

## Specification of Competency Standards for Printing & Publishing

### Unit of Competency

Title	Master various design skills
Code	106319L4
Range	In a design department, establish and implement the management of different kinds of design by applying various design skills and taking into account the requirements.
Level	4
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>Understand layout design skills. <ul style="list-style-type: none"> <li>Master format, layout plan, columns, paragraphs and fonts configuration of publication.</li> <li>Master illustration and graphic skills, including the use of color, line, texture, proportion and perspective in drawing skills.</li> <li>Master the skills of design for book.</li> <li>Master functions in the format, materials, layout, printing and binding of books.</li> <li>Master readers' requirement on readability, specifications and resources limitations.</li> <li>Master cover design skills, including content expression, book binding and protection, and binding technology.</li> <li>Master e-book design skills.</li> <li>Master digital multimedia design skills, including the types and functions, properties, compatibility and limitation of digital storage media, and digital multimedia design skills for attractive designs to readers.</li> <li>Understand operation method of digital AV files on transmedia platform.</li> </ul> </li> <li>Based on the above competency, use various design skills to establish and implement management of various design tasks so as to match with the requirements.</li> <li>Be able to assemble design staff, set target and daily work schedule for design, and execute management of design tasks based on the enterprise publishing plan and requirements.</li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> <li>Be able to use various design skills for establishing and implementing management of various design tasks that can meet the requirements.</li> </ul>
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge in book design.