

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Design**

Title	Apply Digital Timepiece Product Design Techniques
Code	104851L4
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to set targets to complete data research and analysis; to design new LED display timepieces; and to supervise the subordinates to carry out timepiece design duties.
Level	4
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess the knowledge of a liquid crystal display movement <ul style="list-style-type: none"> <li>• Understand the major functions and use of a liquid crystal display movement</li> <li>• Understand the use of a buzzer</li> <li>• Understand the structural difference between a liquid crystal display movement and analog timepiece</li> <li>• Understand the principles of LED display timepiece design</li> </ul> </li> <li>2. Apply digital timepiece product design techniques <ul style="list-style-type: none"> <li>• Set targets for the design of new LED display timepiece products as required</li> <li>• Conduct data research on the new LED display timepiece design <ul style="list-style-type: none"> <li>• Similar products in the market and the market response</li> <li>• Products in the market with similar price</li> <li>• Other relevant information on the target products</li> </ul> </li> <li>• Assess the market response to and market acceptance of the newly designed LED display timepiece products</li> <li>• Set the market positioning for the new LED display timepiece design</li> <li>• Draw design sketches</li> <li>• Review designs by comparison</li> <li>• Improve product quality, such as functions or appearance, to meet the market demand</li> <li>• Make colour drawings or solid models of products</li> <li>• Master prototyping techniques</li> <li>• Run tests on newly designed products</li> <li>• Conceive and design peripheral products of LED display timepiece products to suit the promotional/sales arrangements for the product series</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>• Conduct data research and analysis for the new LED display timepiece product design and engage in designing new LED display timepiece products; and</li> <li>• Supervise the subordinates to carry out duties for designing new LED display timepiece products.</li> </ul>
Remark	