

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

Functional Area - 跨媒體服務

Title	Master advertisement creation concept
Code	106361L5
Range	Advertisement is an important source of income for traditional platforms printed materials, radio and television channels. It has also quickly become the main source of income for websites and search portals. Naturally, advertisement has become an important driving force for transmedia creation. The synergy in using different media together could be instrumental in promoting products.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the importance of target audience and persuasion in advertisement. 2. Master basic advertisement creation. <ul style="list-style-type: none"> • Master the very clear mission of advertisement creation. As a fundamental requirement, define the target audience clearly, transmit the advertising message with a focus on the target. • Master the persuasiveness required by advertisement creation in addressing both the sensation and cognitive levels of target audience, in order to trigger desirable behaviours. 3. Master the use of transmedia in advertisement creation to derive synergy which would enhance the effects in product promotion.
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 synergy generated by the use of transmedia in advertisement creation. • Be able to master basic advertisement creation.
Remark	