

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

Functional Area - 跨媒體服務

Title	Master video creation concept
Code	106355L5
Range	Video creation enables the audience to reach certain preset mood or behaviours by stimulating their senses, sympathy and interpretation. Since a video carries both image and audio, it facilitates the vicarious experience of the audience, and video creation enables capture of a bigger market share in media including film, advertisement, music video, news broadcast, etc. The mastery of basic video creation is an asset for reaching out to a bigger audience..
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the elements of video creation, such as script, character design, social awareness, stenography, costume, audio folio, etc.</p> <ul style="list-style-type: none"> • Master the characteristics of different types of video. • Master an understanding of human senses in response to video footage, such as the enhanced vicarious experience when watching 3D video footage, etc. <p>2. Riding on the above competency, master basic video creation.</p> <p>3. Master the use of lighting effects, mood creations, step and storyboard, cinematography and artist performance, etc., in order to achieve the impact of video creation.</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 elements of video creation. • Be able to master basic video creation.
Remark	