

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

Functional Area - 電子出版

Title	Master editorial management of e-publishing
Code	106349L6
Range	In an e-publishing company, coordinate and deploy the actual operation of e-publishing process, and master editorial management of e-publishing. Understand thoroughly the trends and current status of e-publishing products and services in the market in the aspects of contents, characteristics, styles, pricings and formats, etc., as well as the various developments of different kinds of publishing materials such as arts, books for kids, novels, travel guides, textbooks, books in social sciences and science, etc, and apply the knowledge in daily editorial management work.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand thoroughly the trends and current status of e-publishing products and services in the market in the aspects of contents, characteristics, styles, pricings, and formats, etc so as to form the basis of managing daily editorial work.</p> <ul style="list-style-type: none"> <li>• Master the new requirements for editorial management due to e-publishing, such as editing the structure, links, menus, interactive elements and downloading speed, etc. of e-publishing materials.</li> <li>• Understand the editing platform and workflow provided by or compatible with the e-reading platform of the e-publishing materials.</li> <li>• Master any embedded features of e-publishing materials, such as multi-media contents, functions to enhance accessibility of reading, and indexing functions for databases, paragraphs, micro blogs, and Wikipedia, etc.</li> <li>• Master the possible roles of e-publishing materials in social media, and enable small flow of e-publishing materials to be read in social media.</li> </ul> <p>2. Master editorial management of e-publishing so as to improve the convenience and popularity of reading e-publishing materials.</p> <p>3. Coordinate and deploy the actual operation of e-publishing process, and be able to make use of various developments of e-publishing in order to integrate into daily editorial management work.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to master the trends and current status of technical and services requirements of e-publishing market.</li> <li>• Be able to coordinate and deploy the actual operation of e-publishing process.</li> </ul>
Remark	