

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

Functional Area - IT (Information Technology)

Title	Master the techniques for publishing digital audio-visual contents over the internet
Code	106276L4
Range	Employ the techniques for publishing digital audio-visual (AV) contents over the internet to, among other things, publish AV webpages for the printing company's design or information technology department.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Well versed in major publishing techniques for digital AV contents.</p> <ul style="list-style-type: none"> <li>• Well versed in major digital AV file types and formats, and understand the differences between these formats.</li> <li>• Understand the modes of digital AV playback over the internet, including the basic structure of the internet, Multipurpose Internet Mail Extensions (MIME), major playback software and plug-ins, streaming and downloading technologies, etc.</li> <li>• Master the techniques for publishing digital AV contents over the internet, including the abilities to operate digital AV editing software, calculate digital AV file sizes, compress digital AV files, and prepare digital AV contents for streaming.</li> <li>• Well versed in the ways digital AV files are used on multimedia platforms.</li> </ul> <p>2. With the above knowledge, be able to use digital AV editing software to edit and compress AV files and publish webpages that offer digital AV contents.</p> <p>3. Be able to assist in the development of production plans for web publishing jobs, and publication of webpages that offer digital AV contents for internet and multimedia platforms, in accordance with the company's established work schedule and client's requirements.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> <li>• Be able to use techniques for publishing digital AV contents over the internet to, among other things, publish AV webpages.</li> </ul>
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer and network.