

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Observe content standards
Code	108014L1
Description	This unit of competency applies to all Digital Media Technology (DMT) professionals. Standards govern the quality of our works and products that we produced. Practitioner should understand the pros and cons of standards as well as the industry's common DMT content standards.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for understanding content standards</p> <ul style="list-style-type: none"> <li>• Possess literacy skills</li> <li>• Knowledge of common digital media technologies standards</li> <li>• Understand the importance of DMT standards for the production of contents</li> </ul> <p>2. Understand content standards</p> <ul style="list-style-type: none"> <li>• Understand the advantages of having content standards at work place, such as: <ul style="list-style-type: none"> <li>○ help to ensure interoperability and compatibility</li> <li>○ reduce the risk associated with implementation</li> <li>○ provide stability over time</li> <li>○ help to identify patent claims</li> <li>○ provide a way for many companies and experts to share/combine resources</li> </ul> </li> <li>• Understand the disadvantages of having content standards, such as: <ul style="list-style-type: none"> <li>○ Standards freeze technology in time that may affect products life span and competitiveness</li> <li>○ Slow update of standards impedes development growth</li> </ul> </li> <li>• Understand usage of common DMT standards, including the following : <ul style="list-style-type: none"> <li>○ Video and Display Resolution <ul style="list-style-type: none"> <li>▪ Flash, MPEG 2/4, NTSC, PAL, HDMI, HDTV, UHDTV, etc.</li> </ul> </li> <li>○ Graphic <ul style="list-style-type: none"> <li>▪ JPEG, BMP, Vector graphic etc.</li> </ul> </li> <li>○ Audio <ul style="list-style-type: none"> <li>▪ MP3, WMA, Dolby, THX, AES, SMPTE (Cinema sound system), etc.</li> </ul> </li> <li>○ Digital media format <ul style="list-style-type: none"> <li>▪ CD, DVD, Blu-ray, etc.</li> </ul> </li> <li>○ Computing display format <ul style="list-style-type: none"> <li>▪ VGA, XGA, UXGA, etc.</li> </ul> </li> <li>○ Broadcasting and Streaming <ul style="list-style-type: none"> <li>▪ AAC, H.264, MPEG-DASH, DAB, DVB, etc.</li> </ul> </li> </ul> </li> <li>• Apply the knowledge of DMT content standards in learning or at work place</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Be an advocate of DMT content standards</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• understand the benefits of DMT content standards in work place</li> <li>• apply DMT standards for production of contents</li> </ul>
Remark	