

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

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| Title | Master the cultural trend to develop new brand products |
| Code | 108902L6 |
| Range | This unit of competency is applicable to decision-makers responsible for design projects who work in the jewellery design department of the jewellery industry. Practitioners should be capable of making analysis, reorganization, assessment and integration of information from all aspects. They should be able to master the cultural trend of jewellery and apply creative development skills to develop new brand products that meet market demand. |
| Level | 6 |
| Credit | 6 |
| Competency | <p>Performance Requirements</p> <p>1. Understand the trends and cultural directions</p> <ul style="list-style-type: none"> • Understand thoroughly the origin and directions of trends and culture, such as: <ul style="list-style-type: none"> ○ Living habits ○ Unexpected events ○ Fashion trends and politics ○ Their significance and changes • Know about brands and their classification, such as: <ul style="list-style-type: none"> ○ Trademark brand ○ Product brand ○ Company brand ○ Their value and application • Know about brand development techniques, such as: <ul style="list-style-type: none"> ○ Market positioning ○ Customer groups ○ Product image ○ Quality ○ Points of sale ○ Various kinds of product development techniques ○ Webcasts <p>2. Develop new brand products for jewellery</p> <ul style="list-style-type: none"> • Employ product development techniques to meet the trends and cultural directions for development of new brand products, so as to create and master the trends, and create market value for the products • Employ intellectual property ordinances to protect the brand trademark, the patent of design, etc. <p>3. Professionalism</p> <ul style="list-style-type: none"> • Advocate originality, 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 master the trends and cultural directions to develop new brand products to meet market demand, and create markets for the new brand products. |
| Remark | |