

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

1. Title	Develop innovative jewellery design directions
2. Code	JLZZDE603A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should have the initiative to develop innovative jewellery products to enhance product competitiveness.
4. Level	6
5. Credit	6
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Know about design theories and innovative design techniques of jewellery</p> <ul style="list-style-type: none"> <li>◆ Capable to understand thoroughly the design theories of various kinds of jewellery, such as: <ul style="list-style-type: none"> <li>• Product language <ul style="list-style-type: none"> <li>▸ Capable to understand how the characteristics of product appearance can communicate with the users, as if a kind of communicative language</li> </ul> </li> <li>• Product Semiotic <ul style="list-style-type: none"> <li>▸ Product appearance will bring out feeling, such as: the use of metallic and multi-functional materials will give the users a sense of Hi-tech</li> </ul> </li> <li>• Sustainable Design. The design product should fully display the characteristics of the product itself</li> <li>• Designer Experience. Capable to give users a sense of participation in the design</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• 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</li> <li>• Design for Emotion. The objective of design is to arouse the emotion of the user</li> <li>• Design for Fun. The design product can let the users have fun</li> <li>• Ergonomic Design</li> <li>◆ Capable to understand the feasibility plans and directions of innovative design, such as innovative inventions of new materials; innovative application of old materials; new technology; new design and new market positioning, etc.; also capable to develop new products with creativity</li> <li>◆ Understand market survey and research, and have actual understanding on market research instruments; also capable to conduct meticulous analysis of information to suggest effective research method</li> <li>◆ Master each design workflow</li> </ul> <p>6.2    Develop new projects</p> <ul style="list-style-type: none"> <li>◆ Conduct market survey and research, and have actual understanding on market research instruments; and capable to obtain useful data to give design direction and set requirements</li> <li>◆ Capable to implement design workflow as well as control time and resources in a flexible manner, etc.</li> </ul>
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	<ul style="list-style-type: none"> <li>◆ Capable to tie in with innovative design technology, innovative materials and innovative design to develop new projects and new markets to enhance business flexibility</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to incorporate development and research methods into innovative design to develop new directions for jewellery design and determine the market direction and positioning for the products.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses thorough understanding on the inter-relationships of various kinds of manufacturing technologies, materials, markets, design and culture.</p>