

**Specification of Competency Standards**  
**for the Jewellery Industry**  
**Unit of Competency**

Functional Area - Design □

Title	Integrate and incorporate design techniques into jewellery design
Code	108887L4
Range	This unit of competency is applicable to designers working in the jewellery design department of the jewellery industry. Practitioners should master various basic jewellery design concepts/theories, drawings and techniques. They should also be capable of integrating various kinds of design techniques and incorporating them into jewellery design independently.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the design process of jewellery</p> <ul style="list-style-type: none"> <li>Understand thoroughly the time control and co-ordination for each design process. Design processes include: <ul style="list-style-type: none"> <li>Project briefing</li> <li>Know about project objectives and determine project themes</li> <li>Conduct research and analysis to objectively identify the products' design directions, target customers, market positioning, etc.</li> <li>Design criteria. This is to determine the requirements or index of the product design</li> <li>Provide design concept and idea generalization</li> <li>Design development. This is to provide more options for the design products</li> <li>Design finalization. This is to determine the ultimate direction of the design</li> <li>Design realization</li> <li>Master the time and resource allocation of the design processes as well as the handling and adjustment of the project details</li> </ul> </li> </ul> <p>2. Master the integration of various kinds of related design techniques and incorporation of them into jewellery design</p> <ul style="list-style-type: none"> <li>Make use of marketing research information to determine the jewellery products' design directions, marketing objectives, customer groups, pricing, resource utilization, marketing channels, etc.</li> <li>Integrate the knowledge of design, theory, marketing, engineering, production management and technology application, and incorporate them into jewellery design, enabling the jewellery products to have higher competitiveness and better fulfil consumers' needs, thus achieving better sales performance and cost effectiveness</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>Respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>Able to integrate various kinds of design techniques and incorporate them into jewellery design, and matching with the design process, determine the design directions, target customers and market positioning of the jewellery products, so as to achieve better sales performance and cost effectiveness.</li> </ul>
Remark	