

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

Functional Area - 跨媒體服務

Title	Master the concept in creation of digital entertainment
Code	106362L5
Range	The framework for creation of digital entertainment is based mainly upon the elements of theme, level, game, and scene. While the themes can be anything, in transmedia creation they are usually created around human-related topics for the ease of linking up players. The use of level and game can increase the degree of entertainment and challenge to the players. Changes of scenes can avoid the risk of players feeling tired and monotonous towards a game under the same theme. The mastery of basic digital entertainment creation can increase participation of players with the use of different platforms.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the elements of digital entertainment creation, such as theme, level, game, and scene, and exploit the power of interaction of the four elements.</p> <p>2. Master the use of digital entertainment in increasing participation of audience- in a transmedia campaign. Understand the benefits of a theme with personification in facilitating collaboration among different media.</p> <p>3. Riding on the above competency, master the creation of basic digital entertainment and increase participation of audience through the use of different media platforms.</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 effect of digital entertainment in increasing participation of audience in a transmedia campaign. • Be able to master basic creation of digital entertainment.
Remark	