

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Design

Title	Apply Graphic Design and Post-production Timepiece Promotional Materials
Code	104854L4
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to understand the differences and uses of promotional materials, use graphic design concept to design various types of promotional materials, so as to facilitate sales and promotion of products.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand promotional materials <ul style="list-style-type: none"> • Know about the types of promotional products and their characteristics and uses <ul style="list-style-type: none"> • Printed promotional materials, such as: paper advertisement, promotional leaflet, product catalogue, etc. • Outdoor promotional materials, such as: outdoor advertisement board, advertising light box panel, car body advertisement, etc. • Understand the production methods and differences of various types of promotional materials 2. Apply graphic design and post-production techniques <ul style="list-style-type: none"> • Understand graphic design concept <ul style="list-style-type: none"> • Typography • Visual art/visual effect • Page layout • Master the operation and workflow of various types of post-production, including: <ul style="list-style-type: none"> • Dimensions and requirements of product • Application of file format • Application of pixel • Application of bleed size • Application of text-curve conversion • Application of colour separation for film production • Application of spot colour • Application of bronzing and embossing • Application of line pressing and thread stitching • Application of spot varnishing and lamination • Types of binding and their application 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"> • Understand various types of promotional materials and their production methods; and • Use graphic design concept to design various types of promotional materials, so as to facilitate sales and promotion of timepiece products.
Remark	