

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Master the trend of jewellery products and cultural development
Code	108898L5
Range	This unit of competency is applicable to senior designers working in the jewellery design department of the jewellery industry. Practitioners should be capable of making careful analysis and judgment. They should also be able to master the trend of jewellery products and cultural development, and apply such knowledge in design and production, in order to keep the design up-to-date and enhance its competitiveness.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the trend of jewellery products and cultural development</p> <ul style="list-style-type: none"> • Understand the trend of jewellery products, the cultural development and the development direction, such as: <ul style="list-style-type: none"> ○ Consumers' special tastes of living, likes and dislikes, and changes ○ Characteristics and direction of the latest trend, so as to incorporate the spirit of the times into the design, keeping the design up-to-date, thus enhancing the products' sustainability and competitiveness in the market ○ Understand thoroughly the life aspects that affect the trend of jewellery products, such as social phenomena and current affairs, and master their interrelationships and changes, and incorporate trendy elements into the design, thus enhancing the spirit of the times and sustainability of the products ○ Living habits ○ Architecture ○ Technological development • Understand thoroughly various design theories, their application methods and their interrelationships to enhance the profundity of the products, and make use of the distinctiveness of the products in marketing <p>2. Make use of the trend of jewellery products and cultural development in jewellery design</p> <ul style="list-style-type: none"> • Integrate information on the trend of jewellery products and master its development directions, including: <ul style="list-style-type: none"> ○ Collect the trend, new information and development direction of jewellery products of different regions ○ Integrating information, coupled with the advantages of the organization, establish the development direction of the product series of the organization to meet market needs • Make use of the trend and cultural development to develop the new design direction of jewellery and to develop markets for new products, so that the products can be more distinctive to attract customers and bring new concepts to market planning <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	The integrated outcome requirement of this unit of competency is:

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	<ul style="list-style-type: none">• Able to master the trend and cultural development to develop the new design direction of jewellery products and to develop new markets, so as to enhance the competitiveness of the company.
Remark	