

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Plan and design new jewellery brands
Code	108905L7
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 lead the team to plan and design new jewellery brands in accordance with the organization's overall objectives and business strategies by applying expertise in brand-building strategies and brand management decision-making.
Level	7
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Know about jewellery branding strategies and design</p> <ul style="list-style-type: none"> • Know about the established objectives and strategies of the organization • Know about the distinctiveness of the organization's jewellery brands and their differences with similar products • Know about the market and brand positioning of the current jewellery products of the organization and the competitors, as well as the market forecasts and cultural trends • Know about the knowledge related to brand sales • Master the skills for planning and designing new jewellery brands <p>2. Plan and design new jewellery brands</p> <ul style="list-style-type: none"> • Establish the positioning of new jewellery brands in accordance with the organization's objectives and strategies, future markets and trends • Establish the brand development strategies for original jewellery products in accordance with the organization's product research and development plans • Establish inter-related brand characteristics, design and publicity plans according to the branding strategies and positioning • Develop brand management and marketing strategies • Employ intellectual property ordinances of brands and related products to protect the brands' trademarks, patents of design, etc. <p>3. Professionalism</p> <ul style="list-style-type: none"> • Respect intellectual property and avoid infringement of intellectual property rights when planning and designing new jewellery brands
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Able to plan and design new jewellery brands in accordance with the organization's overall objectives and business strategies, and protect the brands' trademarks and patents of design.
Remark	