Specification of Competency Standards for Printing & Publishing
Unit of Competency

Title	Understand multimedia design skills
Code	106318L3
Range	Use digital multimedia software to design and produce digital multimedia publications that fulfil the requirements, and perform related tasks in a design department.
Level	3
Credit	6 (For Reference Only)
Competency	Performance Requirements 1. Understand the types and functions of digital multimedia publications. • Understand functions of digital multimedia publications. • Understand readers' requirements for digital multimedia publications. • Understand features and functions of major digital multimedia application software used in production. • Understand design and production skills for digital multimedia publications. • Understand production methods for transmedia. 2. Based on the above competency, be able to flexibly use various digital multimedia software in the design and production of digital multimedia publication that meet the requirements. 3. Be able to assist department to execute design and production of digital multimedia publications based on enterprise's marketing research results on publication materials.
Assessment Criteria	The integrated outcome requirement of this unit of competency: • Be able to use digital multimedia application software for design and production of digital multimedia publication that can meet the requirements.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge in multimedia design.