

# Crafty Gemini Youth Empowerment Studio: Lesson Plan

## Session Title:

**From Design to Marketplace: Custom Jewelry with the 20W WeCreat Vision Laser Cutter & Engraver**

## Grade Level:

Middle School (Grades 6-8)

## Duration:

90 minutes

## Objectives:

- Introduce students to the process of creating custom jewelry using a laser cutter & engraving machine.
- Teach students how to use a design software program to customize their designs.
- Provide an introduction to selling products online (Etsy) and in-person at craft shows.
- Introduce entrepreneurial concepts by showing students how to take a product from design to the marketplace.

## Materials Needed:

- 20W WeCreat Vision Laser Cutter & Engraver (donated by Crafty Gemini LLC)
  - 3mm thick basswood sheets for earring base material
  - Acrylic paint markers & embellishments for customizing earrings
  - Jewelry-making hardware (e.g., french hooks, earring backs, jewelry pliers, jump rings, etc )
  - Laptops or tablets for Etsy demonstration
  - Sample pricing, packaging and booth display materials for in-person selling
  - Basic business concept handouts (pricing, marketing, selling)
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## Lesson Outline:

### 1. Introduction to Laser Cutting Technology (15 minutes)

- **Objective:** Introduce students to the 20W WeCreat laser cutter and engraver and explain how it works.
- **Activity:**
  - o Brief discussion about laser cutting and engraving and it's applications in art and design.
  - o Demonstration: Walk students through machine setup and connection to laptop for using software program in preparation for using the laser cutter.
- **Discussion Points:**
  - o How laser cutting allows for precision and creative freedom in product design.
  - o Safety procedures when using the equipment and the importance of proper setup so as not to have wasted material.

## 2. Hands-On Jewelry Making (30 minutes)

- **Objective:** Have students create their own pieces of jewelry using the laser cutter and embellish them by hand.
- **Activity:**
  - Students choose a design template or create their own simple design in software.
  - Laser-cut the designs with guidance.
  - Hand-customize their jewelry pieces using paint markers or other embellishments.
- **Discussion Points:**
  - Encourage students to think creatively about their designs and how customization adds value to their products.
  - How do design details and size affect the finished product? Think about scale and proportions for jewelry.

## 3. Introduction to Selling on Etsy (15 minutes)

- **Objective:** Show students how to create an online shop and list their products on Etsy.
- **Activity:**
  - Demonstration: Walk students through setting up a basic Etsy account.
  - Discuss the steps involved in listing products (photos, descriptions, pricing, shipping).
- **Discussion Points:**
  - How online platforms can help reach a global audience.
  - Basic pricing strategies for handmade items (cost of materials + labor + profit).
  - Importance of clear descriptions and good-quality photos for online selling.

## 4. Preparing for In-Person Craft Shows (15 minutes)

- **Objective:** Teach students how to prepare to sell their products in person at craft shows.
- **Activity:**
  - Discuss how to set up a booth for a craft fair (displaying products, signage, pricing).
  - Role-play: Have students practice explaining and 'selling' their products to peers.
- **Discussion Points:**
  - How to engage potential customers and make a good first impression.
  - Handling transactions and keeping track of sales.
  - Importance of customer service and presentation.

## 5. Reflection and Discussion (15 minutes)

- **Objective:** Reflect on the session and introduce entrepreneurial thinking.
- **Activity:**
  - Group discussion: What did the students enjoy most about creating their custom and unique jewelry?
  - Ask students to consider: How could they improve their product? What challenges might they face in selling online or at craft shows?
- **Wrap-Up:**
  - Explain that they've just experienced the process of taking a product from concept to creation and how this process applies to entrepreneurship in the real world.

- o Provide handouts with basic entrepreneurial concepts and ideas for future projects.
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## **Learning Outcomes:**

- **Creative Skills:** Students will learn how to use new technology (20W WeCreat Vision Laser Cutter & Engraver) to create customized jewelry.
- **Entrepreneurship Awareness:** Students will be introduced to the basics of selling products both online (Etsy) and at in-person craft shows.
- **Problem-Solving:** Through the creative process, students will encounter and overcome design and production challenges.
- **Confidence Building:** Students will gain confidence in their ability to take an idea from concept to product and market it to others.