

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Design

Title	Apply Timepiece Shop Environment Design Techniques
Code	104849L3
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to use space design and product display concept to design timepiece retail shops, including display windows and display cabinets; accurately state the requirements for timepiece shop environment design in detail and appraise the results if the design is done by a third party.
Level	3
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand shop design concept <ul style="list-style-type: none"> • Know about the types of shops, including: contact type, enclosed type, circular type, etc. • Know about shop space design concept, including: <ul style="list-style-type: none"> • Shop display format • Special distribution planning for the shop • Use of shop illumination/lighting • Overall decoration techniques for the shop • Creating/setting off the atmosphere of the shop • Expression of the shop's idea • Shop decoration techniques • Product display design concept, including: <ul style="list-style-type: none"> • Brand positioning as well as social and cultural environment • Consumers' shopping habits • Methods of product display • Colour arrangement 2. Apply timepiece shop environment design techniques <ul style="list-style-type: none"> • Use space design and product display design concept to design timepiece retail shops <ul style="list-style-type: none"> • Master the types, materials, characteristics and dimensional ratio of display cabinets • Understand the characteristics of display stands and display racks and use the stands and racks to display timepiece products • Master the techniques of displaying different types of timepiece products • Accurately state the requirements for timepiece shop environment design in detail and appraise the results if the design is done 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"> • Use space design and product display concept to design timepiece retail shops, including display windows, display cabinets, etc.; and • Accurately state the requirements for timepiece shop environment design in detail and appraise the results if the design is done by a third party.
Remark	