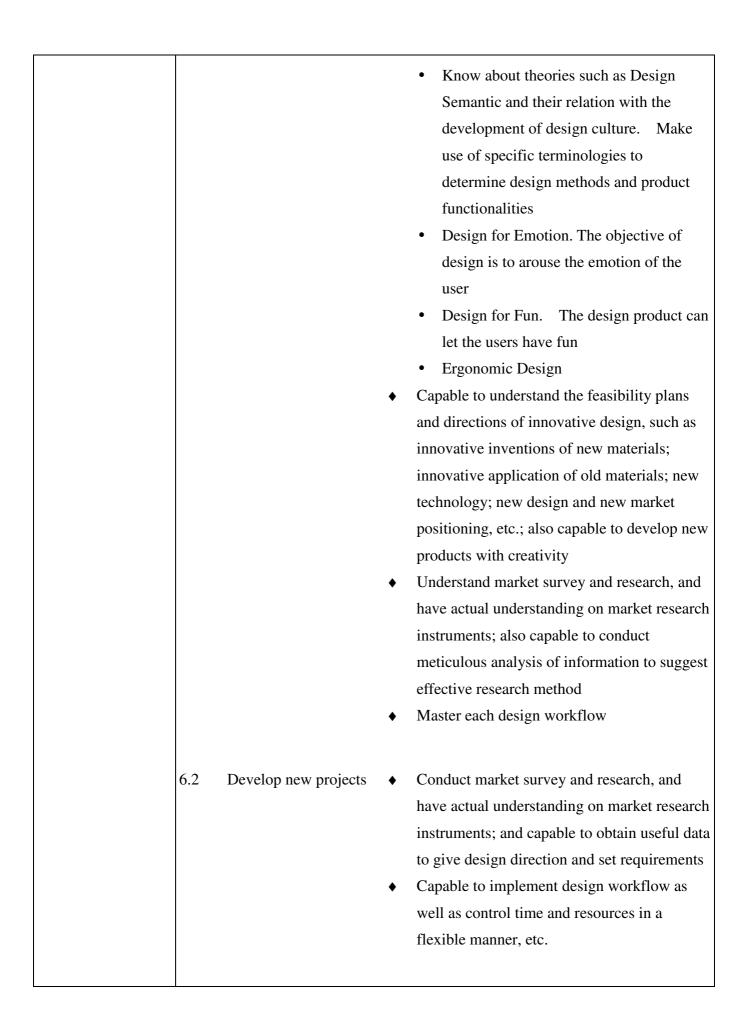
Specification of Competency Standards for the Jewellery Industry Unit of Competency

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	Performance Requirements
	 6.1 Know about design theories and innovative design techniques of jewellery 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 the users a sense of Hi-tech Sustainable Design. The design product should fully display the characteristics of the product itself Designer Experience. Capable to give users a sense of participation in the design



	 Capable to tie in with innovative design technology, innovative materials and innovative design to develop new projects and new markets to enhance business flexibility
7. Assessment Criteria	 The integrated outcome requirement of this unit of competency is: (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.
8. Remarks	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.