



香港學術及職業資歷評審局  
Hong Kong Council for Accreditation of  
Academic & Vocational Qualifications

## **SUMMARY ACCREDITATION REPORT**

**Federation for Self-financing Tertiary Education**

**Li Ka Shing Institute of Professional and Continuing  
Education, The Open University of Hong Kong**

**Programme Validation at QF Level 3**

**Certificate in Jewellery Design  
(Elective Cluster of Yi Jin Diploma)**

**June 2014**

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

## **1. Introduction**

- 1.1 The Yi Jin Diploma (YJD) programme was accredited by the HKCAAVQ in August 2013 with a validity period of three years starting from the 2013/14 academic year to be operated by seven member institutions of the Federation for Self-financing Tertiary Education (FSTE) including the Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong (LiPACE, OUHK/the Operator). At the time of the accreditation exercise for the YJD programme, the HKCAAVQ was informed that the FSTE member institutions may propose new and/or revamped Elective Clusters before commencement of each academic year.
- 1.2 For implementation in the 2014/15 academic year, the LiPACE, OUHK proposed an Elective Cluster, Jewellery Design [珠寶設計], which was developed with reference to the Specification of Competency Standards (SCS) developed by the Jewellery Industry Training Advisory Committee of the Qualifications Framework (QF) and the Qualifications Guidelines for the SCS-based Courses under the QF.
- 1.3 Following the advice of the Education Bureau to the FSTE and its member institutions to award standalone qualifications to YJD students on successful completion of a SCS-based Elective Cluster/Course, this Elective Cluster of LiPACE, OUHK is to be accredited by the HKCAAVQ leading to the SCS-based qualification, Certificate in Jewellery Design (Elective Cluster of Yi Jin Diploma) [珠寶設計(毅進文憑選修群組)證書] and to be uploaded separately on the Qualifications Register of the QF. On successful completion of the Elective Cluster, students of the YJD programme will be awarded the Certificate in Jewellery Design (Elective Cluster of Yi Jin Diploma).
- 1.4 Based on the agreement, the HKCAAVQ was commissioned by the FSTE to assess and determine whether the following learning programme of the LiPACE, OUHK achieves the stated objectives and meets the QF standard at QF Level 3:  
(1) Certificate in Jewellery Design (Elective Cluster of Yi Jin Diploma)
- 1.5 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the agreement and the terms stated therein.

## **2. HKCAAVQ's Accreditation Determination**

Having due consideration of the accreditation panel's observations and comments as presented in this Report, the HKCAAVQ makes the following accreditation determination:

### **2.1 Programme Validation**

☒ Approval

|                                                              |                                                                                                                                                                 |
|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of Operator</b>                                      | Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong<br>香港公開大學李嘉誠專業進修學院                                             |
| <b>Name of Award Granting Body</b>                           | Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong<br>香港公開大學李嘉誠專業進修學院                                             |
| <b>Title of Learning Programme</b>                           | Certificate in Jewellery Design (Elective Cluster of Yi Jin Diploma)<br>珠寶設計 (毅進文憑選修群組) 證書                                                                      |
| <b>Title of Qualification (Exit Award)</b>                   | Certificate in Jewellery Design (Elective Cluster of Yi Jin Diploma)<br>珠寶設計 (毅進文憑選修群組) 證書                                                                      |
| <b>Primary Area of Study / Training</b>                      | Fine Arts, Performing Arts, Design and Creative Media Art & Industry                                                                                            |
| <b>Other Area of Study / Training</b>                        | Not applicable                                                                                                                                                  |
| <b>Industry</b>                                              | Jewellery                                                                                                                                                       |
| <b>Branch</b>                                                | Jewellery                                                                                                                                                       |
| <b>QF Level</b>                                              | Level 3                                                                                                                                                         |
| <b>QF Credit</b>                                             | 45                                                                                                                                                              |
| <b>Mode of Delivery and Programme Length</b>                 | Full-time: 1 year [450 notional learning hours (including 180 contact hours)]<br>Part-time: 2 years [450 notional learning hours (including 180 contact hours)] |
| <b>Intermediate Exit Award</b>                               | Not applicable                                                                                                                                                  |
| <b>Validity Period</b>                                       | 2 years<br>(1 September 2014 – 31 August 2016)                                                                                                                  |
| <b>Number of Enrolments</b>                                  | Not applicable                                                                                                                                                  |
| <b>Maximum Number of New Students</b>                        | Maximum of 35 students per class                                                                                                                                |
| <b>Specification of Competency Standards Based Programme</b> | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                                                                                             |
| <b>Programme Specific Requirement</b>                        | Not applicable                                                                                                                                                  |
| <b>Remark to be indicated</b>                                | This programme is an Elective Cluster, Jewellery Design, of                                                                                                     |

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>on the QR</b>                          | the Yi Jin Diploma programme.<br>此課程屬於毅進文憑課程的「珠寶設計」選修群組。                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Address of Teaching/Training Venue</b> | Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong<br>G/F - 5/F, OUHK-CITA Learning Centre (CITA Building),<br>201-203 Lai King Hill Road, Kwai Chung, N.T.<br>香港公開大學李嘉誠專業進修學院<br>新界葵涌荔景山路 201-203 號荔景教學中心(製衣業訓練中心大樓)地下至 5 樓<br><br>Seve Studio Jewellery Design Ltd.<br>Flat C, 3/Floor, Gee Chang Industrial Building, 108 Lok Shan Road, To Kwa Wan, Kowloon<br>研創珠寶科技設計製作中心<br>九龍土瓜灣落山道 108 號志昌工業大廈 3 樓 C 室 |

### 3. Programme Details

The following is the programme information provided by the Operator.

#### 3.1 Programme Objectives

The programme aims to provide students with fundamental knowledge of Jewellery design, market promotion and trends sensations, as well as to enlighten students on innovative thinking. The programme also emphasises to equip students with the knowledge of jewellery aesthetics, an ability of basic jewellery connoisseurship and design to allow them to have a good grasp and application of the aforesaid knowledge and skills in academic and career pursuits, and to develop students' professional ethics, correct valuation and proper attitude.

#### 3.2 Programme Intended Learning Outcomes

Upon completion of the programme, students should be able to:

- identify the types and qualities of common gemstones;
- apply the logical thinking and creative concepts of jewellery design;
- state the effects of colours, textures and technologies on jewellery design;
- describe the basic principles and processes of the structures and production of jewellery;
- apply a range of skills of software and hand-drawing in design;
- describe the history, culture and trends of jewellery design;
- explain the strategies of marketing and promotion of jewellery brands; and
- describe the professional ethics, positive values and attitude of the industry.

#### 3.3 Programme Structure

Elective Course (1): Knowledge of Jewellery and Design Principles

| Module Title                                    | Unit of Competency       | QF Credit |
|-------------------------------------------------|--------------------------|-----------|
| Identification of Qualities of Common Gemstones | JLZZSA305A               | -         |
| Basic Principles of Jewellery Design            | JLZZDE301A               | -         |
| Jewellery Structure and Production              | JLZZDE306A               | -         |
| Drawing Skills of Jewellery Design              | JLZZDE304A<br>JLZZDE305A | -         |
| Design Portfolio of Jewellery Design            | JLZZDE307A               | -         |
| <b>Total</b>                                    |                          | <b>16</b> |

#### Elective Course (2): Jewellery Design Culture and Trends

| Module Title                                    | Unit of Competency | QF Credit |
|-------------------------------------------------|--------------------|-----------|
| Introduction                                    | -                  | -         |
| History of Jewellery Design                     | -                  | -         |
| Jewellery Design, Culture and Art               | -                  | -         |
| Trends of Jewellery Design                      | JLZZDE302A         | -         |
| Intellectual Property Right on Jewellery Design | JLZZDE303A         | -         |
| <b>Total</b>                                    |                    | <b>14</b> |

#### Elective Course (3): Jewellery Marketing and Promotion

| Module Title                            | Unit of Competency | QF Credit |
|-----------------------------------------|--------------------|-----------|
| Introduction of Jewellery Market        | JLZZDE309A         | -         |
| Visual Merchandising of Jewellery       | JLZZSA301A         | -         |
| Promotion Skills in Jewellery Marketing | JLZZMK301A         | -         |
| Branding Strategies of Jewellery        | -                  | -         |
| <b>Total</b>                            |                    | <b>15</b> |

### 3.4 Graduation Requirements

- Achieve an attendance rate of 80% or above in each Elective Course; and
- Achieve at least 50% overall mark in each Elective Course.

### 3.5 Admission Requirements

- Students of Yi Jin Diploma programme

#### **4. Substantial Change**

- 4.1 The maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval by the HKCAAVQ.

#### **5. Qualifications Register**

- 5.1 Qualifications accredited by the HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). Operators should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

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