

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

Functional Area - 電子出版

Title	Implement visual and user interface design of e-book
Code	106344L6
Range	In e-publishing design department, design the visual layout and user interface of e-book based on the e-book readers used by the target reader groups. Design shall balance as far as possible the aesthetic display of contents, the interrelationship of layout from one page to another. For the sake of allowing more people to access digital contents, the design should consider the inclusivity for people with reading challenges.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the page characteristics of e-book. <ul style="list-style-type: none"> • Understand the variation in design between e-book and print-based book, for example spread page, pullover pages, font, reverse, image, column, and paragraphing, etc. • Understand user's preferences and habits in using e-book reader. 2. Be able to choose appropriate elements in e-book design and production. <ul style="list-style-type: none"> • Choose appropriate fonts which must be supported by the target e-book reader, and achieve good legibility during enlargement and reduction of font size. In specifying font sizes, the tendency is to use either em or percentage of standard font size of the e-book reader. • Consider the appropriate image format, mainly choose among jpg, png and svg and also consider image's file size, visibility of image during reading, especially when texts are embedded in image. • In the situation when an e-book needs to be read in different e-book readers, implement a design procedure for universal compatibility. Utilize the templates of different e-book readers to simulate page layout design so as to come up with the best design scheme. Also, refer to and apply "responsive design" or other adaptive design methodologies which can adapt to different e-book readers. • Design accessible user interface, utilize e-book's various digital tools, such as text magnifier, audible text, and audio instructions in order to provide more convenience for accessibility. 3. As e-book gains popularity among readers and the technology further matures, more variety in visual and user interface design for e-book can be implemented.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to consider the design changes for different e-book readers. • Be able to optimize accessibility of e-book
Remark	