

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

Functional Area - 跨媒體服務

Title	Understand the partnership models of transmedia
Code	106365L6
Range	Transmedia creation by nature crosses the boundaries of different media in the past. They include write-up in printed book/ e-book, blog/ micro blog/ Facebook, lyrics, lines/ dialogue and news broadcast, audios in music, folios, beat, and phone-in/ commentary radio programme, advertisement creation in gimmick, message, and hot/ viral topics, graphic creation in comic, photography, illustration, font, symbol, color and layout, fashion design in generation, ethnic, color, character, and image,, digital entertainment creation as in theme, level, game, and scene, video creation in film, animation, character, special effects, story and social background, arts in behavior, perspective, performance, individual and ethnicity There is a lot of common ground for different media, though the incompatibility of channels in the past has drawn boundaries between them: going to the cinema for films, to the opera for music and bookstore for books. But technological innovation and frequent interactions have changed the world of media, and transmedia offers a form of partnership to pragmatically deal with what appears to be a chaotic situation.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the platforms and channels of other media besides e-publishing and print publishing, and the interactive relationships of these media with the audiences.</p> <ul style="list-style-type: none"> • Understand the unique position of e-publishing and print publishing in transmedia creation, and the partnership in the co-creation process in collaboration with other media. • Understand the different degree of closeness of relationships between different partners in a transmedia partnership. <p>2. Master the clear guidelines with an overarching framework for “dos and don’ts” in a co-creation process for partner media.</p> <p>3. Based on the above competency, participate in the co-creation process in transmedia partnership project.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to establish a position for publishing and printing in a transmedia creation team. • Be able to participate in the co-creation process in transmedia partnership project.
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