

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Design**

Title	Apply Timepiece Exhibition Booth Design Techniques
Code	104853L4
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to employ the space design concept to design exhibition booths; supervise the subordinates to design and set up general display windows, display cabinets, display racks; accurately state the requirements in detail and appraise the timepiece exhibition booth design if the design is to be done by a third party.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand exhibition booth design concept <ul style="list-style-type: none"> <li>• Know about the space design concept for exhibition booth</li> <li>• Understand various types of exhibition space <ul style="list-style-type: none"> <li>• Master the use of indoor/outdoor space</li> <li>• Master the use of physical space</li> <li>• Master the use of virtual space</li> <li>• Master the use of perceived space</li> </ul> </li> <li>• Know about the product display design concept <ul style="list-style-type: none"> <li>• Reasonable distribution of exhibition space</li> <li>• Proper lighting</li> <li>• Decorative and overall setting</li> <li>• Product display</li> <li>• Colour arrangement</li> </ul> </li> </ul> </li> <li>2. Apply timepiece exhibition booth design techniques <ul style="list-style-type: none"> <li>• Master the characteristics and booth structures of different types of exhibition booths and their building methods <ul style="list-style-type: none"> <li>• Short-term exhibition booth</li> <li>• Long-term exhibition booth</li> <li>• Mobile exhibition booth</li> </ul> </li> <li>• Master timepiece exhibition booth design techniques <ul style="list-style-type: none"> <li>• Master the overall distribution planning of booth</li> <li>• Master the functions of booth space</li> <li>• Know how to handle the structure of booth space</li> <li>• Master the perspective and psychological effect of booth on visitors</li> </ul> </li> <li>• Accurately state the requirements in detail and appraise the timepiece exhibition booth design if the design is to be done 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>• Use the space design concept to design exhibition booths;</li> <li>• Supervise the subordinates to design and set up general display windows, display cabinets, display racks; and</li> <li>• Accurately state the requirements in detail and appraise the timepiece exhibition booth design if the design is to be done by a third party.</li> </ul>
Remark	