Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Edit the audio content of website
Code	111247L3
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 audio content according to business needs.
Level	3
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand the knowledge of editing website - Understand the formatting characteristics of network audio - Non-distortion format, including: WAV, PCM, ALS, ALAC, TAK, FLAC, APE, WavPack (WV) - Distortion format, including: MP3, AAC, WMA, Ogg Vorbis - Master the network audio collection channels - Common channels include: internet radio, professional music website, network sharing platform, search engine - Other channels: own production - Understand and comply with copyright procedures for the use of audio 2. Edit the audio content of website - Master network audio editing standards - Apply software to edit audio (e.g. Audacity, Adobe Audition) - Various transformations for the audio data itself (e.g. fade in, fade out, volume adjustment) 3. Exhibit professionalism - In editing and publishing web content audio content, comply with the latest laws and regulations such as copyright, privacy and information safety, etc., to ensure that the audio content does not violate the relevant regulations
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Grasp the website audio access channels; - Apply commonly used audio editing software for editing according to business needs; and - Understand and follow the copyright procedures for using audio.
Remark	This UoC is adopted from 107114L3