

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Design

Title	Apply Timepiece Window Display Design Techniques
Code	104839L2
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to employ space design concept to design or choose suitable display stands, and use the racks, stands or foils to set up the timepiece display windows under supervision; accurately state the requirements in detail and appraise the results when the window display stands and racks are to be designed by a third party.
Level	2
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand window and product display design concept <ul style="list-style-type: none"> • Understand window space design concept <ul style="list-style-type: none"> • Form of window display and space distribution • Use of illumination/lighting • Overall setting and decoration techniques • Creating/setting off the atmosphere • Expression of ideas • Understand product display design concept <ul style="list-style-type: none"> • Brand positioning and cultural environment • Consumers' shopping habits • Methods of product display • Understand the display techniques for different types of timepiece products • Know about the types, materials, characteristics, size and matching of display stands, display racks 2. Apply timepiece window display design techniques under supervision <ul style="list-style-type: none"> • Employ product display design techniques to design display stands and display racks • Select suitable foils • Use display stands, display racks or foils to exhibit timepiece products • Accurately state the requirements in detail and appraise the results when the window display stands and racks are to be designed by a third party 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Employ space design concept to design or choose suitable display stands and display racks, and use the display stands, racks or foils to exhibit timepiece products under supervision; and • Accurately state the requirements in detail and appraise the results when the window display stands and racks are to be designed by a third party.
Remark	