

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

1. Title	Develop brand series
2. Code	PPPUAD501A
3. Level	5
4. Credit	9
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Develop brand series ♦ Master relationship of brand building in publication market and publication series with style of design</p>
6. Range	Effect brand building for publications and perform related tasks in design department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to develop brand publication series according to market needs.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing design.