

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

Functional Area - Design

Title	Produce promotional materials
Code	108105L3
Description	Produce promotional materials to support marketing plan. This applies to individuals who are required to produce promotional materials for fashion products.
Level	3
Credit	2
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>• identify the purposes of and requirements for promotional materials</li> <li>• specify resources and facilities for producing promotional materials</li> <li>• use appropriate methods, equipment and tools to produce promotional materials</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 production plan and purpose of promotional materials</li> <li>• allocate resources and organise related activities within the timeframe (e.g. photo shooting, leaflet printing)</li> <li>• coordinate with related parties for the production of promotional materials (e.g. make appointments with model / spokesperson, production house)</li> <li>• create visual and textual content of promotional materials to achieve the intended purposes</li> <li>• check and proof-read the promotional materials before launching</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• ensure the promotional materials effectively communicate the intended message to the target audience</li> <li>• ensure the production of promotional materials meets the time frame and requirements</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>• Arrangement of all necessary resources and parties for the production of promotional materials based on the plan.</li> </ul>
Remark	