

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Incorporate cultural elements and design theories into jewellery design
Code	108888L4
Range	This unit of competency is applicable to designers working in the jewellery design department of the jewellery industry. Practitioners should be capable of making careful analysis and judgment, and incorporating design theories and cultural design theories into the process of jewellery design, so as to enhance the profundity of the jewellery products and increase their market value.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the interrelationship between cultural development and design</p> <ul style="list-style-type: none"> • Know about the relationship between jewellery design and culture, the development of the history of design and the directions of design trends • Know about the impact of political factors, social phenomena and social development on each design trend, and the evolution of the design trend from the 19th century to the 20th century, such as: <ul style="list-style-type: none"> ○ The design products of the Art Nouveau and Art Deco periods focus on decorative and gorgeous appearance, exquisite workmanship and the use of high quality materials, emphasizing the identity, status and taste of the wearer ○ The design products of the Modern Design period emphasize functional purposes, simple appearance and the capture of lots of ideas from life or political concepts • Know about various kinds of basic design theories, such as: <ul style="list-style-type: none"> ○ Product language ○ Product semiotics ○ Sustainable design ○ Designer experience ○ Design semantics ○ Design for emotion ○ Design for fun ○ Ergonomic design • Know the skills and methods of obtaining and analyzing information, and select useful information for market analysis. Understand the characteristics and preferences of the market, and obtain information through diversified channels, such as: <ul style="list-style-type: none"> ○ Read reports, books and magazines on consumer behaviour ○ Analyze user behaviours ○ Compare products ○ Analyze market share ○ Market forecasting • Understand the changes in the design theories during cultural transition and their relation with consumers, and that consumers' needs for consumer goods lead to changes in the design trends • Understand thoroughly the interrelationships between cultural trends, politics, economics, society and technological development <p>2. Incorporate cultural elements and design theories into jewellery design</p>

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	<ul style="list-style-type: none">Incorporate cultural elements and design theories into jewellery design, and make use of market analysis flexibly to enhance the distinctiveness of the jewellery products that can resonate with users, so as to give products positioning value in the market <p>3. Professionalism</p> <ul style="list-style-type: none">Respect intellectual property and avoid plagiarism, 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 integrate culture and design elements, and incorporate them into jewellery design to enhance the profundity of the jewellery products and give products positioning value in the market.
Remark	