

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Design

Title	Master Timepiece Trend and Cultural Development
Code	104856L5
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to design creative timepiece products according to market demands, trends and customers' psychology.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand timepiece trend <ul style="list-style-type: none"> • Understand timepiece product trends and development directions <ul style="list-style-type: none"> • Know about the timepiece products of industrial counterparts and understand the fashion and forms of timepiece creation • Understand various areas in science and technology to make scientific and technological breakthroughs • Understand customers' psychology towards the trends of timepiece products <ul style="list-style-type: none"> • Know about the trends of timepiece products • Understand customers' psychology towards timepiece products • Understand the consuming pattern in different regions for the needs of product design <ul style="list-style-type: none"> • Understand the consuming pattern in different regions • Understand the regional patterns of consumer's needs for timepiece products 2. Consolidate timepiece trend information and master timepiece trends <ul style="list-style-type: none"> • Collect the trends, latest information and development of timepiece products from different regions • Identify the development directions of the product series of the organization based on the information consolidated and the competitive edge of the organization so as to meet market demands • Design creative timepiece products according to the trends 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property to prevent plagiarism, so as to avoid individual person and the organization to fall into the trap of infringement
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Design creative timepiece products according to market demands, trends and customers' psychology.
Remark	