

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

1. Title	Know about the relationship between jewellery design theory and culture	
2. Code	JLZZDE402A	
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to incorporate cultural design theory into the process of jewellery design, so as to enhance the profundity of jewellery products and their market value.	
4. Level	4	
5. Credit	6	
6. Competency	<p>6.1 Understand the inter-relationship of cultural progress and design</p>	<p style="text-align: center;"><u>Performance Requirements</u></p> <ul style="list-style-type: none"> <li>◆ Know about the relationship between jewellery design and culture, the development of the history of design and the direction of design trend</li> <li>◆ Know about the impact of political factors, social phenomenon and social development on each design trend, and the evolution of design trend from the nineteenth century to the twentieth century, such as: <ul style="list-style-type: none"> <li>• The design products of the Art Nouveau and Art Deco periods emphasize on decorative and gorgeous appearance, exquisite workmanship and the use of high quality materials to bring out the status, position and taste of the one wearing them</li> <li>• The design products of the Modern Design period emphasize on functional purpose, simple appearance and capture lots of ideas from life or political concepts</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◆ Capable to know about various kinds of basic design theories, such as: <ul style="list-style-type: none"> <li>• Product Language</li> <li>• Product Semiotic</li> <li>• Sustainable Design</li> <li>• Designer experience</li> <li>• Design Semantic</li> <li>• Design for Emotion</li> <li>• Design for Fun</li> <li>• Ergonomic Design</li> </ul> </li> <li>◆ Know the skills and methods of obtaining and analyzing information, and select useful information for market analysis. Understand the characteristics and preferences of the market, and obtain information through diversified channels, such as: <ul style="list-style-type: none"> <li>• Read reports, books and magazines on consumer behaviour</li> <li>• Analyze users' behaviour</li> <li>• Compare products</li> <li>• Analyze market share</li> <li>• Market forecasting, etc.</li> </ul> </li> <li>◆ Capable to understand the changes in design theory during cultural transition and its relation with consumers; consumers' needs for consumer goods lead to changes in design trend</li> <li>◆ Capable to understand thoroughly the inter-relationships of cultural trend, politics, economics, society and technological development</li> </ul>
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	<p>6.2 Incorporate cultural elements and design theories into jewellery design</p> <p>◆ Capable to incorporate cultural elements and design theories into jewellery design, and make use of market analysis flexibly to enhance the distinctiveness of jewellery products, so as to arouse the same feeling in users and give products positioning value in the market</p>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to integrate culture and design elements and incorporate them into jewellery design to enhance the profundity of jewellery products and give products positioning value in the market.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses basic knowledge on jewellery design.</p>