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

Functional Area - Printing Technology

Title	Understand digital printing technology
Code	106258L3
Range	Select digital printing method of inkjet, laser, hot wax or others according to set requirements on product quality and perform related tasks in printing sales department and customer services department.
Level	3
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand major digital printing methods, including inkjet, laser, hot wax and other technologies and their characteristics. • Understand the characteristics, application, and the capabilities of achieving printing effects and requirements of the above digital printing methods. • Understand proper procedures for major digital printing, including knowledge of sheet-fed and web-fed printing machines, regular and special paper printing machines, and differences between large/small format printing machines. • Understand digital pre-press technologies that support requirements on inkjet, laser, hot wax and other digital technologies. • Be able to elaborate the file format and transmission methods for inkjet, laser, hot wax printing and other technologies. • Understand prepress technologies that match with the above mentioned digital printing methods, for example: preflight, personalized printing, variable data printing, etc. • Identify print products produced by the above mentioned digital printing methods. 2. With the above knowledge, be able to recognize the different characteristics of various digital printing methods, and offer the most appropriate advices to customers regarding digital printing production. 3. Be able to analyze the development trend of digital printing technology, and the share and positioning of different technologies in print market.
Assessment Criteria	This integrated outcome requirement of this unit of competency: • Able to assist in choosing the most appropriate digital printing methods that fulfill the set requirements of production quality based on the strengths and weaknesses of different digital prepress technologies and digital printing methods.
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