

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Integrate and incorporate design techniques into jewellery design
2. Code	JLZZDE401A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to integrate various kinds of design techniques and incorporate them into jewellery design.
4. Level	4
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about project management and analyze market needs</p> <ul style="list-style-type: none"> ◆ Capable to understand thoroughly the time control and coordination for each design flow. Design flow includes: <ul style="list-style-type: none"> • Project briefing • Know about project objectives and determine project themes • Conduct research and analysis to objectively identify idea generalization, target customers and market positioning for the products, etc. • Design criteria. This is to determine the requirement or index of the product design • Provide Design Concept and Idea Generalization • Design Development. This is to provide more options for the design products • Design Finalization. This is to determine the ultimate direction of the design • Design Realization

	<ul style="list-style-type: none"> • Master the time allocation of design flow and resources as well as handle and adjust project details, etc. <p>6.2 Design project management to match with jewellery design</p> <ul style="list-style-type: none"> ◆ Capable to make use of marketing research information to determine the design direction, marketing objectives, customer groups, pricing and utilization of resources of jewellery products, etc. ◆ Capable to integrate the knowledge of design, theory, marketing, engineering and production management and incorporate them into jewellery design, enabling jewellery products to have higher competitiveness and can better meet consumers' needs, thus achieving better sales performance and cost effectiveness
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to integrate various kinds of design techniques and incorporate them into jewellery design, and design project management to match with it; also capable to determine the design direction, target customers and market positioning of jewellery products, so as to achieve better sales performance and cost effectiveness.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses various kinds of jewellery design techniques.</p>