

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Design

Title	Communicate design issues
Code	108075L3
Description	Communicate design issues to related parties in the design process. This applies to individuals who are required to effectively communicate key points, concerns and problems of fashion design with the related parties.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• understand the objectives to communicate the design issues</li> <li>• understand the appropriate means of communication for a given target audience</li> <li>• describe the common issues in the design process</li> <li>• communicate design issues by using fashion terminology</li> <li>• employ appropriate means of communication</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify the design issues that have to be addressed and communicated</li> <li>• identify the target audience and means of communication for communicating the design issues</li> <li>• organise and present the key information in a way that can be easily understood by the target audience</li> <li>• ensure the key information is accurate and effectively communicated</li> <li>• respond to questions and feedback from related parties in relation to the design issues</li> <li>• determine the barriers to communication and offer solutions to improve</li> <li>• discuss design-related issues and concerns and record the outcomes</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• communicate the design related issues and concerns in a timely manner</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Effective communication of design issues to related parties through a range of communication means so as to address key points, concerns and problems in the design process.</li> </ul>
Remark	