

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

Functional Area - Editing

Title	Execute AV publishing
Code	106313L5
Range	Execute and manage AV publishing and perform related tasks in a publishing enterprise.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand regulatory requirements on AV publishing in the place of publishing</p> <ul style="list-style-type: none"> • Master rules and regulations for management of AV publishing in the place of publication • Master the development trend of transmedia in the place of publishing. • Master the regulations on AV publishing in transmedia . <p>2. Based on the above knowledge, execute and manage AV publishing with compliance to regulations related to management of AV publishing in the place of publishing.</p> <p>3. Be able to develop strategy for AV publishing in transmedia, in order to meet the needs of readers and the development of enterprise.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Be able to execute and manage AV publishing with compliance to regulations related to management of AV publishing in the place of publishing.
Remark	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing.