

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Understand the basic principle of jewellery design
Code	108878L3
Range	This unit of competency is applicable to practitioners working in the jewellery design department of the jewellery industry. Practitioners should be capable of mastering the basic principle of jewellery design, assisting the designer in collecting information on jewellery design according to the demand of the customer or company, and preparing the jewellery design sketch that suits the style and taste of the customer.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the interrelationships between basic design thinking methods and techniques, ergonomics and design workflow</p> <ul style="list-style-type: none"> • Know about various kinds of design thinking methods, such as: <ul style="list-style-type: none"> ○ Brainstorming ○ Mind mapping ○ Tree diagram ○ Lateral thinking ○ Six Ws method ○ Six Thinking Hats ○ User-centred design <ul style="list-style-type: none"> ▪ Contextual interview ▪ Focus group ▪ Parallel design ▪ Role model ▪ Prototype ▪ Example • Know about the allocation of time and resources of each design workflow, as well as the way to handle and apply it • Know about the relationship between ergonomics and different parts of the body, including: <ul style="list-style-type: none"> ○ How the accessory can make the user feel comfortable ○ How the merchandize can match with the human body ○ Size and weight ○ The proportion of the merchandize and its relation with the human body • Know about different ways to wear jewellery, including: <ul style="list-style-type: none"> ○ Ear accessories ○ Hand accessories ○ Neck accessories ○ Head accessories • Know about the meaning, taste and message delivered by the design: <ul style="list-style-type: none"> ○ Establish the meaning of the design ○ Make use of explanatory diagrams clearly ○ Strengthen the design perception of the audience <p>2. Assist the designer to design jewellery</p> <ul style="list-style-type: none"> • Master design thinking methods and match with ergonomics to assist the designer in collecting information on jewellery design according to the demand of the customer or

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	<p>company, and prepare the jewellery design sketch that suits the style and taste of the customer</p> <p>3. Professionalism</p> <ul style="list-style-type: none">• Respect intellectual property and avoid plagiarism when performing design-related duties, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none">• Able to master various kinds of design thinking methods, design elements and design theories, and match with ergonomics to assist the designer in collecting information on jewellery design according to the demand of the customer or company, as well as to establish the meaning of the design to prepare the jewellery design sketch that suits the style and taste of the customer and make use of explanatory diagrams clearly.
Remark	