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

1. Title	Develop personal idea and style of publishing
2. Code	PPPUED601A
3. Level	6
4. Credit	12
5. Competency	Performance Requirements 5.1 Develop editor's personal idea and style of publishing ♦ Develop complete set of personal idea and style of publishing and be able to communicate with colleagues on such ideas
6. Range	Formulate publishing policy and perform related tasks in a publishing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to develop editor's personal idea and style of publishing and to formulate publishing policy to the benefit of the publisher.
8.Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing management in a publishing enterprise.