

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

Functional Area - Printing Technology

Title	Establish development plan for variable data printing technology
Code	106263L5
Range	Understand the scope of application and potential market development of variable data printing in personalised products in a printing company. Use this new technique to expand sales market of print products.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand variable data printing technology</p> <ul style="list-style-type: none"> • Understand technical specifications and scope of application of digital printing press. • Understand production workflow and technology of printing direct mailing matters. • Understand security, storage and management of protecting customers' data. • Understand the hardware and software setting and functionalities of database. • Understand the printing technology of adding mailing addresses onto preprinted print products. • Understand the packing and logistics arrangement of direct mailing printing matters. • Understand the Personal Data (Privacy) Ordinance of Hong Kong, especially the guides on holding duration of customers' data in regard to the application of variable data printing. <p>2. With the above knowledge, be able to establish digital printing production specifications for variable data printing and personalised product production, including customers' data security, production procedure establishment, quality standard, post press and logistics arrangement, etc.</p> <p>3. Be able to coordinate different departments for implementing production plan for variable data printing products, and monitoring the security effectiveness of customers' data, production efficiency and product quality.</p>
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to establish digital printing production specifications for variable data personalised products. • Be able to monitor security effectiveness of customers' data production efficiency and product quality.
Remark	The credit value of this unit of competency is based on the assumption that the learner has printing production technology application and management knowledge.