

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

Functional Area - 跨媒體服務

Title	Master transmedia production workflow
Code	106363L5
Range	The partnership models in a transmedia cooperation would vary according to the situation rather than following a fixed format, and the production workflow would vary accordingly. A mastery of the transmedia production workflow is important, as it provides some kinds of common language among different media, which would facilitate collaboration.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master how to change the workflow of transmedia production and optimize the cooperation. 2. Master the common language in production workflows of different media in order to generate satisfactory dovetailing. 3. Riding on the above competency, master the workflow in transmedia production.
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 common language of production workflow of different media in order to generate satisfactory dovetailing. • Be able to master transmedia production workflow.
Remark	