

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

Functional Area - Art and Design

Title	Master various design skills
Code	106319L4
Range	In a design department, establish and implement the management of different kinds of design by applying various design skills and taking into account the requirements.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand layout design skills.</p> <ul style="list-style-type: none"> • Master format, layout plan, columns, paragraphs and fonts configuration of publication. • Master illustration and graphic skills, including the use of color, line, texture, proportion and perspective in drawing skills. • Master the skills of design for book. • Master functions in the format, materials, layout, printing and binding of books. • Master readers' requirement on readability, specifications and resources limitations. • Master cover design skills, including content expression, book binding and protection, and binding technology. • Master e-book design skills. • Master digital multimedia design skills, including the types and functions, properties, compatibility and limitation of digital storage media, and digital multimedia design skills for attractive designs to readers. • Understand operation method of digital AV files on transmedia platform. <p>2. Based on the above competency, use various design skills to establish and implement management of various design tasks so as to match with the requirements.</p> <p>3. Be able to assemble design staff, set target and daily work schedule for design, and execute management of design tasks based on the enterprise publishing plan and requirements.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Be able to use various design skills for establishing and implementing management of various design tasks that can meet the requirements.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge in book design.