

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

Functional Area - 跨媒體服務

Title	Understand the creation and strategic direction of transmedia
Code	106364L6
Range	In tandem with advances in information technology, media become far reaching and are changing the emphasis on coverage with mass media to personalization based on interactive media. There is also a change from unidirectional distribution of content from the publisher in the past to creation, distribution and amendment of contents through interaction between the publisher and the audience, as well as that between audiences in a multi-directional and participative manner. Transmedia creation brings in the synergy of utilizing various media platforms to achieve great impacts that have not been reached by a single media before. Different from multimedia, transmedia assembles different media into one hosting media, platform or channel. It does not rely on one single leading media, but holistically form a strategic direction through co-creation of a few media using multi-platform and multi-channel for achieving an impact.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the differences between multimedia and transmedia, and which scenarios are suitable for applying what approach.</li> <li>2. Understand the strategic direction and interactive mechanism with audiences behind success cases of transmedia campaign.</li> <li>3. Riding on the above competency, further the publishing concept to integrate more media, platform and channel.</li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to describe the new concept of transmedia.</li> <li>• Be able to participate in strategic discussions of transmedia creation.</li> </ul>
Remark	