

## D. Muscio Designs



Atlanta, GA - Dawn MUSCIO is an **Artisan Craftswomen of the 21<sup>st</sup> century**. Designer and metal smith, her signature style is defined by a contemporary architectural flair of geometry and detailing. Each piece created a reflection of the individual.

Originating from New York State, Dawn MUSCIO graduated from Pratt Institute in 1991. She then gained experience at different custom jewelry retailers filling various roles such as designer, model maker and bench jeweler. For family and professional reasons, she moved down to Atlanta, and a few years later D. Muscio Designs Inc. was created.

She prides herself in **offering high-end services to private clients and to her network of retailers**. Everything was done by hand, from sketches, to wax models for client approval and finally the finished piece. Cutting down the cost of producing her designer line prototypes, limiting inventory expense, and saving time were always an every day concern.

CAD/CAM technology was something Dawn came across from time to time, but she never really got into it, until the decision was made to visit the MJSA NY Expo. Dawn was looking for two major benefits in a CAD program:

- Re-designing and being able to **modify the CAD file easily at any time**, so the client can make changes without costing D. Muscio Designs an extraordinary amount of time and money.
- Replacing the inventory sample with **high-resolution pictures**, so it expresses the finished piece exactly without the associated material overhead.



Dawn and her business partner Jackie Williams checked out many CAD packages at the Expo, but after watching the **3DESIGN** demonstration, they immediately thought that it was the perfect solution.



**Parametric was the first hit. 3DESIGN is unique software that saves the history tree of the design**, offering then the ability to modify parameters or features at any time (even when the file is reopened later). **3DESIGN** then recalculates the entire job with these new parameters - whether changing a number of stones, or re-sizing a prong, a shape, or anything else.

Since Dawn draws detailed and exact design layout sketches, another intriguing aspect was the **Draft Kit**. This unique **3DESIGN** feature takes **scanned three-view sketches and folds it into a three dimensional volume**, so it speeds up the modeling process.

And to finish, **the interface blew her away!** The sleek and easy to understand interface makes working on CAD more enjoyable. Being able to design on screen in a solid material of her choice, rather than a wire frame object, is much easier. **"3DESIGN's database of materials is not only huge, but looks virtually the same as the material in real life."**

After 3 days of training, Dawn told us that her total investment in CAD had been paid for ... in her first **3 finished pieces!!**

