

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Present new material concepts
Code	110271L4
Range	Present the new material concept to the audiences. This applies to individuals who are required to introduce and communicate details of the new material concept to seek acceptance for further development.
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"> • explain the importance of identifying the needs of the audiences in the presentation • explain the core content of and requirements for the new material concept • select appropriate methods and tools for presenting new material concept • develop the content and flow of concept presentation <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • review the concept of new material and identify the key features and benefits that are appealing to the customers • identify the audiences to the presentation • outline the key elements that have to be included to bring out the concept (e.g. technology, outputs, benefits) • develop details of the key elements in a format that is attractive and understandable by the audiences • apply software and other tools in producing the presentation • prepare visual aids to support the presentation (e.g. video, image) <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • ensure the presentation is prepared to address the audiences' concern and interest • conduct the presentation in an effective and professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective presentation of the new material concept to the audiences to seek their acceptance for further development.
Remark	