

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

1. Title	Master cross-media, cross-culture and cross-product design elements
2. Code	PPPRCT501A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Master coordination between printed, electronic and AV media</p> <ul style="list-style-type: none"> ◆ Master design elements for expressing same concept and effect with different media <p>5.2 Understand eastern and western tradition, popular culture and cultural trend</p> <ul style="list-style-type: none"> ◆ Innovate use of cultural features and raw materials to create design effects <p>5.3 Explore function and aesthetic of product</p> <ul style="list-style-type: none"> ◆ Understand product function and aesthetic ◆ Explore transfer of product functions and aesthetic to achieve special effects in design
6. Range	Explore special design effects that fit with eastern and western traditions, popular culture and cultural trend with reference to the characteristics of printed, electronic and AV media and perform related tasks in publishing design department.

<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are: (i) Able to innovate and make use of the features of different cultures, to explore special design based on the effects achieved with different media and perform related tasks.</p>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing design.</p>