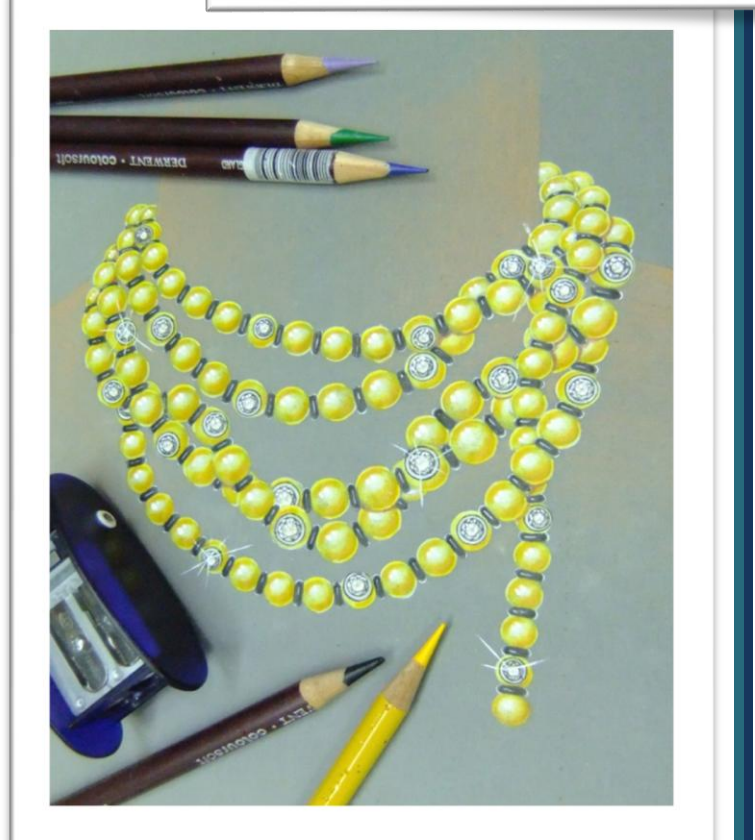


## Tip #2: Colour is Attractive!

- Adding colour to your design gives it more life and makes it more realistic. Rendering a colour perspective view for a client can make all the difference in a sales situation. Many designers just 'sketch' with colour – adding dabs of colour to indicate materials in a manner similar to interior design; this rarely works well for jewellery, especially when the recipient of the design or the decision maker is a lay person!
- To achieve intense colours a coloured pencil with a waxy consistency is fast and desirable. Remember to sharpen and hone the tip frequently as coloured pencils work so much better when sharp. When applying colour to a drawing, begin with the highlight areas and blend so as to not leave any harsh lines, do the same with the shading and layer the body colour over the entire object but lightly over the highlight areas.
- Avoid distracting coloured backgrounds and display your coloured designs on a black or grey background as it enhances the colour and makes it more vibrant.
- JDMIS has an interesting online video that shows how colour can be efficiently and realistically added using pencils and ink pens on its Jewellery Design Fundamentals Course web page: <http://www.jdmis.edu.sg/Academic-Programs/jewellery-design-fundamentals.html>



### **Tanja M. Sadow: Dean of the Jewellery Design and Management International School**

Tanja has been involved in the jewellery industry since 1983 and has worked as a Jewellery Designer, Jeweller, Gemmologist, Entrepreneur and Educator. She has won numerous international jewellery design awards including first prize in the prestigious Intergold International Jewellery Competition in New York. She shares her passion for great design and practical, wearable art with her students, corporate clients and industry colleagues.

