

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Develop website thematic content
Code	107120L5
Description	Develop website thematic content to strengthen the corporate promotion effectiveness.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Develop website thematic content</p> <ul style="list-style-type: none"> • Master the requirements of website production for thematic content <ul style="list-style-type: none"> ○ The primary goal: to attract users attention with eye-catching visual effects ○ Page features: use simple topic to generate impressive visual effects ○ Time limitation: there is time limitation of the thematic content page that rare visit to the page afterwards • Setup the main criteria for the thematic content page design <ul style="list-style-type: none"> ○ Define user experience and communication needs ○ Establish thematic structure <ul style="list-style-type: none"> ▪ Headline design: the topic design is similar to a large banner advertisement ▪ Need to consider content convergence ▪ Size of the topic: for example Weibo topics usually has much content with too high of page height. The design needs appropriate shortening of the spacing between columns so as to reduce the height of the page ▪ Front page image: in addition to the visual elements, it is more important to emphasize on the thematic title • Analyse the details of the thematic content design <ul style="list-style-type: none"> ○ Headline to have scalability with special attention to the different screen resolution for display ○ Interactive details: provide better user experience with the button flip and other interactive elements ○ The extension and unity of the visual design of the topic itself <p>2. Exhibit professionalism</p> <ul style="list-style-type: none"> • Not to damage the interests of corporates and users when using the website contents • Follow the relevant legal requirements when managing the website thematic content
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Design appropriate website thematic content • Analyse the focus of thematic content
Remark	