## Specification of Competency Standards for the Jewellery Industry Unit of Competency

## Functional Area - Design

| 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       Performance Requirements         1. Understand the trends and cultural directions       • Understand thoroughly the origin and directions of trends and culture, such as: <ul> <li>Living habits</li> <li>Unexpected events</li> <li>Fashion trends and politics</li> <li>Their significance and changes</li> <li>Know about brands and their classification, such as:             <ul> <li>Trademark brand</li> <li>Product brand</li> <li>Customer groups</li> <li>Product brand</li> <li>Customer groups</li> <li>Product mage</li> <li>Quality</li> <li>Points of sale</li> <li>Various kinds of product development techniques</li> <li>Webcasts</li> </ul>        2. Develop new brand products for jewellery         4. Employ intellectual property ordinances to protect the brand trademark, the patent of design, etc.         3. Professionalism         Advocate originality, respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights</li></ul> | Title      | Master the cultural trend to develop new brand products   |
|--|------------|---|
| 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       Performance Requirements         1. Understand the trends and cultural directions         • Unexpected events         • Living habits         • Unexpected events         • Trademark brand         • Product brand         • Opping the red capable of master the culture, such as:         • Trademark brand         • Product brand         • Company brand         • Trademark brand         • Product brand         • Customer groups         • Product brand         • Customer groups         • Product mage         • Quality         • Points of sale         • Various kinds of product development techniques         • Velocats         • Webcats         • Delity of new brand products on a sate rise trand master the trends, and cultural directions for development techniques to protect the brand trademark, the patent of design, etc.         3. Professionalism         • Ad   | Code       | 108902L6  |
| Credit       6         Competency       Performance Requirements         1. Understand the trends and cultural directions         •       Understand thoroughly the origin and directions of trends and culture, such as:         •       Living habits         •       Unexpected events         •       Fashion trends and politics         •       Their significance and changes         •       Know about brands and their classification, such as:         •       Trademark brand         •       Product brand         •       Company brand         •       Their value and application         •       Know about brand development techniques, such as:         •       Market positioning         •       Customer groups         •       Product image         •       Quality         •       Points of sale         •       Various kinds of product development techniques         •       Webcasts         2.       Develop new brand products for jewellery         •       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 ordina   | Range      | 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   |
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| 1. Understand the trends and cultural directions         • Understand thoroughly the origin and directions of trends and culture, such as:         • Living habits         • Unexpected events         • Fashion trends and politics         • Their significance and changes         • Know about brands and their classification, such as:         • Trademark brand         • Product brand         • Company brand         • Their value and application         • Know about brand development techniques, such as:         • Market positioning         • Customer groups         • Product image         • Quality         • Points of sale         • Velocests         2. Develop new brand products for jewellery         • 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.         3. Professionalism         • 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       The integrated outcome requirement of this unit of competency is:         • Able to master the trend   | Credit     | 6   |
| <ul> <li>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</li> <li>Employ intellectual property ordinances to protect the brand trademark, the patent of design, etc.</li> <li>Professionalism</li> <li>Advocate originality, respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights</li> <li>Assessment Criteria</li> <li>The integrated outcome requirement of this unit of competency is:         <ul> <li>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.</li> </ul> </li> </ul>  | Competency | <ul> <li>1. Understand the trends and cultural directions</li> <li>Understand thoroughly the origin and directions of trends and culture, such as: <ul> <li>Living habits</li> <li>Unexpected events</li> <li>Fashion trends and politics</li> <li>Their significance and changes</li> </ul> </li> <li>Know about brands and their classification, such as: <ul> <li>Trademark brand</li> <li>Product brand</li> <li>Company brand</li> <li>Their value and application</li> </ul> </li> <li>Know about brand development techniques, such as: <ul> <li>Market positioning</li> <li>Customer groups</li> <li>Product image</li> <li>Quality</li> <li>Points of sale</li> <li>Various kinds of product development techniques</li> </ul> </li> </ul> |
| Able to master the trends and cultural directions to develop new brand products to mee<br>market demand, and create markets for the new brand products.  | Assessment | <ul> <li>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</li> <li>Employ intellectual property ordinances to protect the brand trademark, the patent of design, etc.</li> <li>3. Professionalism</li> <li>Advocate originality, respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights</li> <li>The integrated outcome requirement of this unit of competency is:</li> </ul>  |
| Remark   | Untend     | Able to master the trends and cultural directions to develop new brand products to mee<br>market demand, and create markets for the new brand products.   |
|  | Remark     |   |