

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

Functional Area - 電子出版

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| Title | Master digital content management of e-publishing |
| Code | 106343L6 |
| Range | In the working environment of e-publishing, many types of digital contents have to pass through different life cycles. To allow personnel in different functions to retrieve the appropriate digital contents, a quality and consistent digital content management must be in place. |
| Level | 6 |
| Credit | 6 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand the basic concepts of digital contents of e-publishing.</p> <ul style="list-style-type: none"> • Understand different types and basic features of digital contents, such as text file, font library, audio-visual, multi-media, etc. • Understand the life cycle of digital contents, from creation, submission, revision, publishing, archive, retrieval to deletion, and the precaution measures in management of each stage, and the protection of digital contents security. <p>2. Master resources management that matches company's digital contents of e-publishing.</p> <ul style="list-style-type: none"> • Master the optimization of company's digital content resources, and the effectiveness of Create Once, Publish Everywhere (COPE). • Master the ability to build a management system, outline the categories of contents managed, the technology required, rules and regulation of publishing operation, and access rights for user groups. In certain situations, the system may involve multi-system co-publishing and cross-referencing and checking of contents . <p>3. Based on the above competencies, implement control in the security and integrity for systemic digital content management, as well as in version control.</p> |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to master the needs of digital content management of e-publishing company. • Be able to integrate the management of digital contents of e-publishing company. |
| Remark | |