Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Understand printing design
2. Code	PPPRCT401A
3. Level	4
4. Credit	12
5. Competency	Performance Requirements 5.1 Make use of creative idea that fits the characteristics of printing to add value to product ♦ Explore production of special printed matter by using major printing materials (such as special papers and inks) and applying creativity for a theme ♦ Produce special printed matter by making use of the characteristics of major printing methods and applying creativity for a theme ♦ Produce three-dimensional printed matter by applying creativity and making use of the characteristics of major printing methods and major printing materials that fits with the theme ♦ Enhance value of printed matter by appealing to the senses other than vision that fits with the theme 5.2 Printing design skills ♦ Master characteristics of major printing methods and their print effect on different printing materials and make appropriate use of design skills to create added value for printed matter

6. Range	Design innovative and unique print products to cater for market demand and perform related tasks in design department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to apply design skills to create added value for print products and use appropriate printing methods for different materials.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of design.