

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Edit the image content of website
Code	111246L3
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to apply appropriate software to edit the website image content according to business needs.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of editing website</p> <ul style="list-style-type: none"> • Understand the formatting features of the network image, including: JPEG / JPG format, GIF format, PNG format, BMP (Windows dot matrix) format, PICT format • Master the network image collection channels, including: professional image website, website with its own images, search engine, own shooting / production • Understand and follow the copyright procedures for using photos <p>2. Edit the image content of website</p> <ul style="list-style-type: none"> • Apply software to edit images (e.g. Photoshop, Lightroom) • Master the criteria for selecting images <ul style="list-style-type: none"> ○ Technical standards: elements, clarity, exposure, contrast, depth of field ○ Information standards: the main body, the environment, the tendency or position ○ Aesthetic standards: composition, moments, emotions, colours ○ Moral or legal standards: pornography, violence, bloody, infringing right, privacy, reputation, disclosure, national security • Master the perspective of image processing <ul style="list-style-type: none"> ○ Image trim ○ Partial light dimming ○ Edit the contrast of the image and its curve ○ Turn colour images into black and white images, and bleaching ○ Fine-tune the colour of the picture, saturation, image filter ○ Repair the stain on the image <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implement to meet the requirements of corporate development • Comply with the latest regulatory requirements of the Government (e.g. the Trade Descriptions Ordinance and the Copyright Ordinance), privacy and information security. The editorial content does not violate the relevant regulations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Grasp the website image access channels; • Apply commonly used image editing software for editing according to business needs; and • Understand and follow the copyright procedures for using images.
Remark	This UoC is adopted from 107113L3