

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Generate design concepts
Code	108082L4
Description	Generate fashion design concept based on the key design requirements identified in research or by a client. This applies to individuals who are required to prepare and produce initial design concepts for fashion products.
Level	4
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"> • illustrate the creative process for generating fashion design concepts • identify the sources of inspiration for design conceptualisation • understand how to consolidate design ideas into concepts that are appealing to the target customer • employ a range of specialised techniques for translating design requirements into design concepts for fashion products <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify key requirements for fashion design from research (e.g. research fashion trend, material trend) or a client (sometimes in form of design brief) • clarify and correctly interpret the key design requirements in the conceptualisation process • identify the theme that guides the design process • conduct further research for inspiration based on the selected theme • collect materials, images and others items for visualising the concept at a later stage • consolidate the design concept by adding imagination as well as consideration of the target customer <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure that creativity and commercial acceptance are balanced for generating a design concept
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Generation of design concepts for fashion products from key design requirements that can guide the ongoing design and product development.
Remark	