching material in full color and illustration
- ▶ More than 35 pages of Persian to English common terms in designing and jewelry making
- ▶ More than 50 pages on professional rendering and 70 pages on teaching the T-splines Plugin
- ▶ Teaching techniques and ways to apply gem settings, jewelry making and how to use them on design with computer
- ▶ Teaching source of many professional institutions.



Jewelry Design with Computer Volume 2 is the second volume and followed by the first book. The valuable experiences we gained from the publishing of the first book proved us that a second title would be favorable as well. Both volumes of the book count at around 700 pages in total which are the result of 18 years' experience. I would also look forward to see other instructors try to publish other educational content on jewelry design so we can witness more improvement in this industry.

In the second volume which has been written based on the Matrix Gold 8.0 version software there will be reviews on Rhino 5 and Matrix Gold 7.5 and 8. In the second chapter which is about 220 pages, there are practices and step-by-step examples, just like jewelry design with computer that is full

of technical tips, jewelry making techniques and settings that can result in technical issues during production if not followed during design.

In the third chapter there is an introduction on T-splines which explains the plugin in 70 pages. T-splines doesn't have many tools or commands. The most important thing to remember is to practice. The more time you spend on it the easier working with it will be.

In the fourth chapter, about 35 pages is dedicated to rendering and working with v-ray. Although we have published plenty of instructions on rendering from beginner to intermediate, in this section we mention important tips and techniques for a more professional and photo-realistic render.

**Lowering the Speed of Slow Studios**

You can increase the speed of Rendering in Slow Studios, by changing some settings in Scene Editor. This way, you can have the type of lighting used in Slow Studios as well as having the speed of Fast Studios.

The most important parameter that has a great effect on the speed of rendering, is the Depth of Field. You can decrease the Rendering time between 4 to 5 times by activating or deactivating this option! In fact, the main reason for slow renders generated by Slow Studios, is that the Depth of Field is activated in them.

In the image below, the render has been generated by Sunroom studio. The rendering time with pre-assumed settings, is 16 minutes and 36 seconds



In the picture below, you can observe a render generated with White room which is the heaviest rendering studio in Matrix. The rendering time of the below image is 19 minutes and 12 seconds which can decrease to 5 minutes and 50 seconds, by just turning off the Depth of Field



In the picture above, the render has been generated by the Depth of Field and the in the picture below, without it and with the rendering time of 5 minutes! As you can observe, in case there is no need for Depth of Field, the rendering time can be decreased up to 4 times



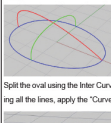
You can also turn on Depth of Field for fast studios, so that this effect of photography make Fast Studios look more beautiful and more natural. Just keep in mind that the rendering time increases considerably



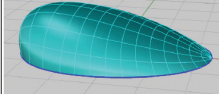
For decreasing the rendering time in this studio, you should go to Scene Editor in VRAY RENDER window and then go to Camera section. Now just deactivate Depth of Field and Vignetting and then click on the green button "Apply this style", to perform the modifications on the studio, and in the end, click on Render. The rendering time for this work with the same angle and the same computer will decrease up to 3 minutes and 46 seconds



Now go to "Through Finger" and as shown in the figure below on the right, draw a line using "Interp Curve", from the beginning till the end of the Oval. Select the Oval and draw a staple line downwards and mirror it and click blend upwards between the two lines



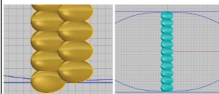
Split the oval using the Inter Curve you had drawn and after selecting all the lines, apply the "Curve Network" function



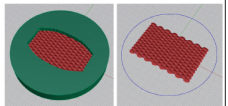
In this stage, duplicate the form in X and Y directions, using the Array function. Set the object distances at 2.65 in Y direction, and 6.7 in X direction

Important Note: The sizes mentioned here for Arraying, are only suitable for network with this size and volume. In case the measures you have drawn or will draw in the future differ from this exercise, the numbers you set in "Array" will be different and shall be in a way that the objects have the appropriate overlap with each other

Duplicate the forms until they occupy the whole UV frame

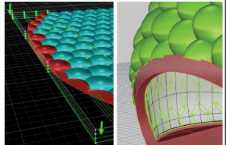


In order to place the pattern on the Surface, you should first cut the objects using "UV frame". To do this, first create a cap under the objects and then draw a circle from the center of the UV frame which is larger than the UV rectangular. Select the circle and the inner frame of the UV, then "Extrude" them and click on "Both Sides=Yes" in the "Command Bar



Boolean Difference" the pattern through the created volume"

Now select the UV rectangular and "Explode" it, then immediately click on "Sweep Z" icon so that it is modified to a Surface. Now select all the objects in the frame that you had grouped before and apply "Flow along Surface". First select the surface under the objects from one corner and continue it to an appropriate corner on the ring done. As you can see in the below picture on the right, after the texture is created on the surface of the ring and its outer parts have come out from the ring edges, for solving this problem and leveling it with the walls, "Ungroup" the texture on the "C plane" and select the outer rows separately and try to lower down the outer rows using "Cage Edit" so that they are in the same level as the ring edges




**Lowering the Speed of Slow Studios**


You can increase the speed of Rendering in Slow Studios, by changing some settings in Scene Editor. This way, you can have the type of lighting used in Slow Studios as well as having the speed of Fast Studios.

The most important parameter that has a great effect on the speed of rendering, is the Depth of Field. You can decrease the Rendering time between 4 to 5 times by activating or deactivating this option! In fact, the main reason for slow renders generated by Slow Studios, is that the Depth of Field is activated in them.


In the image below, the render has been generated by Sunroom studio. The rendering time with pre-assumed settings, is 16 minutes and 36 seconds




In the picture above, the render has been generated by the Depth of Field and the in the picture below, without it and with the rendering time of 5 minutes! As you can observe, in case there is no need for Depth of Field, the rendering time can be decreased up to 4 times



You can also turn on Depth of Field for fast studios, so that this effect of photography make Fast Studios look more beautiful and more natural. Just keep in mind that the rendering time increases considerably



For decreasing the rendering time in this studio, you should go to Scene Editor in VRAY RENDER window and then go to Camera section. Now just deactivate Depth of Field and Vignetting and then click on the green button "Apply this style", to perform the modifications on the studio, and in the end, click on Render. The rendering time for this work with the same angle and the same computer will decrease up to 3 minutes and 46 seconds



Depth of Field = Off  
Render Time = 0:04:42 Sec

Depth of Field = On  
Render Time = 0:06:38 Sec

# Jewelry Concept Design

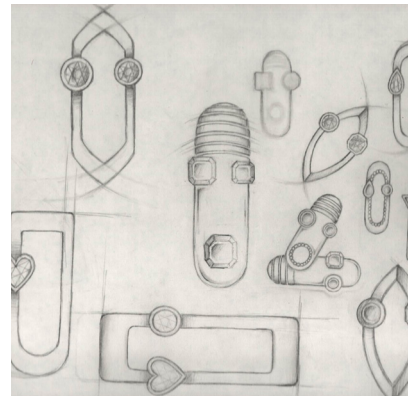
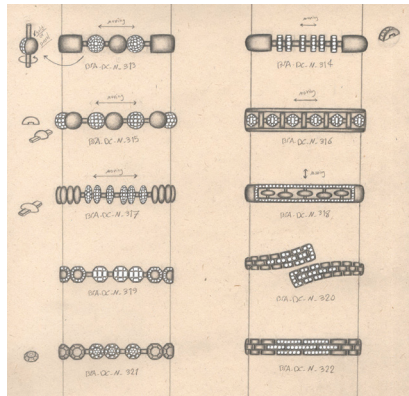
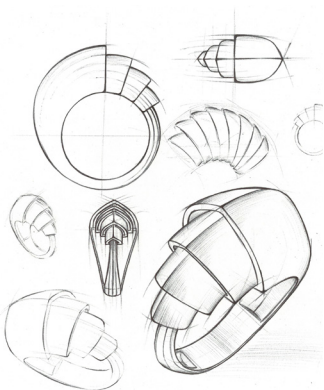
## Online Primary Jewelry Concept Design (Level 1)

This course starts from the basics and is suitable for people who have no experience on jewelry design. The Jewelry Concept Design course is an innovation in the academic jewelry industry and is being held by MDA for the first time. In this course students will learn jewelry concept design using just a pencil and a piece of paper and will be trained to learn concept design techniques alongside jewelry design. One of the biggest concerns of jewelry designers and 3D modelers comes from the need to come up with new ideas, design and develop a collection and most importantly analyze a concept and develop it. Designing a new ring, depending on its complexity, may take a couple of hours; but designing a collection, developing it and keeping a successful design alive; may take days, months or even years. This course is for those who are interested in concept design and developing an idea. In this course simple and practical ways for concept development will be presented that will help students to improve their mental skills and creativity in order to become a jewelry designer.

In this course we focus on concept and idea development more than rendering and presentation. This is what makes this course different from the traditional drawing courses elsewhere. Moreover, this course will present primary sketching and drawing techniques in a way that can help students convey

their ideas to the customer as fast as possible. All these techniques that are presented during this course are the result of several years of research, experiment and experience. You may have encountered some of these techniques before, but here we will instruct them step by step in detail, so you can develop your own ideas more precisely. Traditionally, pen and paper have always been the primary tools for an artist or a designer. No matter where you are, when you come up with an idea a pencil and paper is always the best tool to illustrate your imaginations, this has always been and will be the mainstream in any design industry.

This is why in this course designing and drawing jewelry, shading techniques and also drawing various gemstones and accessories such as rings, pendants, earrings, bracelets and bangles that are qualified for production will be taught. We will also offer digital painting skillshops as add-on courses for those who wish to present their ideas digitally. Technically, it does not matter whether you use a pencil and paper or a tablet and stylus for digital drawing, all these techniques that you will learn are fit for either way.

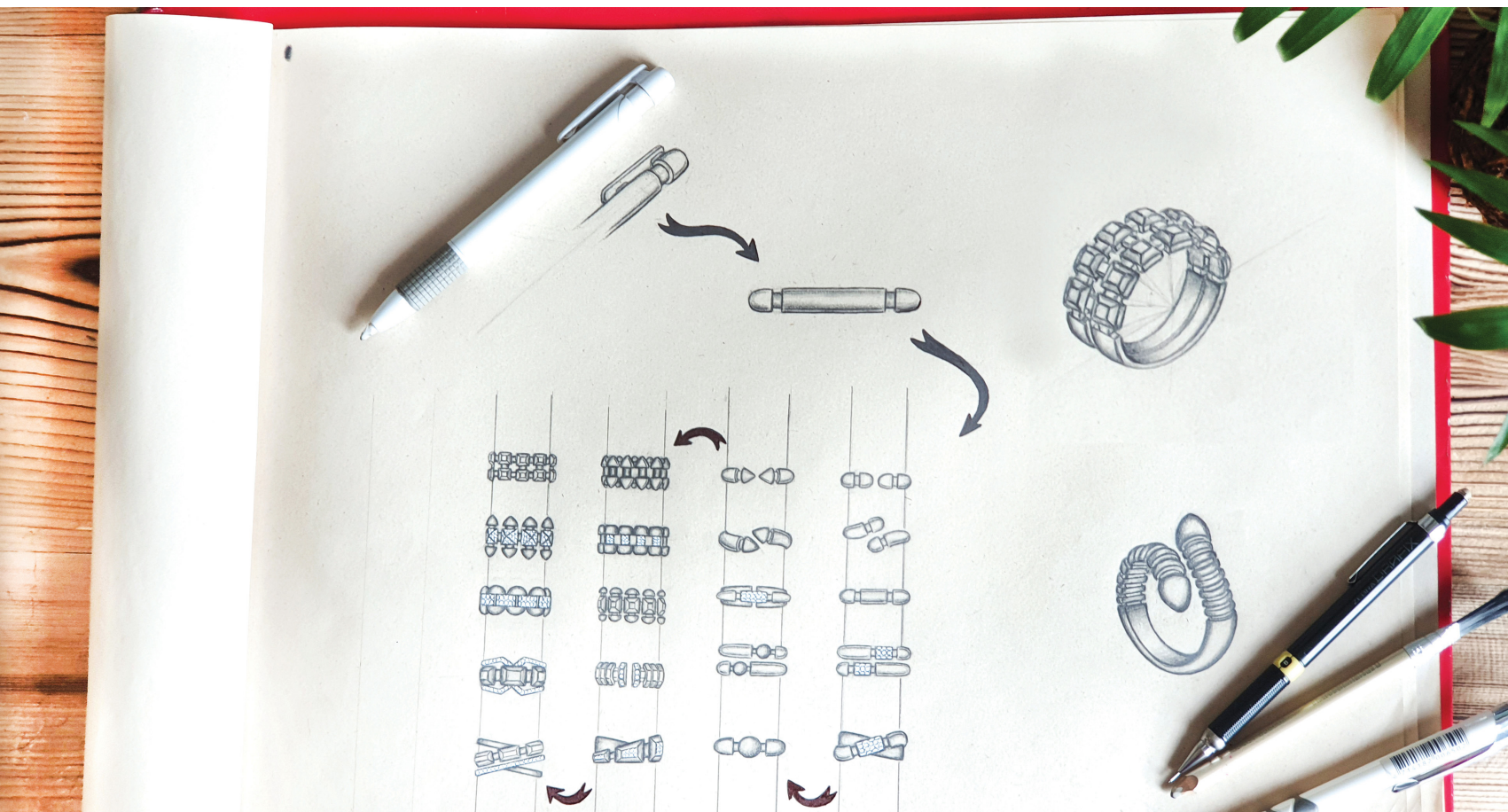




## Online Primary Jewelry Concept Design Course Topics

- 1- An introduction on jewelry and concept design
- 2- Difference in technical drawing, sketching and bringing raw ideas on the paper
- 3- Practicing how to draw lines and curves
- 4- Shading and Shadowing
- 5- Technical drawing and understanding 3D shapes
- 6- Introduction and teaching how to draw different jewelry pieces in perspective
- 7- Concept design and how concept designers think
- 8- Concept and how it is produced
- 9- An Introduction on concept development
- 10- What's a DNA of a design?

- 
- ▶ This class will be in 12 sessions, each session is 3 hours, 36 hours in total. You are free to schedule your sessions any time and day during the week.
  - ▶ We will give you a list of tools you will need to do your practices.
  - ▶ You will see the instructors' desk with a Full HD camera which is connected to our online platform.
  - ▶ We explain more details in the FAQ section on 28 page.





# Jewelry Concept Design

## Online Advanced Jewelry Concept Design (Level 2)

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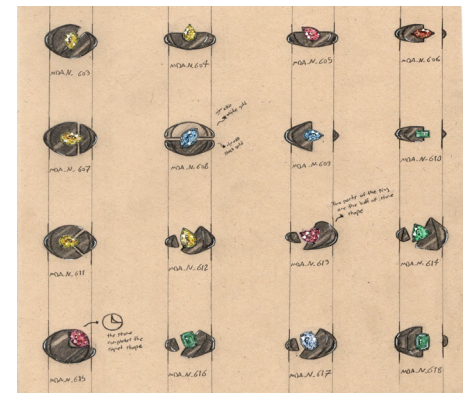
In the second semester of “Jewelry Concept Design”; which will be followed by the first semester, we will focus more on specific concept development techniques. The materials presented in this course are more advanced and professional concept design development techniques will be taught.

In this semester after students learned concept development techniques, they will go to the next level which is “finding a concept”. Here we will review and present different jewelry styles, products, architectural styles and nature elements and

learn how to develop a concept from these styles and elements with various methods. Also, in this course the use of digital software such as Photoshop will be reviewed for combining sketches and speeding up the process of your concept design.



- ▶ This course is followed from the “Jewelry Concept design level 1”
- ▶ To be qualified for attending this course, you should complete the Primary (Level 1) jewelry concept design class.
- ▶ You just need to attend every session and make sure you practice enough after each session.
- ▶ This class will be in 10 sessions, each session is 3 hours, 36 hours in total. You are free to schedule your sessions any time and day during the week.
- ▶ We will give you a list of tools you will need to do your practices.
- ▶ You will see the instructors' desk with a Full HD camera which is connected to our online platform.
- ▶ We explain more details in the FAQ section on 28 page.
- ▶ You can see some students' works here and the pages before.



# Jewelry Design in Zbrush

## Online Primary Jewelry Design in ZBrush (Level 1)

ZBrush is a 3D software piece that is used for digital sculpting, character design, jewelry design and product design. Fast editing capabilities, complex 3D models with lots of details, organic forms and figurative forms and flexibility in creating masses, has made this software very popular among designers. This software not only offers freedom to designers in modeling but also in concept and design. ZBrush is a prominent platform for jewelry design but can also qualify as a supplementary software next to Rhino and Matrix Gold Gold.



## Primary Jewelry Design in ZBrush Course Topics

- ▶ An introduction on mass creating in ZBrush and creating complex mass process'
- ▶ An introduction on design and concept idealization in ZBrush
- ▶ An introduction on useful plugins for jewelry design in ZBrush
- ▶ An introduction on moving models from ZBrush to Matrix Gold and vice versa, also an overall introduction on subsidiary software pieces in this field
- ▶ An introduction on how to add stones in ZBrush and placing them
- ▶ An introduction on standards, sizes, and thickness in ZBrush
- ▶ Reviewing design process for a couple of jewelry pieces designed in ZBrush
- ▶ An introduction on creating organic and dynamic forms





## Online Advanced Jewelry Design in ZBrush (Level 2)

In the primary course, we will walk through the environment of ZBrush and how to design jewelry with this software. Then various practices will be demonstrated to students in order to practice designing different modeling techniques, that differ from other design software pieces. In the next stage after learning jewelry design standards and principles of jewelry design in ZBrush and understanding general anatomy topics and digital sculpting, students will learn how to model and even design various jewelry pieces.

In the advanced course more complicated materials and commands in jewelry design with the ZBrush software will be demonstrated, knowing that students have developed a basic understanding of the tools practices reviewed in the primary course. Moreover, leaning the powerful Zmodeler command, curve tools, Nanomesh, concept design methods and reviewing successful ZBrush designs by famous brands, will help the student to develop more detailed ideas. On the other hand, the level of detail and complexity of the anatomy and figures we create will require for more practice and eventually will help students to improve much better. Another feature of the course is the individual projects we give to students during the course that will help the students to work their way from concept to the final model.



## Advanced Jewelry Design in ZBrush Course Topics

- ▶ Designing figurative model techniques
- ▶ Introduction on anatomy topics and designing the human body in detail
- ▶ Concept design techniques and design process
- ▶ Organic design techniques in jewelry design
- ▶ An introduction on Zmodeler and how to use it
- ▶ Hard Surface techniques in Zbrush
- ▶ Nanomesh
- ▶ Designing "fusion" models
- ▶ Designing complex models for practicing
- ▶ Rendering in Keyshot
- ▶ Working from concept to the final model on student projects





## 3D rendering with key shot

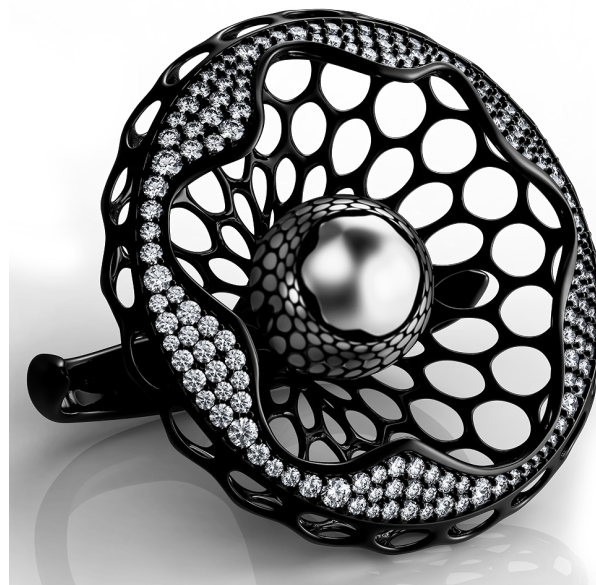
### Keyshot Rendering Course

Keyshot rendering course is intended for enthusiasts with 3D Software experience such as Matrix 9, MatrixGold and Zbrush. Due to the everyday internet and social media user increasing, image plays a significant role in getting progress and attracting the audience and customers. Therefore, it is important to create beautiful and realistic virtual images of your products. This course is held on the online platform of Mortazavi Academy by experienced and high-quality instructors, and those who are interested can register through our website.



## rendering with keyshot course topic

- 1- Familiarity with Keyshot interface
- 2- Editing and preparing model for rendering using Zbrush
- 3- Plane model rendering
- 4- Jewelry Rendering
- 5- Editing render in photoshop
- 6- Material Graph
- 7- Animation







# Tuition and fees

- ▶ Total charges are valid for Courses, from January 1, 2024 through December 31, 2024 , and are subject to change.
- ▶ Amounts shown are in Euro.

COURSE	HOURSE SESSION	FEES	TUITION	FEES
ONLINE JEWELRY CAD DESIGN LEVEL 1	9 SESSIONS 27 HOURS	850 EURO	BOOK VOLUME 1 (PDF)	940 EURO
ONLINE JEWELRY CAD DESIGN LEVEL 2	9 SESSIONS 27 HOURS	850 EURO	BOOK VOLUME 2 (PDF)	970 EURO
ONLINE JEWELRY CONCEPT DESIGN LEVEL 1	9 SESSIONS 27 HOURS	850 EURO	BOOK VOLUME 1 (PDF)	940 EURO
ONLINE JEWELRY CONCEPT DESIGN LEVEL 2	9 SESSIONS 27 HOURS	850 EURO	BOOK VOLUME 2 (PDF)	940 EURO
JEWELRY DESIGN IN ZBRUSH LEVEL 1	8 SESSIONS 24 HOURS	850 EURO		940 EURO
JEWELRY DESIGN IN ZBRUSH LEVEL 2	8 SESSIONS 24 HOURS	850 EURO		850 EURO
RENDERING WITH KEY SHOT	5 SESSIONS 30 HOURS	450 EURO		450 EURO

\*Students can have extra sessions to learn more for each courses,each 10 extra sessions would be equal to one Level.



▶ Sample of our “Certificate of Completion “



▶ Gemvision authorized training partner certificate

# Tuition and fees

TOTAL NUMBER  
OF STUDENTS FROM  
2008 TILL 2023

12000 STUDENTS

MALE-FEMALE RATIO  
OF OUR STUDENTS



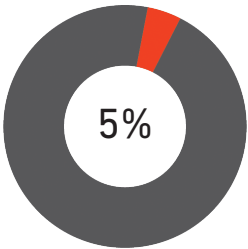
40%



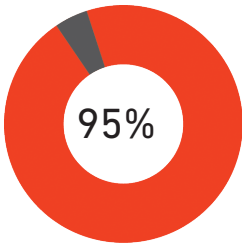
60%

## Class Types by Percentage

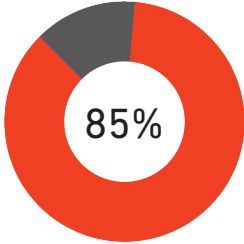
IN-PERSON CLASSES



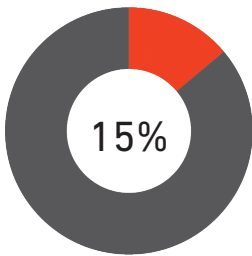
ONLINE CLASSES



ONLINE ONE-ON-ONE  
CLASSES
















ONLINE PUBLIC CLASSES





# Course Analysis by Detail

 MATRIXGOLD	 RhinoCeros	 ZBRUSH	
<u>CAD JEWELRY DESIGN</u>	<u>ZBRUSH</u>	<u>JEWELRY CONCEPT DESIGN</u>	
 12000 STUDENTS	 903 STUDENTS	 1300 STUDENTS	
 100,136 HOURS	 8,070 HOURS	 17,186 HOURS	
 8000 SESSIONS	 990 SESSIONS	 8,196 SESSIONS	

# International Students



# FAQ's

■ 1. What's the difference between designing jewelry with computer and hand drawing design?

Designing jewelry with computer is a new and innovative method of jewelry design that has been trending in the past few years. In 3D modeling, a jewelry piece is designed with a software. Then a 3D printer is used to produce a prototype and finally the process of mass production is started. In Traditional jewelry design or hand drawing the process starts from a concept. After the concept is decided, the designer transfers their idea onto a paper with precise measurements and hands it over to a jeweler so they could carve it out of a piece of wax or wood into a physical model. This used to be the traditional process of jewelry making before there were computers. Today jewelry design with computer is the most popular way of modeling jewelry.

■ 2. How can I pay my tuition and fees?

You can pay the tuition in full by wire transfer, cash or credit card. We accept Master Cards and Visa cards.

■ 3. Should I pay my tuition and fees in advance?

Yes. We collect all tuitions in full prior to the first session of the course.

■ 4. Is there any cancelation policy?

Yes. We have a cancelation policy for our courses. You can check for the details at our website at [www.mda.ac](http://www.mda.ac).

■ 5. Which languages do you present your courses in?

All courses are presented in English and Turkish only.

■ 6. What tools and equipment do I need for the courses?

For Jewelry CAD design courses you need a computer (desktop or laptop) and a basic understanding of the Windows operating system. For the Concept Design courses we offer a list of items which contains a pencil, eraser, paper and paper stump, etc.

■ 7. What are the minimum computer requirements for Matrix Gold installation?

CPU: Intel Core i5 or higher

RAM: 8GB, 12GB, 16GB or more

Graphic Card: NVIDIA GeForce 800 Series or higher

Operating System: Windows 7, 8 or 10 (64-bit)

For more details, please visit our website at [www.mda.ac](http://www.mda.ac)

■ 8. How many sessions can I have in a week in my one-on-one classes?

You can schedule as many sessions in a week as you want, as long as you find enough time during the week to practice the content, but typically we recommend to have maximum 3 sessions per week.

■ 9. How much do I need to practice during my course to completely learn the content?

Technically the more you practice, the more you will become experienced, but we recommend to spend at least 2 hours a day for reviewing the presented material.

■ 10. I have the Rhino software. Can I still attend the Matrix Gold or Matrix Gold Gold jewelry design courses?

Yes. For those who use the Rhino software, they can start learning jewelry design with Rhino, however the Matrix Gold software is developed specifically for jewelry design.

■ 11. I'm interested in jewelry making, is jewelry design with computer the same thing?

No. Jewelry making is the process of crafting a jewelry piece and producing it with hand. Jewelry design with computer is the process of designing a 3D model of a jewelry piece with a software.

- 12. I have no experience in jewelry making or jewelry designing with computer, can I learn jewelry design with computer? What's essential for learning this profession?

Of course you can! What's necessary for learning jewelry design with computer is being able to do general tasks with a computer like working with the Windows operating system and internet at an intermediate level; and having an elementary understanding of English. It's beyond obvious that if you have any experience in jewelry making, gem setting or your field of study is industrial design, fashion design, art, architecture, abstract arts, painting, sculpting, handicrafts and computer you won't have a hard time learning this profession.

- 13. Where can I get the original Matrix Gold, Matrix Gold Gold or Rhino software?

You can purchase the Matrix Gold and Matrix Gold Gold software from [gemvision.com](http://gemvision.com) and the Rhinoceros software from [rhino3d.com](http://rhino3d.com).

- 14. What's the difference between Rhino and Matrix Gold?

Rhino is a common 3D design software that one can use in order to create 3D models such as product design, interior/exterior design, automobile design, jewelry design and other industrial objects. Gemvision has developed a specific software for jewelry design that's called Matrix Gold that offers more specific tools than Rhino and helps the user to design jewelry pieces more precisely. Eventually, designing and modeling is much faster and precise in Matrix Gold and Matrix Gold Gold than Rhino.

- 15. Can I skip the primary classes to attend the advance classes directly?

No. The students are required to pass the primary semester of every course we offer in order to participate in the advance semester.

- 16. What time can I schedule my one-on-one classes?

You can set your one-on-one classes any time during the day as long as it is scheduled inside our working hours which is 8:00am to 9:00pm +3:30 GMT. You can also set your classes on any day of the week as long as it does not meet any local holidays.

- 17. Can I install the Matrix Gold or Matrix Gold Gold software on Mac OS?

The Matrix Gold software is specifically developed for the Windows platform. To operate it on a Mac OS system you would be required to install Windows on your Mac.

- 18. Are they any offline classes or videos?

Yes. We offer the recorded video of each course for purchase. You can send us a request by email for purchasing the videos of any course.

- 19. How long does each course take?

All of our courses are 12 sessions each, so if you have 2 sessions per week it will take 6 weeks to finish. If you have 1 session per week, it will take 3 months. In our one-on-one classes it depends on the student's selection of classes per week. However, our public classes are usually held once a week.

- 20. Can I reschedule the date and time of any of my classes?

Yes. You can reschedule your one-on-one sessions up to 3 times, 24 hours before your class starts. However, all public class schedules are final and are not subject to any change by request of the student.

- 21. Would I be qualified for a job after passing just one semester?

To be well-qualified for a jewelry design job we suggest you pass both semesters for each course we offer. However, passing just the first semester would help you to learn much of the software tools and commands, but if you look forward to work for a professional jewelry design company or manufacturer, we suggest you pass both semesters of our classes, especially in CAD courses.

Still have questions?  
Give us a call at: +98 912 189 1882  
or send us an e-mail at: [sm@mda.ac](mailto:sm@mda.ac)



# contact



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[WWW.MDA.AC](http://WWW.MDA.AC)