

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Apply diversified design theories to design jewellery
Code	108900L5
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 be able to apply diversified design theories to design jewellery independently, thus enhancing the products' distinctiveness and competitiveness.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the diversified design theories</p> <ul style="list-style-type: none"> • Master various kinds of design theories, such as: <ul style="list-style-type: none"> ○ Product language – understand how the characteristics of product appearance can communicate with the users, as if a kind of communicative language ○ Product semiotic – product appearance will bring about feeling, such as the use of metallic and multi-functional materials gives users a sense of high technology ○ Sustainable design – the design product should fully manifest the characteristics of the product itself ○ Designer experience – give users a sense of participation in the design ○ Theories such as design semantic and their relations with the development of design culture. Make use of specific terminologies to determine design methods and product functionalities ○ Design for emotion – the objective of design is to arouse the emotion of the user ○ Design for fun – the design product lets the user have fun ○ Ergonomic design ○ Design thinking <p>2. Perform jewellery design duty</p> <ul style="list-style-type: none"> • Integrate and apply diversified design theories, incorporating the knowledge of project management, marketing, mechanical engineering, manufacturing management, culture and gemmology, and applying their interrelationships to jewellery design <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 apply and integrate diversified design theories, and incorporate such knowledge into jewellery design to give products character, thus enhancing their distinctiveness and facilitating sales.
Remark	