

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

1. Title	Develop publishing design style
2. Code	PPPUAD502A
3. Level	5
4. Credit	9
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Master design style requirements in relation to market segmentation ♦ Master different requirements on design style with market segmentation</p> <p>5.2 Develop segmented design style ♦ Develop segmented design style for different markets</p>
6. Range	Develop publishing design styles and perform related tasks in design department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to develop segmented style of design for different markets.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing design.