

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Master the trend of jewellery products and cultural development
2. Code	JLZZDE503A
3. Range	This unit of competency is applicable in jewellery factories or worksites. Practitioners should be capable to master the trend of jewellery products and cultural development, and apply such knowledge in design and production, so that the design can keep abreast of time to enhance competitiveness.
4. Level	5
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the trend of jewellery products and cultural development</p> <ul style="list-style-type: none"> ◆ Understand the trend of jewellery products and cultural development, such as: consumers' special tastes of living, likes and dislikes, changes as well as the characteristics and direction of the latest trend, so as to incorporate time essence into the design, thus enhancing the products' sustainability and competitiveness in the market ◆ Capable to understand thoroughly the life aspects that would affect the trend of jewellery products, such as: architecture, living habits, technological development, social phenomenon and current affairs, etc.; and can master their inter-relationships and changes; also capable to incorporate cultural elements into the design, thus enhancing the time essence and sustainability of the products

	<ul style="list-style-type: none"> ◆ Capable to understand thoroughly various kinds of design theories, their application methods and inter-relationships to enhance the profundity of the products; and can make use of the distinctiveness of the products in marketing <p>6.2 Make use of the trend of jewellery products and cultural development to jewellery design</p> <ul style="list-style-type: none"> ◆ Capable to make use of the trend and cultural development to develop new design direction for jewellery and market for new products, so that the products can have greater distinctiveness to attract customers and bring new concept to market planning
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to master the trend and cultural development to develop the design direction for new jewellery products, and to develop new market to enhance the company's competitiveness.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses certain knowledge about the market trend of jewellery products.</p>