

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

Functional Area - 電子出版

Title	Master digital rights management of e-publishing
Code	106342L6
Range	Digital rights management is already a compulsory component of e-publishing. Mastering an effective management model can bring upon better reader behaviours, so as to secure a publishing company's maximum economic returns and protect publishing resources.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the different concepts of digital rights management in e-publishing. <ul style="list-style-type: none"> • Master the variations of rights management between e-book and print-based book. For example, the different concepts in borrowing and renting, especially in the setting of readers' rights through digital rights management, can directly affect consumers' psychology and their sense of ownership. • Master the technological contents and rights protection in the digital rights management modules that comes with offerings by major suppliers in the market, such as ACS of Adobe, iOS of Apple, KF8 of Amazon, and Nook of Barnes & Noble, etc. • Master the formats of other digital rights management, such as social digital rights management social DRM, creative commons and Remakes, etc. 2. Based on the above competencies, implement digital rights management. 3. Through effective digital rights management, protect publishing company's top economic returns and publishing resources, and bring upon better readers' behaviours.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to get a fit for purpose solution from the many available digital rights management formats. • Be able to consider the production effectiveness and protection of digital rights of publishing company in cross-platform publishing scenario.
Remark	