Functional Area - Design

Title	Know about jewellery design and the cultural trend
Code	108879L3
Range	This unit of competency is applicable to practitioners working in the jewellery design department of the jewellery industry. Practitioners should be capable of understanding the cultural trend and development of jewellery design, and mastering the market needs and customer psychology through information collection, so as to incorporate cultural elements into the design to enhance the uniqueness of the products to meet market requirements.
Level	3
Credit	6
Competency	Performance Requirements 1. Know about the trend and cultural development of jewellery design • Know about the cultural development of jewellery design and the cultural changes from the beginning of human history to the post-modern period, the cultural changes during each period of time and their interrelationships, as well as the impact of each period on art and design 　○ The impact of changes in art during the Renaissance on design 　○ The impact of Art Nouveau on the development process of jewellery design during the twentieth century 　○ The impact of war on design and living 　○ The development process from the Industrial Revolution to modern society 　○ The impact on the industry brought by technological advancement of post-modern society • Know about the trend and development direction of jewellery design 　○ Know about the jewellery products of the peers in the jewellery industry to understand the creation trend of products 　○ Know about various kinds of technology to make breakthroughs in the technology aspect • Know about the external factors affecting the development trend of jewellery design and analyze their impact on the development of jewellery design, such as: 　○ Political factors 　○ Economic factors 　○ Social factor 　○ Technological factors • Know about customers' psychology on the trend of jewellery design, such as: 　○ Know about the trend of jewellery products 　○ Know about customers' psychology on the trend of jewellery products • Know about the needs on product design in connection with the consumption patterns of different regions, such as: 　○ Consumption patterns of different regions 　○ Consumer demand for jewellery products by region 2. Master the culture and development trend of jewellery design • Integrate information on the jewellery design trend and master the relevant trend, including: 　○ Collect the trend, new information and development directions of jewellery products of different regions

Functional Area - Design

	o Integrating information and matching the advantages of the organization, establish the development direction of the product series of the organization to meet market needs
	  • Make use of the knowledge on design and art development trend to determine the style and direction of jewellery design creatively to enhance the uniqueness of the products
	
	3. Professionalism
	
	  • 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	The integrated outcome requirement of this unit of competency is: • Able to master the culture and development trend of jewellery design, as well as customer psychology, so as to incorporate various kinds of cultural elements and design characteristics in jewellery design to enhance the uniqueness of the products.
Remark	