

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

Functional Area - Operation and Management

Title	Know digital printing procedures
Code	106235L3
Range	Assist clients in choosing and arranging for a suitable printing production workflow based on the characteristics of the print product and cost considerations and perform other related tasks in sales or customer services department.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Know the difference between digital and conventional printing workflows <ul style="list-style-type: none"> <li>• Know the technology and production workflow of conventional and digital printing.</li> <li>• Know the characteristics, applications and operation procedures of digital printing.</li> </ul> </li> <li>2. Based on the characteristics of the print product and cost considerations, assist clients in choosing and arranging for a suitable printing workflow that meets the terms of their orders.</li> <li>3. Be able to choose and arrange for a suitable printing production workflow based on the employing company's internal production schedule, as well as the print product's specifications, delivery time, and cost considerations.</li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> <li>• Be able to assist in choosing and arranging for a suitable printing production workflow based on the characteristics of the print product and cost considerations.</li> </ul>
Remark	The credit value for this unit of competency is based on the assumption that the learner has basic knowledge of digital printing.