Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Generate ideas for material development
Code	110268L4
Range	Generate ideas for material development in fashion business. This applies to individuals who are required to generate and screen the ideas for material development.
Level	4
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • apply the principle and approach of idea generation • identify and analyse relevant information for idea screening (e.g. cost data, production capabilities, availability of raw materials) • review criteria for screening new material ideas (e.g. chances of success, potential barriers) 2. Application and process Be able to • identify and collect relevant information about ideas for new materials • organise the collected information in a way that helps develop ideas • review information and draw up ideas for new materials • screen and choose ideas of new materials to progress, based on the established set of criteria and with the help from key personnel if required • seek feedback from key personnel and related parties • refine the ideas with details for concept generation based on the feedback 3. Exhibit professionalism Be able to • ensure that creativity, feasibility and commercial acceptance are balanced in the process of idea generation • determine the uniqueness of the new ideas which have high value than existing and competitive substitute
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Generating the ideas for material development based on the analysis of relevant information and screening the ideas against the criteria.
Remark	