

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Apply diversified design theories to design jewellery
2. Code	JLZZDE505A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to apply diversified design theories to design jewellery, thus enhancing the products' distinctiveness and competitiveness.
4. Level	5
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the diversified design theories</p> <ul style="list-style-type: none"> ◆ Master various kinds of design theories, such as: <ul style="list-style-type: none"> • Product Language. Capable to understand how the characteristics of product appearance can communicate with the users, as if a kind of communicative language • Product Semiotic. Product appearance will bring out feeling, such as: the use of metallic and multi-functional materials will give users a sense of high technology • Sustainable Design. The design product should fully manifest the characteristics of the product itself • Designer Experience. Capable to give users a sense of participation in the design • Know about theories such as Design Semantic and their relation with the development of design culture. Make use of specific terminologies to determine design methods and product functionalities

	<ul style="list-style-type: none"> • Design for emotion. The objective of design is to arouse the emotion of the user • Design for fun. The design product can let the user have fun • Ergonomic Design <p>6.2 Perform jewellery design duty</p> <ul style="list-style-type: none"> ◆ Capable to integrate and apply diversified design theories; incorporate the knowledge and the inter-relationships of project management, marketing, mechanical engineering, manufacturing management, culture, gemmology into jewellery design
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to apply and integrate diversified design theories and incorporate such knowledge into jewellery design to give product character, thus enhancing the distinctiveness of the product and facilitating sales.</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>