
Neil Rayment

Advanced Jewellery Craft

Independent designer *Neil Rayment* works with **3DESIGN** since 2003. He created his own company: *Advanced Jewellery Craft* and its website: www.advancedjc.com. His company is located in Cardiff, United Kingdom.



Neil Rayment is a jewellery designer and manufacturer in Cardiff, [United Kingdom](#). He has a craft background in the jewellery trade and used to draw by hand all of his designs in the best realistic way. In 2005, he decided to create his own company: *Advanced Jewellery Craft*. He creates jewellery pieces from his own design and upon special request. Neil doesn't have any shop apart from the workshop where he creates and makes his jewellery pieces and he sells his designs only by reputation or through contacts. He designed his own brochure and launched his website a few months ago: www.advancedjc.com.



Neil Rayment always wanted to design on a computer. His interest lead him to attend a CAD/CAM software and RP (Rapid Prototyping) seminar organised by the [Jewellery School of Birmingham](#). He discovered and learnt about various software solutions to design jewellery, and between all the options offered, Neil did not hesitate and he chose **3DESIGN**. That was three years ago, since then, Neil has learned a lot and when he has an idea in mind he designs it straight into **3DESIGN**. He says "**3DESIGN is really good because it lets my creativity speak for itself. Sometimes I open the software, start designing things, then another idea just pops up and I design something new. It's great!**"



Although he still sometimes uses a pencil and paper to draw his sketch, Neil admits he rarely sends his designs to prototyping for validation, the renderings are usually enough. He works a great deal with the rendering module and is pushing it very far. For him *the rendering is necessary as a final service to his clients.*

On a regular week, Neil designs about one model per day but he can spend up to a week on a single piece depending on its complexity. Neil appreciates **3DESIGN** because it allows him to keep this high pace. “**The main benefit about 3DESIGN**” he explains, “**is that you can always modify and improve the designs you made weeks, even months ago.**” Neil considers the rendering as a service for his clientele: “**a clear 3D description of a design to my clients is really valuable**”.

Today, Neil uses **3DESIGN** to design freely and to present models to clients. In the future, he hopes to see even more possibilities in the display and animation of the rendering module. The module is really crucial for him as he uses renderings for **display, validation for clients, but also for brochures, ads, contests, etc.**



« Work hard play hard »
Neil Rayment's advertising theme

About **3DESIGN**, Neil says “**it is visually impressionable!**” His absolute favourite function is curve sweeping “**because I think in section so it is really practical**” he adds. Extrusion, centre on a part, deformation tools, cloning and mirror, duplication and curve projection are also on his list as many others. Considering the shapes and free form aspect of **3DESIGN** he says “**it gives me playground for my creativity**” Neil explains these functions are dedicated to jewellers and that they allow rapid training and comfort with **3DESIGN**. He sums up the main benefit of **3DESIGN**: “**The program is reacts as quick as my mind, I love it!**”