

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Design**

Title	Apply Advertising Photography Techniques for Timepiece Products
Code	104846L3
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to understand advertising concept and use advertising photography techniques to shoot photos for publicity; accurately state the requirements in detail and appraise the results if the timepiece product advertisement should be shot by a third party.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand advertising concept <ul style="list-style-type: none"> <li>• Understand advertising media, such as: print media, electronic media, outdoor media, etc.</li> <li>• Understand advertising goals and objectives</li> <li>• Understand advertising techniques</li> <li>• Understand methods of expressing advertisement content</li> <li>• Understand the composition settings for shooting timepiece product advertisements <ul style="list-style-type: none"> <li>• Subject/object</li> <li>• Foreground/background</li> <li>• Rule of thirds</li> <li>• Negative space</li> <li>• Characteristics of advertisements using portrait shooting</li> <li>• Characteristics of advertisements using foils in shooting</li> </ul> </li> <li>• Understand the environment setup for shooting timepiece product advertisements <ul style="list-style-type: none"> <li>• Advertisements using portrait shooting</li> <li>• Advertisements using foils in shooting</li> </ul> </li> <li>• Understand the selection of models/foils for timepiece product advertisements <ul style="list-style-type: none"> <li>• Matching, relevance, contrast and colour (tone) of the subject (timepieces) and object (models/foils)</li> </ul> </li> </ul> </li> <li>2. Apply advertising photography techniques for timepiece products <ul style="list-style-type: none"> <li>• Apply advertising photography techniques for timepiece products according to the publicity goals set by the organization to shoot timepiece product photos for publicity</li> <li>• Accurately state the requirements in detail and appraise the results if the timepiece product advertisement is shot by a third party</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Apply advertising photography techniques to shoot photos for publicity; and</li> <li>• Accurately state the requirements in detail and appraise the results if the timepiece product advertisement is shot by a third party.</li> </ul>
Remark	