

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Create multimedia content
Code	107205L3
Description	According to the requirements of corporate or departments, apply multimedia content design and processing applications and other advanced technologies (such as virtual reality and augmented reality technology, etc.) to create multimedia website contents.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the types and characteristics of multimedia</p> <ul style="list-style-type: none"> • Understand the text, images, animation, audio, video data import, output format and process <p>2. Apply multimedia content to design and process software applications</p> <ul style="list-style-type: none"> • Create graphic design, such as flat images, layout and related apps such as Illustrator, Photoshop, etc. • Create animations such as stereoscopic, stereoscopic, and related apps such as 3DS Max, MAYA, etc. • Edit sound effects, such as making sound effects, live recording and mastering related applications such as After Effects • Perform video shooting, such as venue schedule, control lighting, post-production, splicing, dubbing, mixing and balancing, and related applications such as Premiere, Final Cut Pro, etc. • Apply other advanced multimedia technologies, such as virtual reality content, sensor technology, augmented reality technology, real and virtual interactive technology <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the website multimedia content complies with intellectual property legislation. • Design suitable multimedia types which could integrate different kinds of multimedia contents.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Understand a variety of multimedia content design and processing applications. • Design suitable multimedia contents. • Apply other advanced technologies (such as virtual reality technology, augmented reality technology, etc.)
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