

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

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|---------------|---|
| 1. Title      | Master World Wide Web digital AV publishing techniques  |
| 2. Code       | PPPRIT406A  |
| 3. Level      | 4   |
| 4. Credit     | 9   |
| 5. Competency | <p style="text-align: right;"><b><u>Performance Requirements</u></b></p> <p>5.1 Understand major digital AV file formats</p> <ul style="list-style-type: none"> <li>◆ Know difference between major digital AV file formats</li> </ul> <p>5.2 Understand modes of playing digital AV files on World Wide Web</p> <ul style="list-style-type: none"> <li>◆ Understand basic structure of World Wide Web</li> <li>◆ Understand workings of MIME (multipurpose internet mail extension)</li> <li>◆ Know major players and plug-in program installation</li> <li>◆ Know streaming and downloading</li> </ul> <p>5.3 Master World Wide Web digital AV publishing techniques</p> <ul style="list-style-type: none"> <li>◆ Know digital AV editing software</li> <li>◆ Calculate digital AV file volume</li> <li>◆ Able to compress digital AV files as appropriate</li> <li>◆ Use digital AV editing software for simple editing and file compression</li> <li>◆ Master digital AV processing technique of streaming</li> </ul> <p>5.4 Carry out digital AV web page publishing</p> <ul style="list-style-type: none"> <li>◆ Carry out AV web page publishing according to the need of clients by applying World Wide Web digital AV publishing techniques</li> </ul> |

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|------------------------|--|
| 6. Range               | Carry out AV web page publishing by applying World Wide Web digital AV publishing techniques and perform related tasks in design department or information technology department of a printing enterprise. |
| 7. Assessment Criteria | The integrated outcome requirements of this unit of competency are:<br>(i) Able to carry out AV web page publishing by applying World Wide Web digital AV publishing techniques and perform related tasks. |
| 8. Remarks             | The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer and network.   |