

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design □

Title	Know about the general market situation of jewellery products
Code	108886L3
Range	This unit of competency is applicable to practitioners working in the jewellery design department of the jewellery industry. Practitioners should be capable of understanding the general market situation of jewellery products and applying such knowledge in jewellery design.
Level	3
Credit	3
Competency	Performance Requirements 1. Know about the general market situation of jewellery products • Know about the local and export markets of Hong Kong's jewellery ○ The position, role, sales value, etc. in the retail industry ○ The status, role, export value, etc. in the export trade ○ Types of products (fine gold jewellery, stone-setting jewellery and jade/Fei Cui jewellery) ○ Agency and distribution of major jewellery brands • Know about the major export markets of Hong Kong's jewellery ○ Countries of major export markets ○ Demand in the export markets ○ Purchasing power and development potential of export markets • Know about the local and foreign competitors of Hong Kong's jewellery market and their characteristics in design • Know about the strengths and weaknesses of Hong Kong's jewellery industry, and the challenge that the jewellery market faces • Know about the latest development of Hong Kong's jewellery industry, such as: ○ Computer-aided design ○ Computer-aided manufacturing ○ Computer aided engineering analysis ○ Computer numerical control processing technology ○ Automated production technology ○ Robotic arm technology ○ Micromachining and nanotechnology ○ Rapid prototyping technology ○ 3-D metal printing technology ○ Application of materials science ○ Multimedia marketing and promotion ○ Technology marketing techniques 2. Design jewellery in accordance with market demand • Design jewellery according to the needs of target customers. The design should be different from and better than that of the competitors to gain an edge in competition • Focus on Hong Kong's jewellery industry, the strengths and weaknesses of the organization, the market opportunity and the challenge that the market faces, so as to assist the organization in developing jewellery products with market potential 3. Professionalism

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	• Respect intellectual property and avoid plagiarism when assisting in design-related duties, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights
Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Able to understand the general market situation of jewellery products, design jewellery products to satisfy the market needs, and assist the organization to develop jewellery products with market potential.
Remark	