

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Generate new material concepts
Code	110269L4
Range	Generate new material concepts from the ideas and requirements. This applies to individuals who are required to convert the ideas into concept with illustrated details.
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"> • understand the principle of integrating knowledge and know-how for generating new material concepts • interpret the expectation and requirements of key personnel and related parties involved in the idea and concept generation • employ a range of specialised techniques for translating the ideas and requirements into new material concepts • identify all details necessary to rationalise the new material concepts <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • identify and consolidate the new material ideas and requirements • convert the ideas into key elements of the new material concept that are appealing to the market (e.g. key features, benefits to the customers) • develop details of the new material concept providing the direction of the development process (e.g. manufacturing approach) • illustrate the concept by written description, graphic images, artefacts, etc. <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • precisely analyse the ideas and requirements in the conceptualisation process • develop an appealing concept from the customer's perspective
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Converting the new material ideas into an illustrated concept with details that is appealing to the customer and provides a direction for the development process.
Remark	