

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Edit the video content of website
Code	107115L3
Description	According to business needs, apply appropriate software to edit the website video content
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the formatting characteristics of network video <ul style="list-style-type: none"> • Understand the features and applications of video codecs (Video Codec) • Understand the streaming technology in market including <ul style="list-style-type: none"> ○ Unicast / HTTP single point of streaming technology, ○ P2P peer-to-peer streaming technology, and ○ Multicast • Understand the hardware and software requirements of various Adaptive Streaming technologies (ABS) • Understand the collection of video content channels, including video sites, search engines and their own production • Determine if the audio source is appropriate 2. Apply software to edit video content <ul style="list-style-type: none"> • Software includes Adobe Premiere, Avid Media Composer, iMovie etc. • Edit video contents according to the requirements of business units • Add background audio and subtitles for video content 3. Exhibit professionalism <ul style="list-style-type: none"> • In editing and publishing web content video content, strictly comply with the latest laws and regulations such as copyright, privacy and information safety, etc., to ensure that the video content does not violate the relevant regulations
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • master the operation of the video editing software to edit video content • apply appropriate decoding and technology to release video according to the business needs
Remark	