

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

1. Title	Understand multimedia design skills
2. Code	PPPUAD304A
3. Level	3
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand digital multimedia function</p> <ul style="list-style-type: none"> <li>◆ Understand functions of digital multimedia</li> </ul> <p>5.2 Use digital multimedia software flexibly for producing publication</p> <ul style="list-style-type: none"> <li>◆ Understand requirements of readers on digital multimedia publication</li> <li>◆ Understand major properties and limitations of digital multimedia software</li> <li>◆ Master use of digital multimedia software for designing and producing publications to fit reader's interest</li> </ul> <p>5.3 Design and produce digital multimedia publication</p> <ul style="list-style-type: none"> <li>◆ Use digital multimedia software to design and produce digital multimedia publication that fulfils reader's requirements</li> </ul>
6. Range	Use digital multimedia software to design and produce digital multimedia publications that fulfil reader's requirements and perform related tasks in design department.

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to use digital multimedia software to design and produce digital multimedia publications that fulfil reader's requirements.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of multimedia design.