

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

1. Title	Understand design
2. Code	PPPRCT302A
3. Level	3
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand design principle and concepts ♦ Make flexible use of basic design elements in major digital or printed media</p> <p>5.2 Apply creativity and design skills to printing product and fulfil customer requirements ♦ Produce printable artwork or file that fulfils customer requirements based on their ideas</p> <p>5.3 Understand concept and use of text ♦ Make appropriate use of major fonts for printed media</p> <p>5.4 Understand expression and appropriate use of colour ♦ Apply major colours to printed matter for enhancing concept expression</p> <p>5.5 Master basic drawing and photography skills for expressing shapes, perspective, lightness, distance and colour ♦ Able to apply drawing and photography skills to create a sense of reality for objects</p>

	<p>5.6 Produce printable artwork or file</p> <p>◆ Produce printable artwork or file based on provided ideas by making use of basic elements of design and making appropriate use of illustrations, photos, text and colours</p>
6. Range	<p>Handle complex layout design with illustrations, photos, text and colours according to print design requirements and apply colour presentation, drawing and photography skills to produce printable artwork or file and perform related tasks in printing design department.</p>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to produce printable artwork or file based on provided ideas.</p>
8. Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has general knowledge of design.</p>