

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Apply Timepiece Products Brand Design Techniques
Code	104945L3
Range	This unit of competency (UoC) is applicable in departments related to the design of timepiece product brands. It covers the abilities to apply timepiece product brand design techniques and follow the trend of timepiece products to carry out brand design duties.
Level	3
Credit	6 (for reference only)
Competency	Performance Requirements 1. Possess knowledge of timepiece product brand design • Master the theory and ideas of designing the functions of timepiece products • Understand the traditional ways, techniques and technologies used by most of the timepiece product brands in the market • Master timepiece product branding strategies and design direction established by the organization • Understand the trend of timepiece product brand design 2. Apply timepiece product brand design techniques • Collect information on timepiece product brand design • Apply timepiece product brand design techniques and follow the organization's brand building strategies to carry out brand design duties • Match the case and band • Use unique materials (metal, ceramic, etc.) • Distinctive engraving • Assist the market response and consumer acceptance to the new brand design • Assist in improving timepiece product brand design to meet the market demand 3. Exhibit professionalism • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Apply timepiece product brand design techniques and follow the organization's brand building strategies to carry out brand design duties to enhance the product brand image of the organization and consumers' buying desire, so as to achieve the sales purpose.
Remark	