

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Show/display jewellery products
2. Code	JLZZSA301A
3. Range	This unit of competency is applicable in general jewellery outlets/showrooms. Practitioners should be capable to master the skills for designing window display to effectively show/display precious/ornamental jewellery products, so as to achieve selling purposes.
4. Level	3
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the functions of window display and the skills for designing various kinds of display</p> <ul style="list-style-type: none"> ◆ Know about the functions of window display <ul style="list-style-type: none"> • Attract people’s attention • Stimulate consuming desires • Give visual enjoyment to consumers • The demand for commodities ◆ Know about the skills for designing various kinds of display <ul style="list-style-type: none"> • Match commodities with the themes of window display • Colour design • Illumination • Background decorations ◆ Know about various themes of window display <ul style="list-style-type: none"> • Commercialized • Livelihood (seasonal, activities, etc.) • Personalized

	<p>6.2 Show/display precious/ ornamental jewellery</p> <ul style="list-style-type: none"> ◆ Master the entire process of jewellery display <ul style="list-style-type: none"> • Conceive design • Draft design sketch (layout) • Make models • Collect materials/props • Prepare display racks for ornaments • Prepare body figure models • Prepare metal/timber/cloth/fibre/rope/net • Start production process ◆ Strengthen communication with the salespersons in the jewellery outlet and capable to give appropriate instruction after making analysis and judgement, thus facilitating the preparation of design sketch ◆ Effectively show/display precious/ornamental jewellery to attract customers
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to understand thoroughly the functions of window display and the skills for designing window display to effectively show/display precious/ornamental jewellery products in accordance with the image of the organization and consumer orientation so as to attract customers and achieve selling purposes.</p>
<p>8. Remarks</p>	<p>This unit of competency is applicable to experienced salespersons in the jewellery outlets.</p>