

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

Functional Area - Design

Title	Develop innovative jewellery design directions
Code	108903L6
Range	This unit of competency is applicable to decision-makers responsible for jewellery design projects in the jewellery industry. Practitioners should be capable of making analysis, reorganization, assessment and integration of information from all aspects. They should be able to take the initiative to develop innovative jewellery projects to enhance product competitiveness.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about design theories and innovative design techniques of jewellery</p> <ul style="list-style-type: none"> <li>• Understand thoroughly the design theories of various kinds of jewellery, such as: <ul style="list-style-type: none"> <li>○ Product language</li> <li>○ Product semiotics</li> <li>○ Sustainable design</li> <li>○ Designer experience</li> <li>○ Design semantics</li> <li>○ Design for emotion</li> <li>○ Design for fun</li> <li>○ Ergonomic design</li> <li>○ Design thinking</li> </ul> </li> <li>• Understand the feasibility plans and directions of innovative design, such as innovative invention of new materials, innovative application of existing materials, new technology, new design and new market positioning, and develop new products with creativity</li> <li>• Understand market surveys and research, and have actual understanding of market research instruments; conduct meticulous analysis of information to suggest effective research methods</li> <li>• Master each design workflow</li> </ul> <p>2. Develop new projects</p> <ul style="list-style-type: none"> <li>• Conduct market surveys and research, and have actual understanding of market research instruments; obtain useful data to give design directions and set the requirements</li> <li>• Implement design workflow as well as control time and resources in a flexible manner</li> <li>• Tie in with innovative design technology, innovative materials and innovative design to develop new projects and new markets to enhance business flexibility</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <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> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to incorporate development and research methods into innovative design to develop new directions for jewellery design, and determine the market direction and positioning for the products.</li> </ul>
Remark	