

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Prepare new materials for promotion
Code	110280L2
Range	Perform the preparation works for promoting new materials. This applies to individuals who are required to prepare the new materials in the appropriate form for promotional purposes.
Level	2
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"> • state the purposes of promotional activities related to new materials • identify the resources required for preparing new materials for promotion • communicate the promotional information of new materials by using fashion terminology • state the different forms (e.g. photo, visual image, artefact like mock-up) of new materials that can be used for promotion <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • identify the required form for illustrating new materials in promotional activities (e.g. photo for advertisement) • work with related parties (e.g. marketing department) to prepare the information and materials in a form that support the promotional activities • schedule the preparation works to meet the timeline of promotional activities <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • ensure the preparation of new materials meet the time frame and requirements of the promotion plan
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Preparation of new materials in an appropriate form for promotional activities.
Remark	