

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Design

Title	Apply Analogue Timepiece Product Design Techniques
Code	104844L3
Range	This unit of competency (UoC) is applicable in the design department of timepiece companies. It covers the abilities to apply analog timepiece product design techniques to design new analog timepiece products.
Level	3
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none">1. Understand analog timepiece design concept<ul style="list-style-type: none">• Understand the characteristics of analog timepiece products• Understand the principles and concept of analog timepiece design2. Apply analog timepiece product design techniques<ul style="list-style-type: none">• Set targets for a new analog timepiece design according to corporate requirements• Collect information for designing the new analog timepiece<ul style="list-style-type: none">• Similar products in the market and their market response• Products of the same price level in the market• Relevant information on target products• Assess the market response to and market acceptance of the new analog timepiece design• Set the market positioning for the new analog timepiece design• Draw design sketches• Review designs by comparison• Improve product functions or appearance to meet the market demand• Draw colour diagram or 3-D model of the product• Make prototype• Run tests on newly designed analog products• Know how to conceive and design peripheral products for the newly designed analog timepiece products to suit the sales and promotion arrangements for the new product series3. 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">• Collect and analyze information, and apply analog timepiece product design techniques to design new analog timepiece products to suit the market demand; and• Conceive and design peripheral products for the new analog timepiece products to suit the sales and promotion arrangements for the new product series.
Remark	