## Specification of Competency Standards of the Watch & Clock Industry <u>Unit of Competency</u>

## Functional Area: Design

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 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         Performance Requirements           1. Understand shop design concept, including:           • Know about the types of shops, including: contact type, enclosed type, circular type, etc.           • Know about the space design concept, including:           • Shop display format           • Special distribution planning for the shop           • Use of shop illumination/lighting           • Overall decoration techniques           • Product display design concept, including:           • Expression of the shop's idea           • Shop decoration techniques           • Product display design concept, including:           • Brand positioning as well as social and cultural environment           • Consumers' shopping habits           • Methods of product display design concept to design timepiece retail shops           • Use space design and product display design concept to design timepiece retail shops           • Understan		
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 schop 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       Performance Requirements         1. Understand shop design concept       • Know about the types of shops, including: contact type, enclosed type, circular type, etc.         • Know about the types of shops, including:       • Shop display format         • Special distribution planning for the shop       • Use of shop illumination/lighting         • Overall decoration techniques       • Product display design concept, including:         • Expression of the shop bis idea       • Shop decoration techniques         • Product display design concept, including:       • Creating/setting of the atmosphere of the shop         • Consumers' shopping habits       • Methods of product display design concept to design timepiece retail shops         • Use space design and product display design concept to design timepiece retail shops       • Use space design and product display design concept to design timepiece retail shops         • Use of shop intermation to display design concept to design timepiece retail shops       • Master the types, materials, characteristics and dimensional r	Title	Apply Timepiece Shop Environment Design Techniques
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       Performance Requirements         1. Understand shop design concept       • Know about the types of shops, including: contact type, enclosed type, circular type, etc.         • Know about shop space design concept, including:       • Shop display format         • Special distribution planning for the shop       • Use of shop illumination/lighting         • Overall decoration techniques for the shop       • Expression of the shop bis idea         • Shop display format       • Shop design concept, including:         • Expression of the shop bis idea       • Shop design concept, including:         • Expression of the shop bis idea       • Shop design concept, including:         • Cosumers' shopping habits       • Methods of product display design concept to design timepiece retail shops         • Use of shog and product display design concept to design timepiece retail shops       • Master the types, materials, characteristics and display racks and use the stands and racks to display timepiece of dusplay indifferent types of timepiece products         • Accurately state the requirements for timepiece shop environment design in detail and appraise the results if the	Code	104849L3
Credit       9 (for reference only)         Competency       Performance Requirements         1. Understand shop design concept       • Know about the types of shops, including: contact type, enclosed type, circular type, etc.         • Know about shop space design concept, including:       • 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 format       • Consumers' shopping habits         • Methods of product display       • Colour arrangement         2. Apply timepiece shop environment design techniques       • Understand the characteristics of display stands and display racks and use the stands and racks to display timepiece products         • Master the types, materials, characteristics of sop environment design in detail and appraise the results if the design is done by a third party         3. Exhibit professionalism       • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement         Assessment Criteria       The integrated outcome requirements for timepiece shop environment design in detail and appraise the results if the design is done by a third party.	Range	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
Competency       Performance Requirements         1. Understand shop design concept       • Know about the types of shops, including: contact type, enclosed type, circular type, etc.         • Know about the types of shops, including:       • Shop display format         • Special distribution planning for the shop       • Use of shop illumination/lighting         • Overall decoration techniques 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:       • Brand positioning as well as social and cultural environment         • Colour arrangement       2. Overstand product display         • Colour arrangement       2. Apply timepiece shop environment design techniques         • Use space design and product display design concept to design timepiece retail shops         • Use space design and product display 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         • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement         Assessment Criteria       The integrated outcome requirements of this UoC ar	Level	3
1. Understand shop design concept         • Know about the types of shops, including: contact type, enclosed type, circular type, etc.         • Know about shop space design concept, including:         • 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:         • 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         • Use space design and product display design concept to design timepiece retail shops         • 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         • Respect intellectual property to	Credit	9 (for reference only)
<ul> <li>Criteria</li> <li>Use space design and product display concept to design timepiece retail shops, including display windows, display cabinets, etc.; and</li> <li>Accurately state the requirements for timepiece shop environment design in detail and appraise the results if the design is done by a third party.</li> </ul>	Competency	<ol> <li>Understand shop design concept         <ul> <li>Know about the types of shops, including: contact type, enclosed type, circular type, etc.</li> <li>Know about shop space design concept, including:                 <ul> <li>Shop display format</li> <li>Special distribution planning for the shop</li></ul></li></ul></li></ol>
Remark	Assessment Criteria	<ul> <li>Use space design and product display concept to design timepiece retail shops, including display windows, display cabinets, etc.; and</li> <li>Accurately state the requirements for timepiece shop environment design in detail and</li> </ul>
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