Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Present fashion range
Code	108090L4
Description	Present the fashion range to a group of target audience that may include clients and personnel from different units. This applies to individuals who are required to communicate details of the fashion range to seek acceptance for development.
Level	4
Credit	3

Competency	Performance Requirements
	1. Knowledge in the subject area
	
	    Be able to:
	    • differentiate the different means and styles of fashion range presentation
	    • explain the importance of identifying the needs of the target audience of the presentation
	    • explain the core content of and requirements for developing fashion range
	    • select appropriate techniques for presenting fashion range
	
	2. Application and process
	
	    Be able to:
	    • select appropriate means and styles of fashion range presentation according to client's preference
	    • identify the needs of the target audience in the fashion range presentation
	    • develop the presentation plan for the fashion range (e.g. sample development, artwork design, collection of fabric swatches, layout of illustrations)
	    • collaborate with related parties in preparing an effective presentation
	    • organise the presentation in a systematic and aesthetic manner that encourages acceptance
	
	3. Exhibit professionalism
	
	    Be able to:
	    • ensure that aesthetic and business elements are balanced in the presentation

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Effective presentation of the fashion range to a target audience to provide details of the design for decision-making purposes.
Remark	