

Printing and Publishing Industry of Hong Kong Specification of Competency Standards

Revised First Edition
**(related to Vocational
Qualifications Pathway)**

December 2022

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the Printing and Publishing
Industry of Hong Kong**

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Content

Forewords		1-1
Chapter 1	Qualifications Framework (QF)	1-3
Chapter 2	Specification of Competency Standards for the Printing and Publishing Industry (Revised Edition)	
	List of Competencies for Printing Industry Practitioner	2-1
	List of Competencies for Publishing Industry Practitioner	2-13
	Full list of Competencies in all Functional Areas of Printing Industry	
	Units of Competency in Functional Area of Operation and Management	2-24
	Units of Competency in Functional Area of Creativity	2-26
	Units of Competency in Functional Area of Prepress Technology	2-27
	Units of Competency in Functional Area of Printing Technology	2-29
	Units of Competency in Functional Area of Postpress Technology	2-31
	Units of Competency in Functional Area of Estimation and Costing	2-32
	Units of Competency in Functional Area of Customer/Consumer Relations	2-33
	Units of Competency in Functional Area of Information Technology	2-34
	Units of Competency in Functional Area of Quality Management	2-35
	Units of Competency in Functional Area of Printing Machinery	2-36
	Units of Competency in Functional Area of Colour Management	2-37
	Units of Competency in Functional Area of Product Structure	2-38

Units of Competency in Functional Area of Material Technology	2-39
Units of Competency in Functional Area of Green Printing	2-40
Units of Competency in Functional Area of e-Commerce	2-41
Full list of Competencies in all Functional Areas of Publishing Industry	
Units of Competency in Functional Area of Management	2-42
Units of Competency in Functional Area of Editing	2-44
Units of Competency in Functional Area of Art and Design	2-46
Units of Competency in Functional Area of Production	2-47
Units of Competency in Functional Area of Marketing	2-48
Units of Competency in Functional Area of Distribution and Sales	2-49
Units of Competency in Functional Area of Logistics/ Warehousing/ Transportation	2-50
Units of Competency in Functional Area of e-Publishing	2-51
Units of Competency in Functional Area of Transmedia Service	2-53

Chapter 3 New and Revised Units of Competency (UoCs)

New and revised Units of Competency related to Vocational Qualifications Pathway of Printing Industry	3-1
New and revised Units of Competency related to Vocational Qualifications Pathway of Publishing Industry	3-65

Chapter 4 Revised Vocational Qualifications Pathway (VQP) for Printing and Publishing industry

	Vocational Qualifications Pathway for Printing industry (Prepress function)	4-1
	Qualification Specifications for each job post in the Prepress function of Printing industry	4-3
	Vocational Qualifications Pathway for Publishing industry (Editorial function)	4-23
	Qualification Specifications for each job post in the Editorial function of Publishing industry	4-24
Chapter 5	Suggested UoC clusters suitable for training in Printing and Publishing Industry	
	Suggested UoC clusters of the main job posts under the VQP in Printing Industry (Prepress Function)	5-1
	Suggested UoC clusters of the main job posts under the VQP in Publishing Industry (Editorial Function)	5-22
Appendix 1	Generic Level Descriptors for Qualification levels of the Qualifications Framework	

Forewords

The Printing and Publishing Industry is one of the earliest industries in implementing Qualifications Framework. In April 2004, the Education and Manpower Bureau (currently the Education Bureau) assisted the Printing and Publishing Industry in establishing “Industry Training Advisory Committee (ITAC)” to promote the implementation of Qualifications Framework within the industry. The ITAC developed the First Edition of “Specification of Competency Standards (SCS)” for the industry and its revised version in 2007 and 2015 respectively. In order to strengthen the long-term manpower planning and training in the Printing and Publishing industry, the ITAC developed “Vocational Qualifications Pathway (VQP)” for the industry in 2019. VQP represents a clear roadmap for progression for Printing and Publishing industry, and provides the information on progression in the industry, which encourages the current practitioners to continue their learning and attracts new talents to the industry. The VQPs developed covers the “Prepress function” and “Editorial function” respectively, and each job position in the pathways are mapped with appropriate Units of Competency (UoCs) drawn from SCS. During the development process of VQP, the ITAC identified new knowledge and skills that were not covered in the SCS, or existing UoCs that that required updates. Consequently, the ITAC launched a project of “Updating Units of Competency (related to Vocational Qualifications Pathway)” in late 2020. In this project, the Advanced Printing Technology Centre and the Hong Kong Publishing Professional Society were appointed to update the UoCs in the Printing industry and Publishing industry respectively. The revision of UoCs aims to meet the evolving needs of the Printing and Publishing industry and provide guidelines that align with market demands for the human resources and training in the industry.

The review and revision work was conducted in five stages, including referencing market information, relevant legislations and documents, conducting focused group discussions with the industry representatives, collecting feedback through telephone interviews etc., and finally conducting industry consultations to establish the final version. The results of the review and revision are summarised as follows:

- Printing industry UoCs: In order to align with the market developments and practical work, certain UoCs related to colour management were deleted or integrated. A total of 10 new UoCs were added, and the content of 22 UoCs were revised.
- Publishing industry UoCs: A total of 19 new UoCs were added, and the content of 11 UoCs was revised.

- Vocational Qualifications Pathway: The review covered the VQP developed in 2019. The number of job posts and the progression pathways for the Prepress function of Printing industry and the Editorial function of Publishing industry remain unchanged. However, the matched UoCs will incorporate the newly added and updated UoCs.
- Recommended UoC clusters for training suitability: In order to encourage training providers to develop training programmes based on the VQPs, a set of UoC clusters was proposed in this project. These combinations focus on core and additional competencies for each major job posts under VQP, with a principle of not exceeding 30 credits. Training providers can refer to directly adopt these recommendations.

The review and revision of the SCS of Printing and Publishing industry comprises the latest industry development needs and competency requirements. Updates and revisions have been made in response to the latest legislation, aiming to provide more comprehensive standards and guidelines for the industry and training providers in manpower planning and training programmes development. The objective is to continuously enhance the talent development in the Printing and Publishing industry.

Chapter 1

Qualifications Framework

Hong Kong Qualifications Framework

The Qualifications Framework (QF) is a voluntary participatory qualification systems consisting of seven levels. It provides an objective benchmark to determine the complexity and difficulty of individual qualifications, as well as organizes and categorises qualifications of different nature and titles. The QF is underpinned by an independent quality assurance (QA) mechanism, which enhances the industry recognition of recognised qualifications irrespective of the learning mode and pathway.

The Printing and Publishing ITAC is responsible for the development of its industry-specific, task-based competency standards for the identified major functional areas within the industry. The SCS, in the form of Units of Competencies (UoCs), provides quantitative and qualitative specifications on the competencies required for specific tasks. They also specify information such as the integrated outcome standards, QF level and credits.

The SCS is beneficial for vocational education and training providers in designing courses. They also assist human resources management personnel in arranging the talent development of their employees. Besides, these standards can be used by organisations within the industry to recognize outstanding performance and award relevant qualifications. In the long run, the SCS contribute to the sustainability of the industry and serve as a cornerstone for enhancing its competitiveness.

The QF aims to provide the general public with clear and accessible learning pathways for continuing education, facilitating the developing of individual roadmaps and the attainment of quality-assured qualifications. Learners can follow specific learning pathways to progressively enhance their specialised skills (vertical development) or acquire a range of skills through traversing learning pathways, achieving versatility (horizontal development). The comprehensive implementation of the QF fosters a culture and atmosphere of lifelong learning and continuing education within the industry. Furthermore, with active participation from employers and employees, as well as the widespread industry recognition, the implementation of the QF encourages education and training providers to meet societal and industry needs by offering quality learning programmes.

Qualifications Framework Levels

The QF consists of seven levels, ranging from level 1 to level 7, with level 1 being the foundational level and level 7 being the highest. The outcome standards for each level are depicted by a set of Generic Level Descriptors (GLD) (Appendix 1). The GLDs specify the relative complexity, demands, and difficulty of each qualification level in respect of the following four domains:

- a. Knowledge and intellectual skills;
- b. Processes;
- c. Autonomy and accountability; and
- d. Communication, ICT and numeracy

In the SCS, the QF level for each UoC is determined with reference to the GLD. It is worth to note that the listed competencies within each UoC may fall within the scope of GLD domains either entirely or partially. Therefore, the assignment of the QF level assignment primarily considers the integrated outcome standards of that UoC.

Each QF level represents an independent and non-overlapping unit. It is not possible to assign a UoC between two QF levels. Besides, if a UoC does not fully match the competency requirements of one or more domains within a QF level, it will be assigned to the next lower level.

Qualifications Framework Credits

QF credit is a measure of the size or volume of learning associated with a qualification. It serves as a common currency within the QF, enabling learners to understand the effort and time required for an average learner to achieve the learning outcomes for a particular qualification. QF credit is expressed in terms of notional learning hours. Within the QF, 1 QF credit is equivalent to 10 notional learning hours. This takes into consideration the total hours that an average learner may need to invest across various learning modes, including class attendance, tutorials, laboratory work, workshops, internships, self-study at libraries or home, as well as participation in assessments or examinations.

Chapter 2 Specification of Competency Standards for the Printing and Publishing Industry of Hong Kong (Revised First Edition)

List of Competencies for Printing Industry Practitioner

represents Revised Unit of Competency
 represents New Unit of Competency

Functional Areas Competency Level	OM(Operation and management)	CT (Creativity)	PE (Prepress technology)	PR (Printing technology)	PO (Postpress technology)	EC(Estimation & costing)	CR (Customer/ Consumer relations)	IT (Information technology)	QM (Quality management)	PM (Printing machinery)	CO (Colour management)	PS (Product structure)	MT (Material technology)	GP (Green printing)	EM (e-Commerce)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
1	Know printing related legislation (3 credits) 106232L1	Know basic design (3 credits) PPPRCT101A	Use Chinese and English input techniques (3 credits) PPPRPE101A	Know basic printing technology (3 credits) 106254L1	Know basic postpress technology (3 credits) PPPRPO101A		Understand basic Chinese terminology (3 credits) 106271L1	Know office software operation (3 credits) PPPRIT101A	Know basic print quality management (3 credits) PPPRQM101A	Know the basic operation of printing machinery (3 credits) 106281L1	Know basic colour handling (3 credits) PPPRCO101A	Know broad categories of print product (3 credits) PPPRPS101A	Know the properties of major printing materials (3 credits) 106285L1		
	Know printing corporate structure (3 credits) PPPRM102A		Know computer page composition techniques (3 credits) PPPRPE102A	Know basic operation of lithographic printing press for paper feeding and discharging and registration (3 credits) PPPRPR102A						Know basic printing machinery maintenance (3 credits) PPPRPM102A					
	Know work and production flow of printing enterprise (3 credits) PPPRM103A		Know computer graphics skills (3 credits) PPPRPE103A	Know adjustment and operation of ink roller, dampening, plate, rubber and pressure systems of lithographic printing press (3 credits) PPPRPR103A											
			Know computer retouching techniques (3 credits) PPPRPE104A	Know basic press proof inspection (3 credits) 106255L1											
			Know digital output techniques (6 credits) 106245L1	Know screen printing operation (3 credits) PPPRPR105A											
				Know flexographic printing operation (3 credits) PPPRPR106A											

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency		
2	Understand computerised printing processes (3 credits) 106233L2	Know design skills (3 credits) PPPRCT201A	Master Chinese computer input techniques (3 credits) PPPRPE201A	Understand application of printing technology (3 credits) 106256L2	Understand the applications of postpress technology (3 credits) 106268L2	Know basic printing cost estimation (3 credits) PPPREC201A	Understand the applications of Chinese terminology (12 學分) 106272L2	Understand office software application (3 credits) PPPRIT201A	Understand printing quality management (3 credits) 106278L2	Assist the maintenance of printing machinery (3 credits) 111044L2	Assist in implementing colour management (6 credits) 111064L2	Understand composition of print products (3 credits) PPPRPS201A	Assist in implementing production or procurement of print production materials (3 credits) 111068L2				
	Know printing logistics (3 credits) PPPRM202A		Assist in implementing computer page composition (3 credits) 111050L2	Master operation of lithographic printing press for paper feeding, delivery and registration (6 credits) 106257L2				Know basic customer services (3 credits) PPPRCR202A				Understand digital storage media (3 credits) 106284L2	Implement safe transportation, handling and storage of materials and wastes (3 credits) 111070L2				
			Assist in implementing computer graphics (3 credits) 111051L2	Master techniques for adjusting and operating ink roller, dampening, plate, rubber and pressure systems of lithographic printing press (3 credits) PPPRPR203A													
			Assist in computer retouching (3 credits) 111052L2	Understand screen printing procedures (3 credits) PPPRPR204A													
			Understand manual assembly / plate making methods (3 credits) PPPRPE205A	Master ink mixing techniques (3 credits) PPPRPR205A													

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	
2			Know basic digital photography techniques (6 credits) 106246L2	Understand flexographic printing procedures (3 credits) PPRPR206A												
			Assist in image scanning (3 credits) 111053L2													
			Assist in examining, remedying and converting digital files (Preflight) (4 credits) 111047L2													

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency		
3	Understand printing related legislations (6 credits) 106234L3	Know cultural studies (3 credits) PPRCT301A	Understand digital photography technology (3 credits) PPRPE301A	Master printing technology (3 credits) PPRPR301A	Understand postpress technological control (3 credits) PPRPO301A	Understand printing cost estimation (3 credits) PPREC301A	Master English/Chinese communication in printing industry (4 credits) PPRCR301A	Understand basic computer and network technology (3 credits) PPRIT301A	Understand print quality control and management (6 credits) 106279L3	Understand workings of printing machinery (3 credits) PPRPM301A	Implement colour management (6 credits) 111065L3	Understand composition of major paper print products (3 credits) PPRPS301A	Understand the structures of printing materials (6 credits) 106287L3				
	Know digital printing procedures (6 credits) 106235L3	Understand design (3 credits) PPRCT302A	Master manual assembly / plate making techniques (6 credits) PPRPE302A	Understand digital printing technology (6 credits) 106258L3				Understand customer service requirements and methods (3 credits) PPRCR302A	Understand Internet (3 credits) PPRIT302A				Understand use of digital media carrier (3 credits) PPRPS302A				
	Understand the techniques for controlling print production processes (6 credits) 106236L3	Apply design thinking method to assist in the planning and executing the problem-solving solutions (3 credits) 111072L3	Implement computer graphics (6 credits) 111054L3	Master lithographic printing technology (6 credits) PPRPR303A				Understand marketing skills (3 credits) PPRCR303A	Understand basic programming and internet publishing techniques (6 credits) 106274L3								
	Understand printing production management (6 credits) 106237L3		Implement computer retouching (6 credits) 111055L3	Master press proof inspection (3 credits) PPRPR304A													
	Understand logistics control for printing (3 credits) PPROM305A			Implement computer page composition (6 credits) 111056L3	Implement the printing standardization (6 credits) 111043L3												

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
3	Understand personnel management (3 credits) PPPROM306A		Examine, remedy and convert digital files (Preflight) (6 credits) 111048L3												
			Implement image scanning and correction (3 credits) 111057L3												
			Implement digital imposition (4 credits) 111049L3												
			Implement computer-to-plate (CTP) (6 credits) 111060L3												
			Implement digital file management (3 credits) 111061L3												
			Implement secure online file access, file management and maintenance (3 credits) 111063L3												

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	
4	Master printing related legislations (6 credits) 106238L4	Understand printing design (3 credits) PPPRCT401A	Monitor digital prepress work (6 credits) 111062L4	Master printing technology application (6 credits) PPPRPR401A	Understand requirements for postpress technology and techniques for controlling (3 credits) PPPRPO401A	Understand print costing (3 credits) PPPREC401A	Master use of marketing skills (6 credits) PPPRCR401A	Master use of computer and network (3 credits) PPPRIT401A	Master print quality control and management skills and application (6 credits) PPPRQM401A	Master use of printing machinery (6 credits) PPPRPM401A	Monitor colour management and formulate related plan (6 credits) 111066L4	Know structure of special print products (3 credits) PPPRPS401A	Understand printing material testing (6 credits) 106288L4	Master the calculation of carbon footprints (3 credits) 106290L4	Understand the deployment of e-commerce in printing industry (3 credits) 106296L4	
	Understand techniques for controlling digital flow (3 credits) PPPRM402A	Apply the design thinking method and execute the problem-solving solutions (3 credits) 111071L4	Monitor image input and correction (6 credits) 111058L4	Understand special printing techniques (3 credits) PPPRPR402A		Master use of print costing (6 credits) PPPREC402A	Master customer service skills (4 credits) PPPRCR402A	Understand Internet technology (6 credits) 106275L4		Formulate and supervise maintenance and repair plans for printing equipment (3 credits) 111045L4		Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes (3 credits) 111069L4	Master print production workflows that meet the international environmental standards (6 credits) 106291L4	Understand the customer services of e-commerce in printing industry (3 credits) 106297L4		
	Master the electronic information system for printing (6 credits) 106239L4		Master digital output techniques (6 credits) 106251L4	Understand 3D Lenticular Printing technology (6 credits) 106259L4				Know server services (3 credits) PPPRIT403A		Formulate and supervise the test plan and write report for the printing system (6 credits) 111046L4			Master the calculation of electronic/ digital media's carbon footprints (3 credits) 106292L4			
	Master printing production flow planning and management techniques (4 credits) PPPRM404A		Understand digital printing flow system (6 credits) PPPRPE404A	Formulate and supervise printing standardization solutions (6 credits) 111042L4				Know use of database system (3 credits) PPPRIT404A								
	Master logistic control techniques for printing (4 credits) PPPRM405A							Know World Wide Web server programming techniques (3 credits) PPPRIT405A								

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	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	
4	Master skills for printing professionals training and management (4 credits) PPPROM406A							Master the techniques for publishing digital audio-visual contents over the internet (6 credits) 106276L4								
	Adopt income based expenditure management and operation code for printing enterprise (4 credits) PPPROM407A															

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	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	
5	Set departmental budget (4 credits) PPPROM501A	Master cross-media, cross-culture and cross-product design elements (6 credits) PPPRCT501A	Plan facilities configuration and development of prepress department (4 credits) PPPRPE501A	Plan facilities configuration and development of printing department (4 credits) PPPRPR501A	Plan facilities configuration and development of postpress department (4 credits) PPPRPO501A	Master cost and price estimation of newly developed print products (6 credits) PPPREC501A	Master annual turnover and profit targets attainment (6 credits) PPPRCR501A	Understand printing server service application (3 credits) PPPRIT501A	Master skills for resolving and handling customer complaint concerning print quality (6 credits) PPPRQM501A			Formulate colour management and colour standardization process for company (6 credits) 111067L5		Adopt printing material standards (6 credits) 106289L5	Formulate corporate environmental policies (3 credits) 106293L5	Understand order fulfillment system for e-commerce in printing industry (3 credits) 106298L5
	Set budget balancing management system and operation code for printing enterprise (4 credits) PPPROM502A		Master upstream and downstream coordination in prepress department (4 credits) PPPRPE502A	Master upstream and downstream coordination for printing department (4 credits) PPPRPR502A	Master upstream and downstream coordination for postpress department (4 credits) PPPRPO502A	Master set up and maintenance of computerized pricing system for printing (6 credits) PPPREC502A	Formulate print product marketing strategies (6 credits) 106273L5	Understand use of database system on Internet (3 credits) PPPRIT502A	Employ printing standard in establishing a coherent quality assurance mechanism (6 credits) 106280L5					Formulate policies on procurement of environmentally friendly papers (6 credits) 106294L5	Understand online store for e-commerce in printing industry (6 credits) 106299L5	
	Set departmental operation plan, management structure and professional code for printing enterprise (4 credits) PPPROM503A		Master horizontal coordination of prepress department (4 credits) PPPRPE503A	Master horizontal coordination of printing department (4 credits) PPPRPR503A	Master horizontal coordination of postpress department (4 credits) PPPRPO503A		Master customer printing contract and service plan writing (6 credits) PPPRCR503A	Understand printing network planning (3 credits) PPPRIT503A						Formulate corporate policies on procurement and use of green printing materials (3 credits) 106295L5	Establish marketing plan and sell the non-paper based print products through e-commerce in printing industry (3 credits) 106300L5	
	Effect human resources management (4 credits) PPPROM504A		Plan remote prepress processing flow (4 credits) PPPRPE504A	Establish printing press calibration procedure in compliance with international printing standard (6 credits) 106260L5	Understand inline postpress technology for variable data printing (3 credits) 106269L5											Establish network security system for e-commerce in printing industry (3 credits) 106301L5

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Functional Areas Competency Level	OM (Operation and management)	CT (Creativity)	PE (Prepress technology)	PR (Printing technology)	PO (Postpress technology)	EC (Estimation & costing)	CR (Customer/Consumer relations)	IT (Information technology)	QM (Quality management)	PM (Printing machinery)	CO (Colour management)	PS (Product structure)	MT (Material technology)	GP (Green printing)	EM (e-Commerce)		
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency		
5	Set up digital flow system (6 credits) PPPROM505A		Formulate digital printing workflow system (6 credits) 111059L5	Establish development plan for inkjet printing products (6 credits) 106261L5	Understand inline postpress technology (3 credits) 106270L5											Establish payment gateway system for e-commerce in printing industry (3 credits) 106302L5	
	Master techniques for load balancing between production processes (6 credits) PPPROM506A		Master uniform calibration in prepress (6 credits) 106252L5	Establish development plan for large format inkjet printing products (6 credits) 106262L5												Establish marketing plan for e-commerce in printing industry (6 credits) 106303L5	
	Master establishment of computerized warehousing system for printing materials and print products (6 credits) PPPROM507A				Establish development plan for variable data printing technology (6 credits) 106263L5												
	Set departmental procedures and codes for printing material purchasing and outsource processing (4 credits) PPPROM508A				Establish development plan for electrostatic printing products (6 credits) 106264L5												
	Understand the system and development of printing standards (3 credits) 106240L5				Establish inline quality monitoring system for lithographic printing press (3 credits) 106265L5												

List of Competencies for Printing Industry Practitioner

represents Revised Unit of Competency
 represents New Unit of Competency

Functional Areas Competency Level	<u>OM (Operation and management)</u>	<u>CT (Creativity)</u>	<u>PE (Prepress technology)</u>	<u>PR (Printing technology)</u>	<u>PO (Postpress technology)</u>	<u>EC (Estimation & costing)</u>	<u>CR (Customer/ Consumer relations)</u>	<u>IT (Information technology)</u>	<u>QM (Quality management)</u>	<u>PM (Printing machinery)</u>	<u>CO (Colour management)</u>	<u>PS (Product structure)</u>	<u>MT (Material technology)</u>	<u>GP (Green printing)</u>	<u>EM (e-Commerce)</u>
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
5	Understand the merits and purposes of print standards (3 credits) 106241L5			Establish effective anti-counterfeit printing and authentication system (6 credits) 106266L5											
	Master resource requirements for implementing printing standards (6 credits) 106242L5			Analyse development potentials of functional material printing products (6 credits) 106267L5											
	Understand certification of printing standards (6 credits) 106243L5														
	Plan smart production (5 credits) 111073L5														

List of Competencies for Printing Industry Practitioner

represents Revised Unit of Competency

represents New Unit of Competency

Functional Areas Competency Level	OM (Operation and management)	CT (Creativity)	PE (Prepress technology)	PR (Printing technology)	PO (Postpress technology)	EC (Estimation & costing)	CR (Customer/ Consumer relations)	IT (Information technology)	QM (Quality management)	PM (Printing machinery)	CO (Colour management)	PS (Product structure)	MT (Material technology)	GP (Green printing)	EM (e-Commerce)		
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency		
6	Set short, medium and long term goals for printing enterprise (6 credits) PPPROM601A	Plan new product production line (6 credits) PPPRCT601A	Plan digital printing workflow system (6 credits) 106253L6			Set production price for printing enterprise (6 credits) PPPREC601A	Establish long-term business partnership with customer (6 credits) PPPRCR601A	Build an online transaction system catering for printing business (6 credits) 106277L6	Set up print product total quality management system (6 credits) PPPRQM601A							Plan for the establishment of e-commerce business for a printing company (6 credits) 106304L6	
	Plan printing enterprise operation structure and general codes (6 credits) PPPROM602A						Develop new market for printing services (6 credits) PPPRCR602A	Plan printing enterprise network (6 credits) PPPRIT602A									Establish financial management system for e-commerce in printing industry (6 credits) 106305L6
	Ensure effective enterprise operation by flexibly implementing Entrepreneurial Resources Planning (6 credits) 106244L6							Develop server service (6 credits) PPPRIT603A									
	Master printing enterprise financing method and skills (6 credits) PPPROM604A																
	Work out printing production plant design (6 credits) PPPROM605A																

List of Competencies for Printing Industry Practitioner

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 represents New Unit of Competency

Functional Areas	<u>OM (Operation and management)</u>	<u>CT (Creativity)</u>	<u>PE (Prepress technology)</u>	<u>PR (Printing technology)</u>	<u>PO (Postpress technology)</u>	<u>EC (Estimation & costing)</u>	<u>CR (Customer/ Consumer relations)</u>	<u>IT (Information technology)</u>	<u>QM (Quality management)</u>	<u>PM (Printing machinery)</u>	<u>CO (Colour management)</u>	<u>PS (Product structure)</u>	<u>MT (Material technology)</u>	<u>GP (Green printing)</u>	<u>EM (e-Commerce)</u>	
Competency Level	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	
6	Establish scale of operation for strategic business unit of printing enterprise (6 credits) PPPROM606A															
	Master skills for handling crises in printing enterprise (6 credits) PPPROM607A															

List of Competencies for Publishing Industry Practitioner

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Functional Areas	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
Competency Level	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
2			Know layout design skills (3 credits) PPPUAD201A						
			Know expression skills for illustration (3 credits) PPPUAD202A						
			Know multimedia design skills (3 credits) 106317L2						

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	<u>MN (Management)</u>	<u>ED (Editing)</u>	<u>AD (Art and design)</u>	<u>PD (Production)</u>	<u>MK (Marketing)</u>	<u>DS (Distribution and sales)</u>	<u>LO (Logistics/Warehousing/Transportation)</u>	<u>EP (E-publishing)</u>	<u>TM (Transmedia)</u>
	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>
3		Know English usage (3 credits) PPPUED301A	Know printing processes (3 credits) PPPUAD301A	Know basic processing flow for printing (3 credits) 106320L3		Understand sales and marketing skills (6 credits) 106321L3	Warehouse management (6 credits) PPPULO301A		
		Know modern Chinese (3 credits) PPPUED302A	Understand book design skills (4 credits) PPPUAD302A			Understand the distribution workflow (6 credits) 106322L3	Fleet management (3 credits) PPPULO302A		
		Know classical Chinese (3 credits) PPPUED303A	Understand cover design skills (4 credits) PPPUAD303A				Know flow of goods (3 credits) PPPULO303A		
		Apply information retrieval to execute editorial tasks (3 credits) 111087L3	Understand multimedia design skills (6 credits) 106318L3						
		Apply basics of editorial studies to assist in the execution of editorial tasks (3 credits) 111088L3							
		Know basic proofreading skills (3 credits) PPPUED306A							
		Know English-Chinese translation skills (3 credits) PPPUED307A							
		Know Chinese-English translation skills (3 credits) PPPUED308A							

List of Competencies for Publishing Industry Practitioner

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Competency Level	Functional Areas	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
3			Use social media to assist in company promotion, sales and brand image building (3 credits) 111093L3							
			Using bestselling book information and case studies to assist in new book ideas generation and planning (3 credits) 111095L3							

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
4	Apply knowledge of publishing studies to execute publishing tasks (3 credits) 111076L4	Master use of English (6 credits) PPPUED401A	Master various design skills (6 credits) 106319L4	Understand processing for printing (4 credits) PPPUPD401A	Understand reader psychology (4 credits) PPPUMK401A	Book distribution (6 credits) PPPUDS401A	Transaction management (6 credits) PPPULO401A	Understand target reader groups of e-publishing (6 credits) 106323L4	
	Apply knowledge of relevant legislations to execute publishing work (3 credits) 111077L4	Master editing of practical writing (6 credits) PPPUED402A	Understand cultural features and the arts of different places (4 credits) PPPUAD402A	Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively (4 credits) 111075L4	Master book promotion strategy (6 credits) PPPUMK402A	Price management (6 credits) PPPUDS402A	Understand transportation operation (4 credits) PPPULO402A	Understand the industry chain of e-publishing (6 credits) 106324L4	
	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks (3 credits) 111080L4	Applying editorial studies to execute editorial tasks (3 credits) 111089L4						Understand production methodologies of different e-publishing materials (6 credits) 106325L4	
		Master proofreading skills (6 credits) PPPUED404A						Understand new technology and concept affecting e-publishing development (6 credits) 106326L4	
		Exercise English-Chinese translation skills (6 credits) PPPUED405A							
		Exercise Chinese-English translation skills (6 credits) PPPUED406A							

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Competency Level	Functional Areas	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
4			Use professional English relevant to the publishing industry to perform operational and editorial tasks (3 credits) 111091L4							
			Apply copywriting skills to execute publicity and promotional tasks (3 credits) 111092L4							
			Use social media to formulate effective publicity and promotional solutions (3 credits) 111094L4							
			Analyse bestselling book cases to execute editorial and promotional tasks (3 credits) 111096L4							
			Understand the skills in drafting publishing contracts (3 credits) 111097L4							
			Execute editorial tasks by using the knowledge of communicative conversion in Chinese (3 credits) 111099L4							

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
4		Handle editorial and promotional tasks using professional editing software (3 credits) 111100L4							
		Perform tasks on content archival and retrieval (4 credits) 111102L4							

List of Competencies for Publishing Industry Practitioner

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Competency Level	Functional Areas	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
5	Formulate and execute publishing management plans (6 credits) 11078L5	Plan publication project management (4 credits) PPPUED501A	Develop brand series (3 credits) PPPUAD501A		Copyright trade (4 credits) PPPUMK501A	Formulate the optimal product mix of the published items (4 credits) 111103L5			Master integrated concept of e-publishing (3 credits) 106327L5	Master audio creation concept (6 credits) 106353L5
	Understand publishing (4 credits) PPPUMN502A	Execute management plans for publishing projects (4 credits) 111090L5	Develop publishing design style (3 credits) PPPUAD502A		Formulate publishing market analysis plan (4 credits) PPPUMK502A	Formulate sales plan (4 credits) PPPUDS502A			Understand the relationship between copyright ordinance and e-publishing (3 credits) 106328L5	Master audio production concept (6 credits) 106354L5
	Monitor publishing operation by applying knowledge of relevant laws and regulations (4 credits) 111079L5	Carry out electronic/online publication processing and production (6 credits) 106310L5			Formulate and execute marketing plans for publishing projects (4 credits) 111074L5				Understand the analytics of digital marketing (3 credits) 106329L5	Master video creation concept (6 credits) 106355L5
	Set budget for publishing department (4 credits) PPPUMN504A	Execute electronic/online publishing (6 credits) 106311L5							Establish e-book marketing plan (3 credits) 106330L5	Master video production concept (6 credits) 106356L5
	Understand the applications of e-commerce in publishing industry (6 credits) 106307L5	Execute AV processing and production (6 credits) 106312L5							Establish financial budget for e-publishing (3 credits) 106331L5	Master the concept of comic creation (6 credits) 106357L5

List of Competencies for Publishing Industry Practitioner

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Competency Level	Functional Areas	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
5		Understand the global development trend of media and entertainment industries and their interactive shares in total market size (3 credits) 106308L5	Execute AV publishing (6 credits) 106313L5						Understand the customer data security for e-publishing (3 credits) 106332L5	Master animation creation concept (6 credits) 106358L5
		Execute copyright management tasks by applying copyright knowledge and contract writing skills (4 credits) 111081L5	Master subject selection and commissioning in the editorial process of publishing (6 credits) 106314L5						Master e-book formats (3 credits) 106333L5	Master 3D special effects creation concept (6 credits) 106359L5
		Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy (4 credits) 111082L5	Master the skills for drafting publishing contracts (3 credits) 111098L5						Understand terms of co-operation of e-bookshop (3 credits) 106334L5	Master social media platform (6 credits) 106360L5
		Formulate content archival and retrieval solutions (4 credits) 111083L5	Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas (4 credits) 111101L5						Master the function of Mark-up Language (ML) in e-book (6 credits) 106335L5	Master advertisement creation concept (6 credits) 106361L5
		Applying contract law and copyright ordinance to supervise cross-border copyright tasks (6 credits) 111084L5							Master the function of Cascading Style Sheets (CSS) in e-book (6 credits) 106336L5	Master the concept in creation of digital entertainment (6 credits) 106362L5

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
5	Assess the actual local and overseas market situations for copyright licensing and assignments of bestselling titles (6 credits) 111085L5							Understand display characteristics of e-book readers (3 credits) 106337L5	Master transmedia production workflow (6 credits) 106363L5
								Master e-book production software (6 credits) 106338L5	
								Master content conversion of e-publishing materials (3 credits) 106339L5	

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	<u>MN (Management)</u>	<u>ED (Editing)</u>	<u>AD (Art and design)</u>	<u>PD (Production)</u>	<u>MK (Marketing)</u>	<u>DS (Distribution and sales)</u>	<u>LO (Logistics/Warehousing/Transportation)</u>	<u>EP (E-publishing)</u>	<u>TM (Transmedia)</u>
	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>	<u>Units of competency</u>
6	Set short term and long term goals for publishing enterprise (6 credits) 106309L6	Develop personal idea and style of publishing (6 credits) PPPUED601A						Establish development strategy for e-publishing (6 credits) 106340L6	Understand creation and strategic direction of transmedia (6 credits) 106364L6
	Set up publishing enterprise management system (6 credits) PPPUMN602A	Formulate publishing policy (6 credits) PPPUED602A						Understand business models of e-publishing (6 credits) 106341L6	Understand the partnership models of transmedia (6 credits) 106365L6
	Set balanced budget management system and operation code for publishing enterprise (6 credits) PPPUMN603A	Formulate copyright management strategy (6 credits) 106315L6						Master digital rights management of e-publishing (6 credits) 106342L6	
	Set departmental operation scheme, management structure and professional code for publishing enterprise (6 credits) PPPUMN604A	Set up copyright management scheme (6 credits) PPPUED604A						Master digital content management of e-publishing (6 credits) 106343L6	
	Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities (6 credits) 111086L6	Implement subject selection, commissioning and planning in trans-region publishing (6 credits) 106316L6						Implement visual and user interface design of e-book (6 credits) 106344L6	
								Implement structure design of e-book (6 credits) 106345L6	

List of Competencies for Publishing Industry Practitioner

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Functional Areas Competency Level	MN (Management)	ED (Editing)	AD (Art and design)	PD (Production)	MK (Marketing)	DS (Distribution and sales)	LO (Logistics/Warehousing/Transportation)	EP (E-publishing)	TM (Transmedia)
	MN	ED	AD	PD	MK	DS	LO	EP	TM
	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency	Units of competency
6								Innovate products and services for digital market (3 credits) 106346L6	
								Formulate promotion strategies for digital market (6 credits) 106347L6	
								Execute workflow management of e-publishing (3 credits) 106348L6	
								Master editorial management of e-publishing (6 credits) 106349L6	
								Master metadata and bibliography of e-book (3 credits) 106350L6	
								Master production software for e-publishing materials (6 credits) 106351L6	
								Master standards of automation for e-publishing (3 credits) 106352L6	

Printing Industry Practitioners

Units of Competencies for Operation and Management

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know printing related legislation	106232L1	3	
	Know printing corporate structure	PPPROM102A	3	
	Know work and production flow of printing enterprise	PPPROM103A	3	
2	Understand computerised printing processes	106233L2	3	
	Know printing logistics	PPPROM202A	3	
3	Understand printing related legislations	106234L3	6	
	Know digital printing procedures	106235L3	6	
	Understand the techniques for controlling print production processes	106236L3	6	
	Understand printing production management	106237L3	6	
	Understand logistics control for printing	PPPROM305A	3	
	Understand personnel management	PPPROM306A	3	
4	Master printing related legislations	106238L4	6	
	Understand techniques for controlling digital flow	PPPROM402A	3	
	Master the electronic information system for printing	106239L4	6	
	Master printing production flow planning and management techniques	PPPROM404A	4	
	Master logistic control techniques for printing	PPPROM405A	4	
	Master skills for printing professionals training and management	PPPROM406A	4	
	Adopt income based expenditure management and operation code for printing enterprise	PPPROM407A	4	
5	Set departmental budget	PPPROM501A	4	
	Set budget balancing management system and operation code for printing enterprise	PPPROM502A	4	
	Set departmental operation plan, management structure and professional code for printing enterprise	PPPROM503A	4	

	Effect human resources management	PPPROM504A	4	
	Set up digital flow system	PPPROM505A	6	
	Master techniques for load balancing between production processes	PPPROM506A	6	
	Master establishment of computerized warehousing system for printing materials and print products	PPPROM507A	6	
	Set departmental procedures and codes for printing material purchasing and outsource processing	PPPROM508A	4	
	Understand the system and development of printing standards	106240L5	3	
	Understand the merits and purposes of print standards	106241L5	3	
	Master resource requirements for implementing printing standards	106242L5	6	
	Understand certification of printing standards	106243L5	6	
	Plan smart production	111073L5	5	3-62
6	Set short, medium and long term goals for printing enterprise	PPPROM601A	6	
	Plan printing enterprise operation structure and general codes	PPPROM602A	6	
	Ensure effective enterprise operation by flexibly implementing Entrepreneurial Resources Planning	106244L6	6	
	Master printing enterprise financing method and skills	PPPROM604A	6	
	Work out printing production plant design	PPPROM605A	6	
	Establish scale of operation for strategic business unit of printing enterprise	PPPROM606A	6	
	Master skills for handling crises in printing enterprise	PPPROM607A	6	

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Printing Industry Practitioners
Units of Competencies for Creativity

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know basic design	PPPRCT101A	3	
2	Know design skills	PPPRCT201A	3	
3	Know cultural studies	PPPRCT301A	3	
	Understand design	PPPRCT302A	3	
	Apply design thinking method to assist in the planning and executing the problem-solving solutions	111072L3	3	3-58
4	Understand printing design	PPPRCT401A	3	
	Apply the design thinking method and execute the problem-solving solutions	111071L4	3	3-60
5	Master cross-media, cross-culture and cross-product design elements	PPPRCT501A	6	
6	Plan new product production line	PPPRCT601A	6	

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Printing Industry Practitioners

Units of Competencies for Prepress Technology

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>	
1	Use Chinese and English input techniques	PPPRPE101A	3		
	Know computer page composition techniques	PPPRPE102A	3		
	Know computer graphics skills	PPPRPE103A	3		
	Know computer retouching techniques	PPPRPE104A	3		
	Know digital output techniques	106245L1	6		
2	Master Chinese computer input techniques	PPPRPE201A	3		
	Implement computer page composition	111050L2	3	3-19	
	Assist in implementing computer graphics	111051L2	3	3-21	
	Assist in computer retouching	111052L2	3	3-23	
	Understand manual assembly / plate making methods	PPPRPE205A	3		
	Know basic digital photography techniques	106246L2	6		
	Assist in image scanning	111053L2	3	3-25	
	Assist in examining, remedying and converting digital files (Preflight)	111047L2	4	3-13	
	3	Understand digital photography technology	PPPRPE301A	3	
		Master manual assembly / plate making techniques	PPPRPE302A	6	
Implement computer graphics		111054L3	6	3-27	
Implement computer retouching		111055L3	6	3-29	
Implement computer page composition		111056L3	6	3-31	
Examine, remedy and convert digital files (Preflight)		111048L3	6	3-15	
Implement image scanning and correction		111057L3	3	3-33	
Implement computer-to-plate (CTP)		111049L3	3	3-17	

	Implement computer-to-plate (CTP)	111060L3	6	3-39
	Implement computer-to-plate (CTP)	111061L3	6	3-40
	Implement secure online file access, file management and maintenance	111063L3		3-43
4	Monitor digital prepress work	111062L4	6	3-41
	Monitor image input and correction	111058L4	6	3-35
	Master digital output techniques	106251L4	6	
	Understand digital printing flow system	PPPRPE404A	6	
5	Plan facilities configuration and development of prepress department	PPPRPE501A	4	
	Master upstream and downstream coordination in prepress department	PPPRPE502A	4	
	Master horizontal coordination of prepress department	PPPRPE503A	4	
	Plan remote prepress processing flow	PPPRPE504A	4	
	Formulate digital printing workflow system	111059L5	6	3-37
	Master uniform calibration in prepress	106252L5	6	
6	Plan digital printing workflow system	106253L6	6	

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Printing Industry Practitioners

Units of Competencies for Printing Technology

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know basic printing technology	106254L1	3	
	Know basic operation of lithographic printing press for paper feeding and discharging and registration	PPRPR102A	3	
	Know adjustment and operation of ink roller, dampening, plate, rubber and pressure systems of lithographic printing press	PPRPR103A	3	
	Know basic press proof inspection	106255L1	3	
	Know screen printing operation	PPRPR105A	3	
	Know flexographic printing operation	PPRPR106A	3	
2	Understand application of printing technology	106256L2	3	
	Master operation of lithographic printing press for paper feeding, delivery and registration	106257L2	6	
	Master techniques for adjusting and operating ink roller, dampening, plate, rubber and pressure systems of lithographic printing press	PPRPR203A	3	
	Understand screen printing procedures	PPRPR204A	3	
	Master ink mixing techniques	PPRPR205A	3	
	Understand flexographic printing procedures	PPRPR206A	3	
3	Master printing technology	PPRPR301A	3	
	Understand digital printing technology	106258L3	6	
	Master lithographic printing technology	PPRPR303A	6	
	Master press proof inspection	PPRPR304A	3	
	Implement the printing standardization	111043L3	6	3-5
4	Master printing technology application	PPRPR401A	6	
	Understand special printing techniques	PPRPR402A	3	
	Understand 3D Lenticular Printing technology	106259L4	6	

	Formulate and supervise printing standardization solutions	111042L4	6	3-3
5	Plan facilities configuration and development of printing department	PPRPR501A	4	
	Master upstream and downstream coordination for printing department	PPRPR502A	4	
	Master horizontal coordination of printing department	PPRPR503A	4	
	Establish printing press calibration procedure in compliance with international printing standard	106260L5	6	
	Establish development plan for inkjet printing products	106261L5	6	
	Establish development plan for large format inkjet printing products	106262L5	6	
	Establish development plan for variable data printing technology	106263L5	6	
	Establish development plan for electrostatic printing products	106264L5	6	
	Establish inline quality monitoring system for lithographic printing press	106265L5	3	
	Establish effective anti-counterfeit printing and authentication system	106266L5	6	
	Analyse development potentials of functional material printing products	106267L5	6	

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Printing Industry Practitioners

Units of Competencies for Postpress Technology

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know basic postpress technology	PPRPO101A	3	
2	Understand the applications of postpress technology	106268L2	3	
3	Understand postpress technological control	PPRPO301A	3	
4	Understand requirements for postpress technology and techniques for controlling	PPRPO401A	3	
5	Plan facilities configuration and development of postpress department	PPRPO501A	4	
	Master upstream and downstream coordination for postpress department	PPRPO502A	4	
	Master horizontal coordination of postpress department	PPRPO503A	4	
	Understand inline postpress technology for variable data printing	106269L5	3	
	Understand inline postpress technology	106270L5	3	

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Printing Industry Practitioners

Units of Competencies for Estimation and Costing

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
2	Know basic printing cost estimation	PPPREC201A	3	
3	Understand printing cost estimation	PPPREC301A	3	
4	Understand print costing	PPPREC401A	3	
	Master use of print costing	PPPREC402A	6	
5	Master cost and price estimation of newly developed print products	PPPREC501A	6	
	Master set up and maintenance of computerized pricing system for printing	PPPREC502A	6	
6	Set production price for printing enterprise	PPPREC601A	6	

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Printing Industry Practitioners

Units of Competencies for Customer/Consumer Relations

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Understand basic Chinese terminology	106271L1	3	
2	Understand the applications of Chinese terminology	106272L2	3	
	Know basic customer services	PPPRCR202A	3	
3	Master English/Chinese communication in printing industry	PPPRCR301A	4	
	Understand customer service requirements and methods	PPPRCR302A	3	
	Understand marketing skills	PPPRCR303A	3	
4	Master use of marketing skills	PPPRCR401A	6	
	Master customer service skills	PPPRCR402A	4	
5	Master annual turnover and profit targets attainment	PPPRCR501A	6	
	Formulate print product marketing strategies	106273L5	6	
	Master customer printing contract and service plan writing	PPPRCR503A	6	
6	Establish long-term business partnership with customer	PPPRCR601A	6	
	Develop new market for printing services	PPPRCR602A	6	

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Printing Industry Practitioners

Units of Competencies for Information Technology

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know office software operation	PPPRIT101A	3	
2	Understand office software application	PPPRIT201A	3	
3	Understand basic computer and network technology	PPPRIT301A	3	
	Understand Internet	PPPRIT302A	3	
	Understand basic programming and internet publishing techniques	106274L3	6	
4	Master use of computer and network	PPPRIT401A	3	
	Understand Internet technology	106275L4	6	
	Know server services	PPPRIT403A	3	
	Know use of database system	PPPRIT404A	3	
	Know World Wide Web server programming techniques	PPPRIT405A	3	
	Master the techniques for publishing digital audio-visual contents over the internet	106276L4	6	
5	Understand printing server service application	PPPRIT501A	3	
	Understand use of database system on Internet	PPPRIT502A	3	
	Understand printing network planning	PPPRIT503A	3	
6	Build an online transaction system catering for printing business	106277L6	6	
	Plan printing enterprise network	PPPRIT602A	6	
	Develop server service	PPPRIT603A	6	

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Printing Industry Practitioners

Units of Competencies for Quality Management

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know basic print quality management	PPPRQM101A	3	
2	Understand printing quality management	106278L2	3	
3	Understand print quality control and management	106279L3	6	
4	Master print quality control and management skills and application	PPPRQM401A	6	
5	Master skills for resolving and handling customer complaint concerning print quality	PPPRQM501A	6	
	Employ printing standard in establishing a coherent quality assurance mechanism	106280L5	6	
6	Set up print product total quality management system	PPPRQM601A	6	

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Printing Industry Practitioners

Units of Competencies for Printing Machinery

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know the basic operation of printing machinery	106281L1	3	
	Know basic printing machinery maintenance	PPPRPM102A	3	
2	Assist the maintenance of printing machinery	111044L2	3	3-7
3	Understand workings of printing machinery	PPPRPM301A	3	
4	Master use of printing machinery	PPPRPM401A	6	
	Formulate and supervise maintenance and repair plans for printing equipment	111045L4	3	3-9
	Formulate and supervise the test plan and write report for the printing system	111046L4	6	3-11

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Printing Industry Practitioners

Units of Competencies for Colour Management

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
2	Assist in implementing colour management	111064L2	6	3-44
3	Implement colour management	111065L3	6	3-46
4	Monitor colour management and formulate related plan	111066L4	6	3-48
5	Formulate colour management and colour standardization process for company	111067L5	6	3-51

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Printing Industry Practitioners

Units of Competencies for Product Structure

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know broad categories of print product	PPPRPS101A	3	
2	Understand composition of print products	PPPRPS201A	3	
	Understand digital storage media	106284L2	3	
3	Understand composition of major paper print products	PPPRPS301A	3	
	Understand use of digital media carrier	PPPRPS302A	3	
4	Know structure of special print products	PPPRPS401A	3	

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Printing Industry Practitioners

Units of Competencies for Material Technology

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
1	Know the properties of major printing materials	106285L1	3	
2	Assist in implementing production or procurement of print production materials	111068L2	3	3-52
	Implement safe transportation, handling and storage of materials and wastes	111070L2	3	3-56
3	Understand the structures of printing materials	106287L3	6	
4	Understand printing material testing	106288L4	6	
	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes	111069L4	3	3-54
5	Adopt printing material standards	106289L5	6	

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Printing Industry Practitioners

Units of Competencies for Green Printing

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
4	Master the calculation of carbon footprints	106290L4	3	
	Master print production workflows that meet the international environmental standards	106291L4	6	
	Master the calculation of electronic/ digital media's carbon footprints	106292L4	3	
5	Formulate corporate environmental policies	106293L5	3	
	Formulate policies on procurement of environmentally friendly papers	106294L5	6	
	Formulate corporate policies on procurement and use of green printing materials	106295L5	3	

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Printing Industry Practitioners

Units of Competencies for e-Commerce

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
4	Understand the deployment of e-commerce in printing industry	106296L4	3	
	Understand the customer services of e-commerce in printing industry	106297L4	3	
5	Understand order fulfillment system for e-commerce in printing industry	106298L5	3	
	Understand online store for e-commerce in printing industry	106299L5	6	
	Establish marketing plan and sell the non-paper based print products through e-commerce in printing industry	106300L5	3	
	Establish network security system for e-commerce in printing industry	106301L5	3	
	Establish payment gateway system for e-commerce in printing industry	106302L5	3	
	Establish marketing plan for e-commerce in printing industry	106303L5	6	
6	Plan for the establishment of e-commerce business for a printing company	106304L6	6	
	Establish financial management system for e-commerce in printing industry	106305L6	6	

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Publishing Industry Practitioners

Units of Competencies for Management

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
4	Apply knowledge of publishing studies to execute publishing tasks	111076L4	3	3-70
	Apply knowledge of relevant legislations to execute publishing work	111077L4	3	3-72
	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks	111080L4	3	3-78
5	Formulate and execute publishing management plans	111078L5	6	3-74
	Understand publishing	PPPUMN502A	4	
	Monitor publishing operation by applying knowledge of relevant laws and regulations	111079L5	4	3-76
	Set budget for publishing department	PPPUMN504A	4	
	Understand the applications of e-commerce in publishing industry	106307L5	6	
	Understand the global development trend of media and entertainment industries and their interactive shares in total market size	106308L5	3	
	Execute copyright management tasks by applying copyright knowledge and contract writing skills	111081L5	4	3-80
	Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy	111082L5	4	3-82
	Formulate content archival and retrieval solutions	111083L5	4	3-84
	Applying contract law and copyright ordinance to supervise cross-border copyright tasks	111084L5	6	3-86
	Assess the actual local and overseas market situations for copyright licensing and assignments of bestselling titles	111085L5	6	3-88
6	Set short term and long term goals for publishing enterprise	106309L6	6	

Set up publishing enterprise management system	PPPUMN602A	6	
Set balanced budget management system and operation code for publishing enterprise	PPPUMN603A	6	
Set departmental operation scheme, management structure and professional code for publishing enterprise	PPPUMN604A	6	
Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities	111086L6	6	3-90

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Publishing Industry Practitioners

Units of Competencies for Editing

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
3	Know English usage	PPPUED301A	3	
	Know modern Chinese	PPPUED302A	3	
	Know classical Chinese	PPPUED303A	3	
	Apply information retrieval to execute editorial tasks	111087L3	3	3-92
	Apply basics of editorial studies to assist in the execution of editorial tasks	111088L3	3	3-93
	Know basic proofreading skills	PPPUED306A	3	
	Know English-Chinese translation skills	PPPUED307A	3	
	Know Chinese-English translation skills	PPPUED308A	3	
	Use social media to assist in company promotion, sales and brand image building	111093L3	3	3-103
	Using bestselling book information and case studies to assist in new book ideas generation and planning	111095L3	3	3-107
4	Master use of English	PPPUED401A	6	
	Master editing of practical writing	PPPUED402A	6	
	Applying editorial studies to execute editorial tasks	111089L4	3	3-95
	Master proofreading skills	PPPUED404A	6	
	Exercise English-Chinese translation skills	PPPUED405A	6	
	Exercise Chinese-English translation skills	PPPUED406A	6	
	Use professional English relevant to the publishing industry to perform operational and editorial tasks	111091L4	3	3-99
	Apply copywriting skills to execute publicity and promotional tasks	111092L4	3	3-101
	Use social media to formulate effective publicity and promotional solutions	111094L4	3	3-105

	Analyse bestselling book cases to execute editorial and promotional tasks	111096L4	3	3-109
	Understand the skills in drafting publishing contracts	111097L4	3	3-111
	Execute editorial tasks by using the knowledge of communicative conversion in Chinese	111099L4	3	3-115
	Handle editorial and promotional tasks using professional editing software	111100L4	3	3-117
	Perform tasks on content archival and retrieval	111102L4	4	3-121
5	Plan publication project management	PPPUED501A	4	
	Execute management plans for publishing projects	111090L5	4	3-97
	Carry out electronic/online publication processing and production	106310L5	6	
	Execute electronic/online publishing	106311L5	6	
	Execute AV processing and production	106312L5	6	
	Execute AV publishing	106313L5	6	
	Master subject selection and commissioning in the editorial process of publishing	106314L5	6	
	Master the skills for drafting publishing contracts	111098L5	3	3-113
	Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas	111101L5	4	3-119
6	Develop personal idea and style of publishing	PPPUED601A	6	
	Formulate publishing policy	PPPUED602A	6	
	Formulate copyright management strategy	106315L6	6	
	Set up copyright management scheme	PPPUED604A	6	
	Implement subject selection, commissioning and planning in trans-region publishing	106316L6	6	

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Printing Industry Practitioners

Units of Competencies for Art and Design

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
2	Know layout design skills	PPPUAD201A	3	
	Know expression skills for illustration	PPPUAD202A	3	
	Know multimedia design skills	106317L2	3	
3	Know printing processes	PPPUAD301A	3	
	Understand book design skills	PPPUAD302A	4	
	Understand cover design skills	PPPUAD303A	4	
	Understand multimedia design skills	106318L3	6	
4	Master various design skills	106319L4	6	
	Understand cultural features and the arts of different places	PPPUAD402A	4	
5	Develop brand series	PPPUAD501A	3	
	Develop publishing design style	PPPUAD502A	3	

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Publishing Industry Practitioners

Units of Competencies for Production

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
3	Know basic processing flow for printing	106320L3	3	178
4	Understand processing for printing	PPPUPD401A	4	
	Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively	111075L4	4	3-68

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Publishing Industry Practitioners
Units of Competencies for Marketing

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
4	Understand reader psychology	PPPUMK401A	4	
	Master book promotion strategy	PPPUMK402A	6	
5	Copyright trade	PPPUMK501A	4	
	Formulate publishing market analysis plan	PPPUMK502A	4	
	Formulate and execute marketing plans for publishing projects	111074L5	4	3-66

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Publishing Industry Practitioners

Units of Competencies for Distribution and Sales

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
3	Understand sales and marketing skills	106321L3	6	
	Understand the distribution workflow	106322L3	6	
4	Book distribution	PPPUDS401A	6	
	Price management	PPPUDS402A	6	
5	Formulate the optimal product mix of the published items	111103L5	4	3-122
	Formulate sales plan	PPPUDS502A	4	

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Publishing Industry Practitioners

Units of Competencies for Logistics/ Warehousing/ Transportation

<u>Level</u>	<u>Units of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
3	Warehouse management	PPPULO301A	6	
	Fleet management	PPPULO302A	3	
	Know flow of goods	PPPULO303A	3	
4	Transaction management	PPPULO401A	6	
	Understand transportation operation	PPPULO402A	4	

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Publishing Industry Practitioners
Units of Competencies for e-Publishing

<u>Level</u>	<u>Unit of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
4	Understand target reader groups of e-publishing	106323L4	6	
	Understand the industry chain of e-publishing	106324L4	6	
	Understand production methodologies of different e-publishing materials	106325L4	6	
	Understand new technology and concept affecting e-publishing development	106326L4	6	
5	Master integrated concept of e-publishing	106327L5	3	
	Understand the relationship between copyright ordinance and e-publishing	106328L5	3	
	Understand the analytics of digital marketing	106329L5	3	
	Establish e-book marketing plan	106330L5	3	
	Establish financial budget for e-publishing	106331L5	3	
	Understand the customer data security for e-publishing	106332L5	3	
	Master e-book formats	106333L5	3	
	Understand terms of co-operation of e-bookshop	106334L5	3	
	Master the function of Mark-up Language (ML) in e-book	106335L5	6	
	Master the function of Cascading Style Sheets (CSS) in e-book	106336L5	6	
	Understand display characteristics of e-book readers	106337L5	3	
	Master e-book production software	106338L5	6	
	Master content conversion of e-publishing materials	106339L5	3	
6	Establish development strategy for e-publishing	106340L6	6	

Understand business models of e-publishing	106341L6	6
Master digital rights management of e-publishing	106342L6	6
Master digital content management of e-publishing	106343L6	6
Implement visual and user interface design of e-book	106344L6	6
Implement structure design of e-book	106345L6	6
Innovate products and services for digital market	106346L6	3
Formulate promotion strategies for digital market	106347L6	6
Execute workflow management of e-publishing	106348L6	3
Master editorial management of e-publishing	106349L6	6
Master metadata and bibliography of e-book	106350L6	3
Master production software for e-publishing materials	106351L6	6
Master standards of automation for e-publishing	106352L6	3

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Publishing Industry Practitioners

Units of Competencies for Transmedia Service

<u>Level</u>	<u>Unit of Competency</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
5	Master audio creation concept	106353L5	6	
	Master audio production concept	106354L5	6	
	Master video creation concept	106355L5	6	
	Master video production concept	106356L5	6	
	Master the concept of comic creation	106357L5	6	
	Master animation creation concept	106358L5	6	
	Master 3D special effects creation concept	106359L5	6	
	Master social media platform	106360L5	6	
	Master advertisement creation concept	106361L5	6	
	Master the concept in creation of digital entertainment	106362L5	6	
	Master transmedia production workflow	106363L5	6	
6	Understand creation and strategic direction of transmedia	106364L6	6	
	Understand the partnership models of transmedia	106365L6	6	

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Specification of Competency Standards for Printing & Publishing industry

New and revised Unit of Competency related to Vocational Qualifications Pathway of Printing Industry

Overview

Functional Area	Title of Unit of Competency	Code	Level	Credit	Page
Printing Technology	Formulate and supervise printing standardization solutions	111042L4	4	6	3-3
	Implement the printing standardization	111043L3	3	6	3-5
Printing Machinery	Assist the maintenance of printing machinery	111044L2	2	3	3-7
	Formulate and supervise maintenance and repair plans for printing equipment	111045L4	4	3	3-9
	Formulate and supervise the test plan and write report for the printing system	111046L4	4	6	3-11
Prepress Technology	Assist in examining, remedying and converting digital files (Preflight)	111047L2	2	4	3-13
	Examine, remedy and convert digital files (Preflight)	111048L3	3	6	3-15
	Implement digital imposition	111049L3	3	4	3-17
	Assist in implementing computer page composition	111050L2	2	3	3-19
	Assist in implementing computer graphics	111051L2	2	3	3-21
	Assist in computer retouching	111052L2	2	3	3-23
	Assist in image scanning	111053L2	2	3	3-25
	Implement computer graphics	111054L3	3	6	3-27
	Implement computer retouching	111055L3	3	6	3-29
	Implement computer page composition	111056L3	3	6	3-31
	Implement image scanning and correction	111057L3	3	3	3-33
	Monitor image input and correction	111058L4	4	6	3-35
	Formulate digital printing workflow system	111059L5	5	6	3-37
	Implement computer-to-plate (CTP)	111060L3	3	6	3-39
	Implement digital file management	111061L3	3	3	3-40
	Monitor digital prepress work	111062L4	4	6	3-41
Implement secure online file access, file management and maintenance	111063L3	3	3	3-43	
Colour Management	Assist in implementing colour management	111064L2	2	6	3-44
	Implement colour management	111065L3	3	6	3-46

	Monitor colour management and formulate related plan	111066L4	4	6	3-48
	Formulate colour management and colour standardization process for company	111067L5	5	6	3-51
Material Technology	Assist in implementing production or procurement of print production materials	111068L2	2	3	3-52
	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes	111069L4	4	3	3-54
	Implement safe transportation, handling and storage of materials and wastes	111070L2	2	3	3-56
Creativity	Apply the design thinking method and execute the problem-solving solutions	111071L4	4	3	3-58
	Apply design thinking method to assist in the planning and executing the problem-solving solutions	111072L3	3	3	3-60
Operation and Management	Plan smart production	111073L5	5	5	3-62

Specification of Competency Standards for Printing & Publishing industry

Unit of Competency

Functional area: Printing Technology

Title	Formulate and supervise printing standardization solutions
Code	111042L4
Range	In relevant prepress, press and post-press department, based on the requirements of related international printing standardization, formulate the solutions of printing standardization; supervise the subordinates to perform the tasks of printing standardization.
Level	4
Credit	6 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Master the application of print production standardization <ul style="list-style-type: none"> • Master the international and recognised printing standardization, including but not limited to ISO 12647 • Master the common international certifications for printing color certifications • Master the steps, time, related equipment and cost involved in formulating and implementing printing standardization • Master the impact of data for print quality, and formulate the solutions of related data analysis and applications • Master the methodology of formulating Standard Operating Procedure (SOP) in printing standardization 2. Formulate the plan of print production standardization <ul style="list-style-type: none"> • Formulate Standard Operating Procedure (SOP) in printing standardization in relevant department • Formulate the related plan of regular monitoring and maintenance of production equipment • According to the impact of data towards print quality, formulate the plan for related data analysis and application • Supervise subordinates to perform the tasks of printing standardization • 3. Demonstrate professional skills and attitude.

	<ul style="list-style-type: none"> • Supervise subordinates to strictly perform the tasks of printing standardization, ensure the print production complies with the international printing standardization in relevant department.
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress, press and post-press department, be able to formulate the Standard Operating Procedure (SOP) and solution of print production; • Be able to formulate regular monitoring and maintenance of printing equipment; and • Able to supervise the subordinates to perform the tasks of printing standardization
Remark	<p>This credit value of this unit of competency is based on the assumption that the learners have the ability of performing printing standardization</p>

Unit of Competency

Functional area: Printing Technology

Title	Implement the printing standardization
Code	111043L3
Range	In relevant prepress, press and post-press departments, according to the requirements of company’s established printing standardization workflow, perform related printing standardization tasks
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Understand the applications of printing standardization <ul style="list-style-type: none"> • Know the popular and recognised international printing standards, including and not limited to ISO 12647, ISO 15339 and ISO 15311 • Know the popular certifications for printing color standardization, including and not limited to G7, C9, PSO, PSD • Understand the workflow of printing standardization and implementation • Understand the concepts and importance of Standard Operating Procedure (SOP) of printing standardization • Understand the requirements and applications of related systems for printing standardization • Understand the solutions for resolving the variance in print quality • Understand the methods of maintaining the stability of production equipment 2. According to the Standard Operating Procedure (SOP), perform printing standardization tasks. <ul style="list-style-type: none"> • Perform related printing standardization tasks • Maintain the stability of production equipment • Assist in solving the print quality issue 3. Demonstrate professional skills and attitude. <ul style="list-style-type: none"> • According to the Standard Operating Procedure (SOP), strictly perform printing standardization tasks in order to ensure to meet the requirements of international printing standards.

<p>Assessment Criteria</p>	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress, press and post-press department, according to the Standard Operating Procedure (SOP), be able to perform related printing standardization tasks; • Be able to maintain the stability of related printing equipment; and • Be able to assist in solving the print quality issue
<p>Remark</p>	<p>This credit value of this unit of competency is based on the assumption that the learners have the basic knowledge of print production workflow.</p>

Specification of Competency Standards for Printing & Publishing industry

Unit of Competency

Functional Area: Printing Machinery

Title	Assist the maintenance of printing machinery
Code	111044L2
Range	Carry out relevant machinery maintenance and simple repair work in accordance with the established instructions of the related print production department.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know the features and basic structure of and routine maintenance guidelines for relevant printing equipment. <ul style="list-style-type: none"> • Know the features and basic structure of, and routine maintenance guidelines, repairing tools, materials and methods for prepress equipment. • Know the features and basic structure of, and routine maintenance guidelines, repairing tools, materials and methods for lithographic printing presses (sheet-fed or web-fed), and the design principles, special features and peripheral devices of mainstream printing presses. • Know the features, basic structure, and guidelines and methods for routine maintenance of measurement instruments. • Know the routine maintenance guidelines, and repairing tools, materials and methods for postpress equipment. 2. According to the established work instructions, execute the routine maintenance and simple repair work of relevant print production equipment. 3. Demonstrate professional skills and attitude Be able to carry out routine maintenance and repair work of relevant print production machines carefully, ensure that all the relevant machines are operating smoothly, and relevant maintenance and repair work are requested to achieve zero accident.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant print production department, be able to carry out routine maintenance

	and simple repair work of relevant print production equipment.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of printing machinery.</p> <p>This unit of competency originates from the first edition of 106282L2 and its content has been updated.</p>

Unit of Competency

Functional area: Printing Machinery

Title	Formulate and supervise maintenance and repair plans for printing equipment
Code	111045L4
Range	In relevant print production department, formulate the routine maintenance and repair plan for related printing equipment, and supervise the subordinates to implement the routine maintenance and repair for related printing machinery
Level	4
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Master the techniques for maintenance and repair of printing equipment <ul style="list-style-type: none"> • Understand the structure and operation of the related printing equipment in the department • Understand the maintenance methods of the related printing equipment in the department • Master the causes and solutions for of the related printing equipment in the department • Understand the potential hazards and preventive methods during the inspection, maintenance and repair of related printing equipment 2. Formulate and supervise the routine maintenance and repair plan for related printing equipment <ul style="list-style-type: none"> • Formulate the routine maintenance and repair plan for related printing equipment • Supervise subordinates to strictly comply with the plan in order to execute the the routine maintenance and repair 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • When formulating the routine maintenance and repair plan of the related printing equipment, it must be ensured that the plan complies with the local occupational health and safety laws; ensure the normal operation of the printing equipment, and achieve the goal of zero accident.

Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In the relevant print production department, be able to formulate the routine maintenance and repair plan of the related printing equipment; and • Be able to supervise the subordinates in the routine maintenance and repair plan
Remark	<p>This credit value of this unit of competency is based on the assumption that the learners have the ability on maintenance and repair of printing equipment</p>

Unit of Competency

Functional area: Printing Machinery

Title	Formulate and supervise the test plan and write report for the printing system
Code	111046L4
Range	In the relevant production department, before investing the new printing system, formulate a testing plan for the new system, lead the subordinates to perform accurate testing and analysis, and propose feasible proposals to management
Level	4
Credit	6 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Familiar with the application of printing testing system <ul style="list-style-type: none"> • Familiar with the principles and procedures of printing system test, including but not limited to repeat test, test comparison conducted in the same environment. • Understand the impact of the operation deviation of printing system on print quality • Familiar with the testing requirements for related printing system, including but not limited to sufficient power, compatibility of current computer system with new system • Familiar with the compliance standard and requirement for related printing system • Master the application of related testing tools 2. Formulate and implement the testing plan for related printing system <ul style="list-style-type: none"> • Formulate the testing plan for related printing system • Supervise the subordinates to perform testing for related printing system • Write the report to show the findings • Analyse the print quality, production efficiency and cost, etc. for related printing system 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Recommend feasible solutions to management, which must ensure a reasonable return on profits and benefit to the need of company's development

Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant production department, be able to formulate a testing plan for the new system, and analyse the findings; and • Before the investment of new system, be able to propose feasible solution
Remark	<p>This credit value of this unit of competency is based on the assumption that the learners have the ability on analysis on printing system and materials testing as well as report writing</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Assist in examining, remedying and converting digital files (Preflight)
Code	111047L2
Range	Assist in examining, remedying and converting digital files into printable file, and related tasks according to established requirements in relevant prepress department.
Level	2
Credit	4 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know the requirements for output files that are suitable for print production. <ul style="list-style-type: none"> • Know difference of file formats. • Know different kinds of Chinese and English digital type and their output properties. • Know effective resolution calculating. • Know characteristics of compressing technology. • Know colour handling for overprinting. • Know how to use the software to assist in examining and remedying digital file according to set digital output requirements. <ul style="list-style-type: none"> ◦ Know file checking software application. ◦ Know trapping techniques. ◦ Know screening techniques. ◦ Know basic PostScript and PDF output procedure. • Know the relationship between paper, printing material, postpress, packaging structure and digital files. 2. Under the guidance of supervisor, and according to the established requirements of digital output, use software to assist in examining, remedying and converting digital files to printable files that are suitable for print production. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Be able In assisting the examining, remedying digital files, and relevant tasks, the converted digital files must be suitable for print production and ensure the smoothness of print production.

<p>Assessment Criteria</p>	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to use software to assist in examining and remedying digital file according to established digital output requirements of related prepress department; and • Be able to assist in converting digital files to printable files that are suitable for print production.
<p>Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of digital file output.</p> <p>This unit of competency originates from the first edition of PPPRPE208A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Examine, remedy and convert digital files (Preflight)
Code	111048L3
Range	Examine and remedy the digital file, and convert to printable file which is suitable for print production according to the established requirements of relevant prepress department.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand techniques of printable file output. <ul style="list-style-type: none"> • Understand different file formats and their applications. • Understand use of different Chinese and English digital fonts and their output properties. • Understand the differences and applications of printing original file formats. • Master effective resolution calculation. • Understand the characteristics and application of digital image compression technology. • Understand spot color plate and ink trapping processing methods. • Master applied technology of file checking software. • Master the correct way to handle trapping. • Master the application of screening technology. • Master the basic methods for PostScript and PDF output. • Understand international printing standards for barcode and QR code, including but not limited to color, size, barcode's bar distance, etc. • Know major software for producing barcode and QR code images. • Master production of barcode and QR code image according to restrictions of different printing methods. • Know how to use testing instrument for checking if output film and plate of barcode and QR code meet requirements. • Master the methods of converting digital file into printable file which is suitable for print production. • Understand the relationship between paper, printing materials, postpress, product structure and files. 2. Examine and remedy digital file in prepress, and convert to printable file which is suitable for film or plate output, and print production. <ul style="list-style-type: none"> • Master the production requirements of different printing methods, examine and remedy of digital file in prepress, convert file to printable file which is suitable for film or plate output, and print production accurately.

	<ul style="list-style-type: none"> • Use testing instrument to check the output film or plate, and ensure the quality meets the production requirement. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Cautiously examine and remedy digital file, ensure that the digital file converted to printable file is suitable for film or plate output and print production; ensure that the digital file, film or plate produced can suit the production needs so as to ensure the smoothness of production workflow and produce printed matters which can satisfy the customer.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, according to the established requirements of digital output and quality need, be able to use software to examine and remedy digital file, be able to convert digital file to printable file is suitable for film or plate output, and print production; and • Be able to use testing instrument to examine the output file or plate.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of digital file output.</p> <p>This unit of competency originates from the first edition of 106247L3 and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Implement digital imposition
Code	111049L3
Range	In relevant prepress department, according to the established specifications, make use of the digital imposition software to execute imposition of printing jobs, produce digital proof and perform related tasks.
Level	3
Credit	4 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Implement the technique of using digital imposition software. <ul style="list-style-type: none"> • Understand making of personalized imposed page. • Understand relationship between paper folding, jobbing work, bookwork and page imposition. • Understand relationship between imposition, paper characteristics, printing material characteristics, printing, postpress, product structure, and cost. • Familiar with the application of digital imposition software to produce jobbing work and bookwork scheme. • Familiar with the application of digital imposition software for making simple boxwork. • Understand points to note and methods of imposition proofing output. 2. Execute digital imposition and digital proofing. <ul style="list-style-type: none"> • Use software to execute the imposition of jobbing work, book work and packaging box. • Apply ICC (International Colour Consortium) colour management technique for handling output of digital proof. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • In executing imposition tasks, able to comply with the requirements of other operations which make the production flow smoothly; in using colour management techniques to handle digital proofing tasks, able to achieve the relevant international colour standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, able to use software to execute page imposition

	<p>of jobbing work, book work and packaging box.</p> <ul style="list-style-type: none"> • Be able to apply colour management technique to handle digital proofing tasks.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of digital file output.</p> <p>This unit of competency originates from the first edition of PPPRPE308A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Assist in implementing computer page composition
Code	111050L2
Range	According to specific requirements in prepress department, make use of page composition software, assist in the imposition of simple jobbing works, bookwork, packaging boxes, forms, charts, diagrams and correct file setting.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know Chinese fonts, tables, Chinese page composition, frequent use setting and correct file setting functions in page composition software. <ul style="list-style-type: none"> • Know advanced functions of page composition software regarding text properties. • Know the setting functions of page composition software for sections and related specifications, including but not limited to indentation, widow, orphan, run-on punctuation and custom dictionary. • Know table with borders functions of page composition software and make complex tables. • Know layout and preferences to fit binding method. • Know nested master pages, dummy, pagination, table of content and other functions for making complex bookwork of multiple pages. • Know assembly of text, photos and shapes on page layout. • Understand advanced shape functions and image effect functions of software. • Know software functions properly for defining colours, colour coding, gradient colours and other effects. • Know Chinese and English text properties and mutual replacement methods. • Know special settings of software for Chinese page composition for mixed composition of Chinese and English. • Know page composition software functions for text and image insert, text stringing, colour handling, image and text merging for processing complex jobbing works, bookwork, packaging box, forms, charts and diagrams. • Know PDF properties and convert file into effective PDF. • Know the standards of file setting which meet the requirements of print production.

	<p>2. Under guidance and according to the specific requirements, make use of page composition software, assist in processing simple jobbing works, bookwork, packaging boxes, forms, charts and diagrams; implement file setting which meets the requirements of print production.</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • According to the requirements of the customer and the established specifications of the prepress department, able to use software, assist to do page composition, implement file setting which meets the requirements of print production. Page composition must meet the requirements of the customer, and the file setting should be met with the requirements of print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to use software and assist in page composition, implement file setting which meets the requirements of print production accurately according to the specific requirements.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer page composition.</p> <p>This unit of competency originates from the first edition of PPPRPE202A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Assist in implement computer graphics
Code	111051L2
Range	According to the specific requirements in prepress department, use graphics software to assist in processing of graphic characters, tracing, drawing and correct file setting.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know the functions of graphic characters, tracing, drawing and correct file setting. <ul style="list-style-type: none"> • Understand basic drawing functions of graphics software. • Know layer functions of graphics software. • Know skills of handling and creating compound paths. • Know skills for using mask. • Know tint handling, colour code setting and colour defining. • Know graphics character functions of software for processing and effects. • Know text and section properties. • Know the functions for creating type on path and area type handling. • Know creation of text effects. • Know creation of multi-colour gradient shapes. • Understand how to insert image properly. • Know how to effect object distortion and multiple object duplication. • Know how to use graphics software to produce complex colour artwork. • Know PDF properties and convert file into effective PDF file. • Know the standards of file setting which meet the requirements of print production. 2. Under guidance and according to the specific requirements, use graphics software to assist in processing of graphic characters, tracing, drawing; implement file setting which meets the requirements of print production. 3. Demonstrate professional skills and attitude

	<ul style="list-style-type: none"> According to the requirements of customer and established specifications of the prepress department, able to use software to assist in processing of graphic characters, tracing, drawing and implementing correct file setting. The completed file must meet the requirements of print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> Able to use software and assist in drawing, implementing file setting which meets the requirements of print production accurately according to the specific requirements.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer graphics.</p> <p>This unit of competency originates from the first edition of PPPRPE203A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Assist in computer retouching
Code	111052L2
Range	According to specific requirements in prepress department, use retouching software to assist in colour retouching, layer management, picture editing, blocking out, spot colour, effects and correct file setting.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know the basic knowledge, functions, processing of fonts and pictures, and correct file setting of retouching software. <ul style="list-style-type: none"> • Understand toolbox and panel functions of software. • Know settings for resolution, bit-depth and image size. • Know basic text functions of software and produce text effects. • Know how to set colour properly and perform colour conversion. • Know basic colour correction function. • Know advanced layer management and make use of layer effects. • Know the proper use of photo handling and correction skills based on the original and printing requirements. • Know blocking out techniques. • Know how to use filter properly to achieve effects. • Know the application of save format and properties. • Know compression methods. • Know proper embedding of colour profile in a file. • Know PDF properties. • Know how to set image information properly and convert file into PDF for various uses. • Know the standards of file setting which meets the requirements of print production. 2. Under guidance, according to the originals and printing requirements, use retouching software to assist in colour retouching, layer management, picture

	<p>editing, blocking out, spot colour and effects; implement file setting which meets the requirements of print production.</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • According to the requirements of the customer and the established specifications of the prepress department, able to use software and assist in colour retouching, implementing correct file setting. The edited image must meet the requirements of print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to use software and assist in colour retouching, implementing file setting which meets the requirements of print production accurately according to the specific requirements.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer retouching.</p> <p>This unit of competency originates from the first edition of PPPRPE204A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Assist in image scanning
Code	111053L2
Range	Use image scanner to assist in image scanning and related tasks according to the established requirements in prepress department.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know basic knowledge and operating technique of scanners. <ul style="list-style-type: none"> • Identify different kinds of scanners and their application. • Know sensitivity technology of scanner. • Know types of original. • Understand basic workings of advanced flatbed scanning. • Know appropriate setting of resolution and density range for scanning. • Know basic control of colour level. • Know basic chromaticity and colour separation control method. • Know basic image editing. • Understand basic methods of correcting colour cast and over-exposure of the original. 2. Under guidance and according to the specific requirements, use scanner to assist in image scanning and related tasks. 3. Demonstrate professional skills and attitude According to the requirements of customer and the established specifications of the prepress department, be able to use scanner to assist in image scanning and related tasks. The completed files must meet the requirements of customer and print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to assist in image scanning and related tasks accurately according to specific requirements.
Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of computer operation.

	This unit of competency originates from the first edition of PPPRPE207A and its content has been updated.
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Unit of Competency

Functional Area: Prepress Technology

Title	Implement computer graphics
Code	111054L3
Range	According to specific requirements of the prepress department, use graphics software for processing graphics characters, tracing, drawing and file setting for meeting the requirements of print production.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand the special function of graphics software and the techniques of file setting for meeting print production requirements. <ul style="list-style-type: none"> • Understand the major drawing functions of graphics software. • Understand essential techniques for drawing complex shapes. • Understand advanced colour application. • Have a clear idea of auto-tracing function. • Understand the techniques and application of major graphics styles. • Understand the techniques of vector image and bitmap image conversion and application. • Understand effect of filter on vector and bitmap images. • Understand the use of effects with filter. • Understand the techniques for making complex chart and diagram. • Have a clear idea of techniques for diversified layout design. • Understand the setting of high-level colour separation output. • Understand the techniques for converting file into effective PDF. • Master the standard file setting which meets the requirements of print production. 2. Execute graphics software for processing graphics characters, tracing, drawing; implement file setting which meets the requirements of print production. 3. Demonstrate professional skills and attitude According to the requirements of customer and the established specifications of the prepress department, use graphics software to execute the processing of graphics characters, tracing, drawing, correct file setting. The completed file

	<p>must meet the requirements of customers, and print production and achieve the ISO international standard.</p>
<p>Assessment Criteria</p>	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to use software for drawing and implement file setting which meets the requirements of print production accurately according to the specific requirements.
<p>Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of computer graphics.</p> <p>This unit of competency originates from the first edition of PPPRPE303A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Implement computer retouching
Code	111055L3
Range	According to the established specifications of the prepress department, use retouching software for colour retouching, layer management, picture editing, blocking out, spot colour , special effects, and file setting for meeting the print production requirements.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand the colour retouching and other special functions of retouching software, and the technique of file setting for meeting print production requirements. <ul style="list-style-type: none"> • Understand advanced colour editing techniques. • Understand techniques of using levels curve. • Understand colour swatch calculating function. • Understand the controlling techniques for colour setting and conversion. • Understand spot colour swatch and store suitable file. • Understand advanced layer function and application. • Understand control of image brightness contrast. • Understand correct photo processing and editing according to the original and printing requirements. • Understand use of filter for effects. • Understand the techniques of correcting corrupted original. • Understand software plug-in functions. • Understand the techniques of print colour preview. • Understand additional software for processing complex printing jobs. • Understand the techniques for making PDF file. • Understand the techniques for high-level output. • Master the standards of file setting which meet the requirements of print production. 2. Execute retouching software for handling complex jobs, including but not limited to colour retouching, layer management, picture editing, blocking out,

	<p>spot colour, special effects, and implement file setting which meets the requirements of print production.</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • According to the requirements of customer and the established specifications of the prepress department, use retouching software to execute the retouching of complex printed matters, implement correct file setting. The completed file must meet the requirements of customers, and print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to use software for retouching, implement file setting which meets the requirements of print production accurately according to the specific requirements.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of computer retouching.</p> <p>This unit of competency originates from the first edition of PPPRPE304A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Implement computer page composition
Code	111056L3
Range	According to the specific requirements of the prepress department, use software for the imposition of complex jobbing works, bookwork, packaging box, forms, charts, diagrams, and file setting in order to meet the requirement of print production.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand the principle and special function of page imposition; and the technique of correct file setting. <ul style="list-style-type: none"> • Understand Chinese and English page composition principles. • Understand advanced text, shapes and photos functions of page composition software. • Understand plug-in functions of page composition software. • Understand advanced layer application of software. • Understand database. • Understand the techniques for creating table of contents and index. • Understand electronic format of document for transfer. • Understand the techniques for processing complex bookwork and other printing jobs. • Understand the techniques for merging various documents. • Understand colour definition and effect on output. • Understand the techniques of effective PDF conversion. • Understand output settings for colour separation of file. • Understand the methods and techniques for proper examination on file for output suitability. • Understand the need of correcting and arranging document file for colour separation output. • Master the standards of file setting which meet the requirements of print production. 2. According to the specific requirements, use imposition software to execute the page imposition of complex jobbing works, bookwork, packaging box, forms,

	<p>charts and diagrams; implement file setting which meets the requirements of print production.</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • According to the requirements of customer and the established specifications of the prepress department, use software to execute the page imposition of complex printed matters and implement correct file setting. The completed file must meet the requirements of customers and print production and achieve the ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to use major software for complex page composition, implement file setting which meets the requirements of print production accurately according to the specific requirements.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of computer page imposition.</p> <p>This unit of competency originates from the first edition of PPPRPE305A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Implement image scanning and correction
Code	111057L3
Range	Use image scanner for image scanning and related tasks in accordance with the specific requirements of the prepress department.
Level	3
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand the principles and techniques of different types of image scanners. <ul style="list-style-type: none"> • Understand scanner categorization, sensitivity technology and application. • Know clearly basic operation of computerized drum scanner. • Understand advanced techniques for handling light level, density and histogram. • Understand the techniques of chromaticity and colour separation control. • Understand techniques of colour separation tone curve. • Understand colour editing tools for colour modification. • Understand image sharpening to control image quality. • Understand how to correct colour cast and over-exposure of the original. • Understand main aspects and techniques for digital image editing. 2. Use image scanner to execute image scanning and related tasks 3. Demonstrate professional skills and attitude. <p>According to the requirements of customer and established specifications of the prepress department, able to use image scanners to execute image scanning and related tasks; the completed file should meet the requirements of customer, suitable for print production and achieve the ISO international standard.</p>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to carry out image scanning and related tasks accurately according to the specific requirements.
Remarks	The credit value of this unit of competency is based on the assumption that the

	<p>learner has basic knowledge of computer scanning and image input.</p> <p>This unit of competency originates from the first edition of PPPRPE307A and its content has been updated.</p>
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Unit of Competency

Functional Area: Prepress Technology

Title	Monitor image input and correction
Code	111058L4
Range	Execute special digital image formation and advanced control of photo taking, image scanning, picture sharpening and perform related tasks in prepress department; and equip with the ability to monitor the subordinates to execute image input and correction.
Level	4
Credit	6 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Familiar with the advanced techniques of special digital photo taking, computer image scanning and processing. <ul style="list-style-type: none"> • Master coordination between special photo taking and lighting equipment. • Master pre-process photo taking and postproduction work appropriately. • Master image formation of special digital photography and advanced control. • Master advanced control techniques of product photo taking. • Master restoration techniques for handling object with special texture. • Master techniques for using special effect photography in commercial digital photography environment. • Master advanced techniques of handling computer image. • Master computer techniques flexibly to handle special effect image assembly. • Master image scanning techniques. <ul style="list-style-type: none"> ▫ Master techniques for handling light level, density and histogram. ▫ Master techniques for controlling chromaticity and separation colour. ▫ Master techniques for using colour separation tone curve. ▫ Master advanced techniques for colour correction. ▫ Master image sharpening control and application techniques. ▫ Master advanced techniques for correcting colour cast and over-exposure of the original. 2. Execute advanced digital photo taking and image scanning, and apply computer image processing technique, to execute special image composition; able to monitor the subordinates to execute image scanning and correction.

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Be able to meet the requirements of customers and the established specifications of the prepress department, supervise and monitor subordinates, to use image scanning machine and image processing software, execute advanced image scanning and processing tasks. The completed file must satisfy the requirements of the customer, suitable for print production and achieve ISO international standard.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to carry out advanced digital photo taking and image scanning accurately in addition to using computer image handling techniques for special effect image assembly; be able to monitor the subordinates to execute image scanning and correction.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of digital photography.</p> <p>This unit of competency originates from the first edition of PPPRPE402A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Formulate digital printing workflow system
Code	111059L5
Range	Master coordination between digital printing workflow hardware, software functions and application, formulating digital printing workflow system and perform related tasks in print production department.
Level	5
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Familiar with the functions, applications and the hardware and software in digital printing workflow. <ul style="list-style-type: none"> • Master conventional and digital printing workflow. • Master the difference between Postscript and PDF digital printing workflow. • Master the application of RIP in printing workflow • Master digital printing flow application and differences between Computer-to-Film, Computer-to-Plate, Computer-to-Print and Compute-to-Press. • Master the application of component-based functions in digital printing flow. • Master file checking function and application to digital printing workflow. • Master the supporting installation for file input and output in digital printing workflow. • Master file output format and standards for digital printing workflow. • Master the use of digital printing workflow components to set print queue for providing service. • Master the use of digital printing workflow management to regulate user access rights. • Master page imposition function and application in digital printing workflow. • Master trapping function and application in digital printing workflow. • Master colour management scheme of digital printing workflow. • Master proofing and proofreading scheme of digital printing workflow. • Master coordination between screen dot, screen line and resolution in digital printing workflow.

	<p>2. According to the characteristics of various types of software and hardware in digital printing workflow, and to match with the production workflow of different print production departments, formulate an appropriate digital printing workflow system which is suitable for the long-term development of the company.</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • According to the characteristics of various types of software and hardware in digital printing workflow, and to match with the production workflow in print production departments, lead the subordinates to formulate an appropriate digital printing workflow system which is suitable for the long-term development of the company. It should be able to reduce the production cost, enhance the production efficiency and product quality.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to formulate a cost-effective digital printing workflow system that fulfils quality requirements based on the properties of various software and hardware for digital printing flow and perform related tasks.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of digital printing production flow management.</p> <p>This unit of competency originates from the first edition of PPPRPE505A and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Implement computer-to-plate (CTP)
Code	111060L3
Range	Make use of appropriate output facilities to implement computer-to-plate (CTP) and related tasks in prepress department.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand production workflow of computer-to-plate (CTP). <ul style="list-style-type: none"> • Understand production workflows of computer-to-film (CTF) and computer-to-plate (CTP) and their differences. • Understand image processing technology of computer-to-plate (CTP). • Understand machine design and plate materials of computer-to-plate (CTP). • Master computer-to-plate (CTP) output technology, including but not limited to output techniques, differences between AM and FM screening, differences between PS and PDF workflow system, and make use of appropriate techniques for output quality inspection, etc. • Master output of digital proof. • Know development and trend of C1P4. • Know ISO12647 and related standards. 2. With the above knowledge, able to make use of appropriate output facilities and techniques to execute computer-to-plate production. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Able to execute computer-to-plate production to meet the established specifications of company and according to ISO international standards in prepress department.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to make use of appropriate output facilities and techniques to execute computer-to-plate and perform related tasks accurately.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of digital file output.</p> <p>This unit of competency originates from the first edition of 106248L3 and its content has been updated.</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Prepress Technology

Title	Implement digital file management
Code	111061L3
Range	Execute examination of digital output file format and requirements on printable file, carry out imposition, digital proofing, CTP and digital file management and related tasks according to the established requirements in prepress department.
Level	3
Credit	3 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand specification of digital prepress techniques. <ul style="list-style-type: none"> • Understand digital file formats. • Know digital file preflighting software. • Know application of digital imposition software. • Know color management for meeting digital output requirements. • Know CTP workflows and technology. • Know quality control and inspection methods for digital workflow. • Know basic knowledge of transmedia file. 2. With the above knowledge, execute digital file management. 3. Demonstrate professional skills and attitude Execute the preflighting of digital output file format and requirements on printable file, carry out imposition, digital proofing, CTP and digital file management and related task according to the established specifications in prepress department.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to carry out digital file management and related tasks accurately according to the established specifications and workflow.
Remarks	<p>This credit value of this unit of competency is based on the assumption that the learner has knowledge of digital file output.</p> <p>This unit of competency originates from the first edition of 106249L3 and its content has been updated.</p>

Unit of Competency

Functional Area: Prepress Technology

Title	Monitor digital prepress work
Code	111062L4
Range	Make use of graphics and text file to produce multi-purpose digital file in addition to master colour reproduction and standardized colour digital proofing and related tasks in prepress department. Equip with the ability to monitor the subordinates to execute the digital prepress work.
Level	4
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Thoroughly understand digital prepress technology. <ul style="list-style-type: none"> • Master the competency requirements of prepress technology in printing industry, including but not limited to computer hardware and software provision and application. • Thoroughly understand the technical requirements of digital prepress production workflow. • Apply computer operating system for updating information. • Master professional desktop publishing software and updating information of digital fonts. • Master the latest development trends for prepress technology, including but not limited to computer-to-plate system, PDF/JDF system workflow, screening technology, digital colour management and digital proofing. • Understand and master colour reproduction principles, including but not limited to application of color management, importance of color standardization and apply techniques for color communication. • Master output techniques for effective digital proof. • Master the production of multi-purpose image and text digital file, including but not limited to the file properties and production techniques for PDF, PDF/X, etc. • Understand the application of digital imposition and packaging software, and handle complex printing jobs. • Master the prepress production requirements of web-to-print production. 2. With the above knowledge, be able to produce multi-purpose digital image and text file and proof and perform related tasks. Also, be able to monitor the subordinates to execute the digital prepress work accurately. 3. Demonstrate professional skills and attitude Be able to supervise subordinates inside prepress department to execute prepress production techniques for web-to-print business according to the business development of the employer company.

<p>Assessment Criteria</p>	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Able to apply major digital imposition software and color management technique in production of multi-purpose digital file and digital proof and perform related tasks accurately in accordance with digital prepress production flow. Also, able to monitor the subordinates to execute the digital prepress work accurately.
<p>Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of digital prepress technology.</p> <p>This unit of competency originates from the first edition of 106250L4 and its content has been updated.</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional area: Prepress Technology

Title	Implement secure online file access, file management and maintenance
Code	111063L3
Range	In relevant prepress department, according to the characteristics of the company and customers, perform online file access, file management and maintenance, etc.
Level	3
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Understand the methods of online files access and file management <ul style="list-style-type: none"> • Understand different online storage systems and their features, including but not limited to cost, security factor, access speed, platform and limitations • Understand effective and safe ways of online access, including but not limited to firewall, application of anti-virus software • Understand the effective ways on file management, including but not limited to file storage system, file naming, regular file backup, regular file maintenance 2. Implement online files access, file management and maintenance, etc. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • In relevant prepress department, ensure safe customer files access; regular perform file management and maintenance in order to avoid the errors and confusion during file access and to ensure smooth production workflow
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, be able to perform online file access, file management and maintenance, etc.
Remark	This credit value of this unit of competency is based on the assumption that the learners have the basic knowledge of computer and online security.

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Colour Management

Title	Assist in implementing colour management
Code	111064L2
Range	In relevant prepress department, under the guidance of supervisor, assist in correcting calibrate the colour management instruments and assist to correct adjust the colour of related machines, assist in implementing digital proofing, , daily inspection and maintenance of colour management instruments, etc.
Level	2
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Know colour management theory and instruments. <ul style="list-style-type: none"> • Know designation of colour. • Know different colour models. • Know the theory and methods in reproduction of printed matters. • Know the principles and applications of colour addition and subtraction. • Know different types of screen dots and their characteristics. • Know various types of colour management instruments and their functions. • Know the methods and steps in calibrating colour management instruments. • Know the application methods of using colour management instruments to calibrate the colour of relevant machines. • Know the methods and procedures in inspecting and maintaining the colour management instruments. • Know the methods of using effective ICC profiles to implement colour space conversion and to produce digital proof. 2. Assist to calibrate colour management instruments and apply colour management in print production. <ul style="list-style-type: none"> • Assist in calibrating colour management instruments correctly. • Assist the colour setting of relevant machines correctly. • Assist in conducting colour space conversion and digital proof production by using effective ICC profiles. • Implement routine checking and maintaining colour management instruments.

	<p>3. Demonstrate professional skills and attitude</p> <p>Assist supervisor to execute colour management work, and the performance should meet the relevant international colour standards. Correct calibrating of colour management instruments regularly, make sure the instruments are always maintaining in a stable condition.</p>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, able to assist in calibrating relevant colour management instruments, and executing routine checking and maintaining colour management instruments. • Able to use colour management instruments to assist in the colour setting of relevant machines, and • Able to assist in producing digital proofs by using an effective ICC profile.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of printing.</p> <p>This unit of competency originates from the first edition of PPPRCO201A and its content has been updated.</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Colour Management

Title	Implement colour management
Code	111065L3
Range	In relevant prepress department, according to the specific requirements of company and colour requirements of customers, apply colour management with related equipment; produce digital proofs which comply with the colour requirements of customers, and execute routine checking and maintaining a standard colour viewing environment.
Level	3
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand colour management theory and application. <ul style="list-style-type: none"> • Understand the principles of colour and colour space. <ul style="list-style-type: none"> ◦ Understand CIE standard colourimetric system. • Understand the method of colour reproduction of originals. <ul style="list-style-type: none"> ◦ Understand colour space conversion. ◦ Understand different colour settings in desktop publishing and print production software. • Understand the methods and steps in correct calibration of colour management instruments. <ul style="list-style-type: none"> ◦ Understand various types of colour management instruments and their functions. ◦ Understand the methods and steps in correct calibration of colour management instruments. ◦ Understand the application of colour management instruments to calibrate the colour of relevant machines. • Understand the application of colour management in print production <ul style="list-style-type: none"> ◦ Understand various types of digital proofing machines, their characteristics and applications. ◦ Understand the colour requirements of various types of digital proofing methods. ◦ Understand how the characteristics of different printing methods influence the colour of colour proofs ◦ Understand how different materials influence the colour of colour proofs.

	<ul style="list-style-type: none"> ◦ Understand the correct methods of using a standard viewing environment to check the colour of colour proof. ◦ Understand the method of inspecting and maintaining a standard viewing environment. <p>2. Execute colour management technique to conduct colour setting work correctly.</p> <ul style="list-style-type: none"> • Calibrate relevant colour management instruments correctly. • Conduct correct colour setting of relevant machines correctly. • Calibrate proofing machine correctly to meet the colour requirements of customers, establish effective ICC profiles, colour conversion and process control. • Produce colour proof by using digital proofing machine which meets the requirements of customer. • Verify the colour proof in a standard viewing environment. • Execute routine checking and maintaining a standard viewing environment. <p>3. Demonstrate professional skills and attitude</p> <p>In executing colour management work, able to apply relevant colour management instruments to execute correct colour setting of relevant print production machines which meets an international colour standard.</p>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, be able to calibrate relevant colour management instruments correctly. • According to the specific requirements of company and the colour requirements of customers, be able to use relevant colour management instruments to execute correct colour setting of relevant print production machines. • Be able to produce digital proof and meet the colour requirements of general customers. • Be able to execute routine checking and maintaining a standard viewing environment.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has general technique of colour management.</p> <p>This unit of competency originates from the first edition of PPRCO301A and its content has been updated.</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Colour Management

Title	Monitor colour management and formulate related plan
Code	111066L4
Range	In relevant prepress department, use relevant colour management instruments, calibrate the digital proofing machine, or to assist the printing operators in calibrating printing machine; formulate standard viewing environment; formulate a plan for the calibration and maintenance of relevant colour management instruments and standard viewing environment; monitor the subordinates to execute colour management work.
Level	4
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Familiar with the application of colour management. <ul style="list-style-type: none"> • Understand various international colour standards. • Master the characteristics and output requirements of images, select appropriate colour conversion mode correctly. <ul style="list-style-type: none"> ◦ Master correct colour setting in software ◦ Master the technique of colour conversion of colour characteristic files and ICC profile in software. ◦ Master the impact of different materials affecting colour reproduction. • Master the methods and steps in correct calibration of colour management instruments. <ul style="list-style-type: none"> ◦ Understand the types and functions of various colour management instruments. ◦ Understand the methods and steps in correct calibration of colour management instruments. • Master the workflow and application of colour management in digital proof or traditional proof <ul style="list-style-type: none"> ◦ Understand the application of colour management instruments in digital proof or traditional proof ◦ Understand the types, characteristics and application of digital proofing machine or printing machines. ◦ Master the colour reproduction methods of digital proofing machine or printing machine. ◦ Master the file colour requirements and setting required by various types of proofing machine or printing machine.

	<ul style="list-style-type: none"> ◦ Master how the characteristics of different printing materials influence the colour of colour proofs. ◦ Master the principles and workflow of calibrating digital proofing machine or printing machine. • Master the technique of using viewing environment to check originals, proof and print sheets. <ul style="list-style-type: none"> ◦ Understand the requirements of standard viewing environment. ◦ Master the methods of checking originals, proof and printed sheets. ◦ Master the planning of checking and maintaining standard viewing environment. ◦ Master the planning of calibrating and maintaining colour management instruments. <p>2. By using colour management techniques and instruments, calibrate the digital proofing machine or printing machine, to ensure that the machine can produce proof which can satisfy the colour requirements of the customer.</p> <ul style="list-style-type: none"> • Use colour management techniques to produce proofs <ul style="list-style-type: none"> ◦ Digital proof — Including but not limited to calibrate digital proofing machine, create ICC profiles, colour conversion and flow control, etc. Or ◦ Printed proof — Including but not limited to assist the printing machine operators to calibrate printing machine, create ICC profiles, colour conversion and flow control, etc. • Set up standard viewing environment to check the colour of originals, proofs and printed sheets. • Solve the technical problems arising from the process. • Formulate a plan to routine check and maintain the viewing environment. • Formulate a plan to calibrate and maintain relevant colour management instruments. • Monitor the subordinates to carry out colour management work. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • In executing colour management work of calibrating digital proofing machine or to assist the printing operators to calibrate the printing machine, the results should achieve the relevant international colour standards.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant prepress department, able to use relevant colour management techniques and instruments to calibrate the digital proofing machine, or to assist the printing operators to calibrate the printing machine, in order to produce

	<p>colour proof which can meet the colour requirements of the customer.</p> <ul style="list-style-type: none"> • Be able to solve all the technical problems arising from the process. • Be able to set up standard viewing environment to check the originals, proof and print sheets. • Be able to formulate a plan to routine check and maintain a standard colour viewing environment. • Be able to formulate a plan to calibrate and maintain relevant colour management instruments. • Be able to monitor the subordinates to execute colour management work.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has the technique of applying colour management</p> <p>This unit of competency originates from the first edition of PPRCO401A and its content has been updated.</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Colour Management

Title	Formulate colour management and colour standardization process for company
Code	111067L5
Range	Colour management standards are improving steadily. However, different industries vary in their special colour requirements, so buyer and printing companies can only confirm that such requirements have been met through proofing. By having a thorough understanding of the pros and cons of colour management standards, one can instill confidence in the buyer to let the printing company retain the responsibility of colour management. Make use of the implementation of colour management standards, formulate the workflow of colour management and colour standardization as well as future development direction so as to produce printed matters satisfying the requirements of the customers. It can help printing companies win the trust of buyer.
Level	5
Credit	6 (For reference only)
Competency	<p><u>Performance requirements</u></p> <ol style="list-style-type: none"> 1. Understand the limitations of colour management standards <ul style="list-style-type: none"> • Understand the different types of color conversion methods, and master the methods how color standards improve the control of color conversion, and the handling of black point or white point in source file and destination file, so as to meet the color requirements of customers • Understand the matching of the colour management standards. • Understand the development direction of colour related standards. 2. Implement colour management standards to formulate the colour management and colour standardization workflow of the company, which can produce print products that meet the buyers' requirements and match with the development of the company. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • With the help of colour management standards, pursue the use of RGB workflow to provide buyers with even more diversified colour management services.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to implement colour management standards to formulate the colour management and colour standardization workflow of the company, which can produce print products that meet the buyers' requirements and match with the development of the company.
Remarks	This unit of competency originates from the first edition of 106283L5 and its content has been updated.

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Material Technology

Title	Assist in implementing production or procurement of print production materials
Code	111068L2
Range	Follow instructions and assist the relevant print production department or procurement department in the production or procurement of printing materials.
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Know the utility and properties of relevant print production materials <ul style="list-style-type: none"> • Know the properties and utility of prepress materials (film, plates, film and plate chemicals). • Know the properties and utility of printing materials (papers, ink, solvents, fountain solutions, plate materials and polymers). • Know the properties and utility of postpress finishing materials (wires, glue and threads). • Know the properties and utility of environmentally friendly materials, and how to use them. 2. Under guidance, be able to apply the optimum combination of printing materials to assist the production operations for improving printing quality; and assist the relevant department to purchase printing materials. 3. Demonstrate professional skills and attitude In assisting the procurement of printing materials for the relevant department, the procurement should follow strictly the established procurement procedure of the company and the local prevention of bribery ordinance.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant print production department or procurement department, able to follow instructions to assist the production or procurement tasks in the light of the utility and properties of the relevant materials used for prepress, press and postpress processes.
Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of printing materials.</p> <p>This unit of competency originates from the first edition of 106286L2 and its content</p>

	has been updated.
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Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Material Technology

Title	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes
Code	111069L4
Range	In relevant printing department, formulate the plan for safe transportation, handling and storage of the related materials and wastes; and supervise subordinates to handle and store related materials and wastes
Level	4
Credit	3 (For reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the local environmental protection regulations and occupational safety and health regulations of the printing industry, as well as the disposal methods of materials and wastes <ul style="list-style-type: none"> • Understand the local safe storage regulations for materials and wastes • Understand the characteristics of related materials and wastes in relevant printing department • Understand the required condition of the place for storing related materials and wastes, including but limited to temperature and humidity 2. Formulate the plan for safe transportation, handling and storage of the related materials and wastes <ul style="list-style-type: none"> • Plan the places for storing related materials and wastes • Formulate the plan for safe transportation, handling and storage of the related materials and wastes • Formulate the basic first aid methods and notification procedure • Supervise the subordinates to strictly comply with the established plan, implement daily safe transportation, handling and storage of the related materials and wastes 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • When performing the plan of transportation, handling and storage of the related materials and wastes, must ensure to comply with the local environmental protection regulations and occupational safety and health regulations, and ensure the proper transportation, handling and storage of

	the related materials and wastes in order to achieve the goal of zero accident
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant printing department, be able to formulate the plan for transportation, handling and storage of the related materials and wastes; • Be able to formulate the basic first aid methods and notification procedure • Be able to formulate proper place for storing related materials and wastes safely; and • Be able to supervise the subordinates to implement the handling and storage of the related materials and wastes
Remark	This credit value of this unit of competency is based on the assumption that the learners have the basic ability on handling related materials and wastes

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional area: Material Technology

Title	Implement safe transportation, handling and storage of materials and wastes
Code	111070L2
Range	In relevant press department, based on the established instruction, perform transportation, handling and storage of related materials and wastes
Level	2
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Know the materials and wastes handling method in compliance with environmental protection and safety regulations <ul style="list-style-type: none"> • Know the local environmental protection regulations, occupational safety and health regulations of printing industry • Know the local safe storage regulation of materials and wastes • Know the transportation tool and safe transportation methods for related materials and wastes • Know the safe handling and storage for related materials and wastes • Know the impact for human of related materials and wastes • Know the related first aids method and notification procedure 2. According to the established instruction, perform the tasks of transportation, handling and storage of related materials and wastes 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • When performing the plan of transportation, handling and storage of the related materials and wastes, must ensure to comply with the local environmental protection regulations, occupational safety and health regulations, and ensure the proper transportation, handling and storage of the related materials and wastes in order to achieve the goal of zero accident.
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • In relevant production department, according to the established instruction, be able to perform transportation, handling and storage of related materials and wastes

Remark	This credit value of this unit of competency is based on the assumption that the learners have the basic knowledge of materials and wastes.
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Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Creativity

Title	Apply the design thinking method and execute the problem-solving solutions
Code	111071L4
Range	According to the problems or development faced by the relevant department, apply design thinking methods to formulate effective problem-solving solutions, and assist supervisor in analyzing the help of different solutions in problem-solving or sustainable development; Assist supervisor in formulating the implementation plans for the adopted plan; Lead subordinates to effectively implement relevant problem-solving plans
Level	4
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Master the principle of design thinking and the application of problem solving <ul style="list-style-type: none"> • Identify the core of problems • Master the common problem solving methods • Understand the people-oriented, user-focused and empathetic way of thinking 2. Apply design thinking to formulate effective problem-solving solutions in order to solve the problems faced or facilitate the sustainable development of the department; Assist supervisor in analyzing the help of different solutions in problem-solving or sustainable development and formulate the implementation plans for the adopted plan; Lead subordinates to effectively implement relevant problem-solving plans <ul style="list-style-type: none"> • Apply design thinking to formulate different effective problem-solving solutions • Assist supervisor in analyzing the factors involved, including but not limited to the amount of investment, cost effectiveness, implementation procedure and schedule. • Assist supervisor in analyzing the help of different solutions in problem-solving or sustainable development, so that the supervisor can make recommendations to management based on the analysis

	<ul style="list-style-type: none"> • Assist supervisor in formulating the implementation plan for the adopted solution • Lead the subordinates to implement the problem-solving plan <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Formulate effective solutions that comply with the local company's operating regulations; Must also be able to solve problems faced or facilitate the sustainable development of the department; Assist supervisor in formulating and leading subordinates to effectively implement the problem-solving plan of the adopted solution to ensure that the problems faced by the department can be solved in an effective and efficient way or to facilitate the sustainable development of the department
<p>Assessment Criteria</p>	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • According to the problems or development faced by the relevant department, apply design thinking method to formulate effective problem-solving solutions, and assist supervisor in analyzing the help of different solutions in problem-solving or sustainable development; Assist supervisor in formulating the implementation plans for the adopted solution; Lead subordinates to effectively implement relevant problem-solving plans
<p>Remark</p>	<p>This credit value of this unit of competency is based on the assumption that the learners have the knowledge on cost estimation and analysis</p>

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional area: Creativity

Title	Apply design thinking method to assist in the planning and executing the problem-solving solutions
Code	111072L3
Range	According to the problems or development faced by the relevant team, apply design thinking methods to assist the supervisor in proposing effective problem-solving solutions, and assist the relevant team in performing related problem-solving plans effectively.
Level	3
Credit	3 (For reference only)
Competency	<p><u>Performance Requirements</u></p> <ol style="list-style-type: none"> 1. Know the principle of design thinking and the application of problem solving <ul style="list-style-type: none"> • Know the core of problems • Know the popular methods of problem solving • Know people-oriented, user-focused, transpositional thinking and empathic ways of thinking 2. Apply design thinking to assist the supervisor in proposing effective problem-solving solutions, to solve the problems faced by the team or assist the department in facilitating the sustainable development, and to assist the implementation of the plan <ul style="list-style-type: none"> • Perform design thinking and assist the supervisor in creating different problem-solving solutions • Assist the team in effectively performing the related problem-solving plans 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Assist the supervisor in creating effective problem-solving solutions, which shall comply with the local company regulation; be able to solve the problems faced or assist to facilitate the sustainable development of department; assist the team in effectively implementing the related problem-solving plans, to ensure to solve the problems faced by the team or to assist the department in facilitating the sustainable development.
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • According to the problems or development faced by the team, apply design thinking method to assist the supervisor in creating different problem-solving

	solutions; be able to assist the team in effectively implementing the related problem-solving plans
Remark	This credit value of this unit of competency is based on the assumption that the learners have the knowledge of production workflow and technology for the relevant team

Specification of Competency Standards for Printing & Publishing

Unit of Competency

Functional Area: Operation Management

Title	Plan smart production
Code	111073L5
Range	In line with the company's development and investment direction, and under the premise of improving the company's productivity and cost-effectiveness, advise the management on the development of smart production plan
Level	5
Credit	5 (For reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept, application, technical requirements and benefits of smart production <ul style="list-style-type: none"> • Familiar how smart production can be in line with product and company development • Understand the successful cases of different industries transforming to smart production • Understand the ladder of smart production, including but not limited to digitalization and connectivity • Understand the technology and related equipment for smart production, including but not limited to Internet of Things (IoT), artificial intelligence (AI), cloud, big data, data analysis, sensors. • Familiar with the professional and technical requirements for manpower in smart production 2. Propose solutions for developing smart production <ul style="list-style-type: none"> • Evaluate the factors for implementing smart production for the company, including but not limited to the amount of investment, manpower requirement, implementation procedure and schedule. • Analyse the benefits of different solutions for company development, and make recommendations to management based on the analysis 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • The proposed solutions to the management must comply with the local company's operation regulations, and must also meet the needs of company's development and ensure a reasonable return on investment

<p>Assessment Criteria</p>	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Be able to evaluate the factors involved in different smart production solutions and analyze the benefits of different solutions to the development of the company; according to the company's development and investment direction, can propose smart production solutions which are beneficial to the company development.
<p>Remark</p>	<p>This credit value of this unit of competency is based on the assumption that the learners have the capability on print management and cost estimation</p>

Specification of Competency Standards for Printing & Publishing industry

New and revised Unit of Competency related to Vocational Qualifications Pathway of Publishing Industry

Overview

Functional Area	Title of Unit of Competency	Code	Level	Credit	Page
Marketing	Formulate and execute marketing plans for publishing projects	111074L5	5	4	3-66
Production	Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively	111075L4	4	4	3-68
Management	Apply knowledge of publishing studies to execute publishing tasks	111076L4	4	3	3-70
	Apply knowledge of relevant legislations to execute publishing work	111077L4	4	3	3-72
	Formulate and execute publishing management plans	111078L5	5	6	3-74
	Monitor publishing operation by applying knowledge of relevant laws and regulations	111079L5	5	4	3-76
	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks	111080L4	4	3	3-78
	Execute copyright management tasks by applying copyright knowledge and contract writing skills	111081L5	5	4	3-80
	Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy	111082L5	5	4	3-82
	Formulate content archival and retrieval solutions	111083L5	5	4	3-84
	Applying contract law and copyright ordinance to supervise cross-border copyright tasks	111084L5	5	6	3-86
	Assess the actual local and overseas market situations for copyright licensing and assignments of bestselling titles	111085L5	5	6	3-88
	Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities	111086L6	6	6	3-90

Functional Area	Title of Unit of Competency	Code	Level	Credit	Page
Editing	Apply information retrieval to execute editorial tasks	111087L3	3	3	3-92
	Apply basics of editorial studies to assist in the execution of editorial tasks	111088L3	3	3	3-93
	Applying editorial studies to execute editorial tasks	111089L4	4	3	3-95
	Execute management plans for publishing projects	111090L5	5	4	3-97
	Use professional English relevant to the publishing industry to perform operational and editorial tasks	111091L4	4	3	3-99
	Apply copywriting skills to execute publicity and promotional tasks	111092L4	4	3	3-101
	Use social media to assist in company promotion, sales and brand image building	111093L3	3	3	3-103
	Use social media to formulate effective publicity and promotional solutions	111094L4	4	3	3-105
	Using bestselling book information and case studies to assist in new book ideas generation and planning	111095L3	3	3	3-107
	Analyse bestselling book cases to execute editorial and promotional tasks	111096L4	4	3	3-109
	Understand the skills in drafting publishing contracts	111097L4	4	3	3-111
	Master the skills for drafting publishing contracts	111098L5	5	3	3-113
	Execute editorial tasks by using the knowledge of communicative conversion in Chinese	111099L4	4	3	3-115
	Handle editorial and promotional tasks using professional editing software	111100L4	4	3	3-117
	Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas	111101L5	5	4	3-119
Perform tasks on content archival and retrieval	111102L4	4	4	3-121	
Distribution and Sales	Formulate the optimal product mix of the published items	111103L5	5	4	3-122

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional area: Marketing

Title	Formulate and execute marketing plans for publishing projects
Code	111074L5
Range	This Unit of Competency (UoC) is applicable to all staff of a publishing house. Practitioners should be able to formulate and execute marketing plans for publishing projects through an understanding of the characteristics of publications.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Acquire information about the publishing markets and the characteristics of works published by the publisher <ul style="list-style-type: none"> ● Acquire knowledge of the geographical distribution of the publishing markets and the market share of various publishers ● Understand the appropriate marketing and distribution channels for publications ● Examine the target readership of publications and their purchasing behaviours ● Understand the current market position, market shares and positioning of publications ● Identify competitors and follow market trends in the book market ● Master various marketing strategies ● Master the way to build a brand with publications; master the skills of long-term brand management ● Be familiar with mass media and social media platforms for publicity 2. Analyse the overview and emerging trends according to the data collected from different publishing markets; formulate and implement competitive marketing plans <ul style="list-style-type: none"> ● Establish clear marketing strategies ● Estimate sales volume for publications and develop business growth plans ● Select appropriate market sales channels and distribution channels ● Select optimal mass media and social media platform for publicity ● Establish and execute long-term brand management for the publisher's works

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Comply with Trade Description Regulations ● Comply with the promotional rules and etiquettes prescribed by mass media and social media platforms ● Respect professional ethics, principles and spirit of the marketing strategies
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to formulate and execute competitive marketing plans according to the analysis of the publishing markets
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired marketing and management knowledge with respect to the publishing sector.</p> <p>This unit of competency originates from the first edition of PPPUMK503A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Production

Title	Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively
Code	111075L4
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to execute editorial and production tasks by using editing and production skills to communicate effectively with the design and production teams.
Level	4
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge and skills of publication design, typesetting and production <ul style="list-style-type: none"> ● Understand the key basic elements and relationships of design, the key elements of page layout and book design ● Understand the typesetting and illustration software to assist with day-to-day editorial tasks and production communication work ● Understand the conversion and applications of fonts, illustrations and different graphic file specifications ● Understand the way to create a press-ready file and the use of CMYK colour model and spot colours in printing, as a basis for communication with the design and production teams and printing houses 2. Understand editorial and production skills to handle design and production tasks <ul style="list-style-type: none"> ● Use editorial and production skills and effective communication to establish effective communication and coordination methods with authors, design and production teams, and printing houses, to produce satisfactory publications 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect intellectual property rights and use licensed production software ● Respect the professionalism as editors, and use information and content in a justifiable, legal and reasonable manner, including text and image files
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to apply editorial and production skills and effective communication to establish effective communication methods with the

	design and production teams to produce satisfactory publications
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired basic editorial and book design knowledge.</p> <p>This unit of competency originates from the first edition of PPPUPD402A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Apply knowledge of publishing studies to execute publishing tasks
Code	111076L4
Range	This Unit of Competency (UoC) is applicable to members of the editorial and publishing teams. Practitioners should be able to apply knowledge of publishing studies to execute publishing tasks.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge of publishing studies <ul style="list-style-type: none"> ● Understand the concepts and historical development of publishing ● Understand Chinese and foreign publishing systems, their recent development and structures ● Understand the classifications, attributes of publications, as well as publishing standards in Chinese and foreign contexts ● Understand the production process of publications ● Understand the characteristics and directions of publishing work ● Understand the social roles and responsibilities of a publishing work ● Understand the responsibilities, personal qualities and professional ethics of practitioners in the publishing industry ● Understand the current situation and the trends of the publishing industry in local, foreign and Chinese-language markets 2. Understand the current situation and trends of the publishing industry; make use of concepts, workflows, classifications, characteristics, historical development, social roles of the publishing industry, as well as the publishing systems and standards in Chinese and foreign contexts to execute publishing work according to established policies 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Comply with regulations and legislations that govern publishing activities in Hong Kong ● Adhere to the professional ethics of practitioners in the publishing industry ● Respect relevant rules, norms and common practices within the publishing sector ● Respect the originality of authors

Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to apply knowledge of publishing studies to execute publishing tasks
Remarks	<p>This UoC is applicable to all practitioners in the publishing industry in general.</p> <p>This unit of competency originates from the first edition of PPPUMN401A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Apply knowledge of relevant legislations to execute publishing work
Code	111077L4
Range	This Unit of Competency (UoC) is applicable to members of the editorial and publishing teams. Practitioners should be able to execute publishing and editorial tasks in printed, audio-visual, and electronic formats with their knowledge on the legislations of publishing sector.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Have knowledge on the laws and regulations related to publishing work <ul style="list-style-type: none"> ● Have knowledge on Common Law, statute laws, the Basic Law and National Security Law ● Have knowledge on laws related to intellectual property, including Copyright Ordinance ● Have knowledge on other publication-related laws and regulations, such as Defamation Ordinance, legislation on pornography, and the treatment of parody under the copyright regime, etc. ● Have knowledge on the laws and regulations that govern publishing, printing, distribution of audio-visual works, electronic publishing, etc. in the territory of publication ● Have knowledge on Trade Descriptions Ordinance ● Have knowledge on Control of Obscene and Indecent Articles Ordinance ● Have knowledge on the legislations and management regulations of distributing printed matter and audio-visual works, electronic publishing and internet broadcasting ● Have knowledge on the Books Registration Ordinance 2. Apply knowledge of laws and regulations related to publishing work <ul style="list-style-type: none"> ● Execute publishing and editorial tasks with knowledge of the laws and regulations related to publishing, printing, audio-visual works, electronic publishing and Internet publishing ● According to the publication registration system, register publications, and assign International Standard Book Numbers (ISBN) to published works 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Comply with the laws and regulations that govern publication and

	<p>publishing activities in Hong Kong</p> <ul style="list-style-type: none"> ● Comply with the laws that governs intellectual property protection and related laws in Hong Kong ● Avoid any behaviour that violate regulations or infringe copyright to execute publishing and editing tasks smoothly through understanding of the laws related to the publishing sector
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to execute publishing and editorial tasks in compliance with relevant laws and regulations in the territory of publication.
Remarks	<p>This UoC is applicable to all practitioners in the publishing industry in general.</p> <p>This unit of competency originates from the first edition of PPPUMN402A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Formulate and execute publishing management plans
Code	111078L5
Range	This Unit of Competency (UoC) is applicable to members of the publishing team. Practitioners should be able to formulate management strategies that align with established policies to execute managerial tasks in a publishing house
Level	5
Credit	6 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master relevant knowledge of managing a publishing house <ul style="list-style-type: none"> ● Understand the establishment of hierarchy and management mechanisms of publishing companies ● Understand the characteristics of financial management, capital turnover and tax responsibilities, etc. of publishing companies ● Understand the human resource management in publishing companies, including but not limited to recruitment, staff development and retention ● Understand the administrative and accounting requirements, various laws and regulations of the territory of publication ● Understand the project management of publishing printed works and e-books, including but not limited to human resource management, financial management, production processes, etc. ● Understand the situation and changes of the publishing markets, and adjust management strategies accordingly 2. Apply knowledge of the company's vision, mission and business objectives <ul style="list-style-type: none"> ● Evaluate the situation of the employed enterprise and the market, and formulate publishing plans for various published products ● Formulate marketing plans for published products in conjunction with the employed enterprise, including but not limited to preparing financial plans and monitoring working capital, coordinating human resources, complying with the administrative requirements and taxation systems of the territory of publication, to comprehensively monitor the process, so as to handle tasks related to administrative management within the publishing house effectively 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Comply with the legislations and regulations that govern publications in

	<p>Hong Kong</p> <ul style="list-style-type: none"> ● Comply with the laws related to intellectual property rights in Hong Kong ● Comply with the administrative and accounting requirements, as well as laws and regulations on taxation in Hong Kong ● Respect the originality of authors
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to evaluate the situation of the employed enterprise and the market; formulate publishing plans and marketing strategies for various published products ● Capable to execute effective publishing administrative and management tasks in line with the established strategies and directions
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has already acquired knowledge on enterprise operation and management.</p> <p>This unit of competency originates from the first edition of 106306L5 and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Monitor publishing operation by applying knowledge of relevant laws and regulations
Code	111079L5
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to formulate publishing guidelines, and monitor publishing and editorial operations according to local laws and regulations in the territory of publication.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the laws and regulations related to publishing work <ul style="list-style-type: none"> ● Understand the evolution and the characteristics of Chinese and foreign laws and regulations that govern publishing activities ● Understand Common Law, statute laws, the Basic Law and National Security Laws ● Understand intellectual property laws, including Copyright Ordinance ● Understand other publication-related laws and regulations, including but not limited to Defamation Ordinance, legislation on pornography, and the treatment of parody under the copyright regime, etc. ● Understand the laws and regulations that govern publishing, printing, distribution of audio-visual works, electronic publishing, etc. in the territory of publication ● Understand Trade Descriptions Ordinance ● Understand Control of Obscene and Indecent Articles Ordinance ● Understand the legislations and management regulations of distributing printed matter and audio-visual works, electronic publishing and internet broadcasting ● Understand the Books Registration Ordinance; register publications, and assign ISBNs to published works 2. Apply knowledge of publishing-related laws and regulations <ul style="list-style-type: none"> ● Formulate publishing guidelines that comply with the relevant laws and regulations that govern publishing, printing, distribution of audio-visual content, electronic publishing, as well as the publication registration system in the territory of publication ● Supervise daily publishing and editing operations to ensure compliance

	<p>with legal requirements</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Comply with the laws and regulations that govern publishing activities in Hong Kong ● Comply with intellectual property laws and related regulations in Hong Kong ● Through an understanding of the laws related to publishing activities, avoid any actions that violate laws and regulations or infringe upon copyrights, ensuring the smooth execution of publishing tasks
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to develop publishing guidelines in accordance with relevant laws and regulations in the territory of publication; and ● Capable to monitor publishing and editorial operations to meet legal requirements
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired knowledge on laws and regulations that govern publishing activities.</p> <p>This unit of competency originates from the first edition of PPPUMN503A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks
Code	111080L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle day-to-day projects where the publisher is a copyright licensor or licensee. Practitioners should be able to understand the knowledge and concepts of copyright licensing and assignments, and be familiar with the scope and workflow of copyright-related tasks
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge of copyright licensing and assignments <ul style="list-style-type: none"> ● Understand copyright licensing and assignments <ul style="list-style-type: none"> ◦ Understand the definition and concept of copyright licensing and assignments ◦ Understand how publishing houses are benefited from copyright licensing and assignments with respect to strategic planning ◦ Understand the differences between copyright licensing, assignments and co-publishing ● Understand the methods, channels and characteristics of copyright deals <ul style="list-style-type: none"> ◦ Understand the principles and procedures to assume the role of a copyright licensee or licensor ◦ Understand the scope and content of copyright negotiations, including but not limited to the conditions of licensed use of original texts, photos, illustrations or electronic files, etc. ◦ Understand the payment and currency exchange arrangements of copyright deals ◦ Understand the methods, media and channels for collecting copyright information ◦ Understand key copyright agents in different countries ◦ Understand the purpose and characteristics of the International Book Fairs 2. Being able to regularly collect market information on copyright licensing

	<p>and assignment activities through various channels; and consolidate and filter the information to provide analysis and suggestions to the management</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the norms of copyright licensing and assignments in different countries and regions
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to collect market information on copyright licensing and assignment activities; propose to the publisher possible titles to license from copyright owners, or titles suitable to be licensed to licensees.
Remarks	

Specification of Competency Standards for the Printing and Publishing Industry

Unit of Competency

Functional Area: Management

Title	Execute copyright management tasks by applying copyright knowledge and contract writing skills
Code	111081L5
Range	This Unit of Competency (UoC) is applicable to editorial personnel in charge of management. Practitioners should be able to utilise knowledge in copyright matters and contract writing skills to manage copyright licensing and assignment contracts.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of drafting copyright licensing and assignment contracts <ul style="list-style-type: none"> ● Master the various licensing methods for copyright authorisation, including but not limited to exclusive licenses, sole licenses, and general licenses ● Understand the scope and conditions of licensed rights of use, including but not limited to methods of use, distribution regions, languages to be translated into, copyright ownership of the translations, etc. ● Understand the content of a warranty of non-infringement, and a warranty of legal title ● Understand the items in the contract that require additional fees, including but not limited to copyrights of photos, translations or e-books, author's appearance in promotional videos or book signings, etc. ● Understand specific cooperation requirements of the licensor, such as the type of ink, paper stock and specifically appointed printing house, etc. ● Understand the fees or commissions payable to third parties or multiple parties, such as copyright agencies or other agents as specified ● Understand the taxes required to be paid in different countries 2. Apply the knowledge of drafting copyright licensing and assignment contracts <ul style="list-style-type: none"> ● Execute and clarify all aspects of copyright contracts

	<ul style="list-style-type: none"> ● Write and modify enforceable copyright licensing and assignment contracts; clearly state the specific licensing requirements and provisions as raised by both/multiple parties <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect copyright licensing and assignment legislations in various countries and the spirits of the contracts ● Safeguard the publisher's best economic return and publishing resources in publishing management
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to clearly grasp the taxation requirement and legislations relevant to copyright licensing and assignments in different countries in terms of copyright management; and ● Capable to draft and edit enforceable copyright licensing and assignment contracts
Remarks	

Specification of Competency Standards for the Printing and Publishing Industry

Unit of Competency

Management Function

Title	Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy
Code	111082L5
Range	This Unit of Competency (UoC) is applicable to editorial personnel in charge of management tasks. Practitioners should be able to manage copyright licensing and assignment contracts by making good use of copyright knowledge and contract writing skills. Through information from various media and channels, grasp the actual trade situations regarding copyright licensing and assignments to facilitate the transfer of rights to a licensee, or from a licensor.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand information on the actual market situation regarding copyright licensing or assignments Master the skills of licensing book rights or manufacturing rights of products to licensees <ul style="list-style-type: none"> ● Understand the key observations to make when attending overseas book fairs; gain insights into the actual sales performance of the publisher’s bestselling titles through meetings; refer to recommended book lists from the publishers ● Acquire international book release information through various channels and platforms, including but not limited to news on bestselling book in international book magazines and on book websites ● Grasp the bestselling book charts and hot topics in various countries ● Analyse and integrate bestseller information, search for and introduce similar publications from abroad ● Grasp the news and other information on international bestsellers 2. Analyse and integrate market information of copyright licensing and assignments from the perspective of the publisher’s management, so as to facilitate copyright deals that are favourable to the publisher <ul style="list-style-type: none"> ● Screen, verify and identify market information related to copyright licensing and assignments ● Proficiently use negotiation skills to facilitate copyright deals with the most favourable terms for the publisher ● Formulate strategies as copyright licensee and licensor to align with

	<p>the needs of the publisher</p> <ul style="list-style-type: none"> ● Maintain good relationship with copyright agents worldwide <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the taxation systems and regulations on copyright in various countries; respect the spirit of copyright contracts and the rights of all parties
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to collect and select useful market information on copyright licensing and assignments in respect of publishing management, so as to facilitate copyright deals as a licensee or licensor; and ● Capable to formulate copyright licensing strategy (both as licensee and licensor) that align with publisher's needs
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Function Area: Management

Title	Formulate content archival and retrieval solutions
Code	111083L5
Range	This Unit of Competency (UoC) is applicable to practitioners in charge of protection, storage and re-use of published content through the formulation, monitoring and management of data asset management system.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the application and technology of data asset management system <ul style="list-style-type: none"> ● Master information and technical knowledge of data asset management ● Master and identify data asset management systems that meet the publisher's internal needs ● Develop procedures and methods for managing massive volume of published content and big data, including but not limited to redevelopment, categorisation, re-indexing, and creating archives of published content ● Master the maintenance technologies of data asset management system, and knowledge related to network security ● Assist the publisher in formulating a unique data/information management model with solutions for updating; monitoring the development, application and management standard of data/information 2. Apply professional knowledge of data asset management systems to securely and systematically protect, manage, store and retrieve data <ul style="list-style-type: none"> ● Assess the company's internal needs; identify suitable data asset management systems to establish and maintain effective content archival and retrieval system ● Implement and oversee the procedures of data asset management project, its methodology and the programs for repeated retrievals of published content ● Timely gather the latest content storage systems; evaluate their effectiveness ● Monitor the maintenance of the data asset management system and network security; ensure continuous control, protection and

	<p>improvement of data asset value when hefty volumes of data resources are being used; ensure the integrity, accuracy and security of stored data</p> <ul style="list-style-type: none"> ● Formulate procedures for management, storage and reuse of published content for the publisher <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Formulate internal guidelines and code of ethics; monitor system security; backup and restore system functions in a timely manner; ● Regularly monitor and improve system security ● Update and optimise the existing system according to schedule
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to set up and maintain an effective system for content archival and retrieval; ● Capable to keep track with the latest content storage systems and assess their effectiveness; and ● Capable to formulate standard procedures for management, archival, repeated retrievals and re-use of published content
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Applying contract law and copyright ordinance to supervise cross-border copyright tasks
Code	111084L5
Range	This Unit of Competency (UoC) is applicable to practitioners in charge of cross-border copyright licensing deals who are expected to be familiar with regulations as stipulated by international conventions and various countries' copyright legislations.
Level	5
Credit	6 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of contract law in publishing contexts and copyright laws <ul style="list-style-type: none"> ● Understand international conventions such as the Universal Copyright Convention, and Convention de Berne pour la protection des œuvres littéraires et artistiques ● Acquire the knowledge of contractual regulations or clauses that are covered by all copyright laws in various countries ● Master the legislation and cases related to breach of contract, copyright disputes or copyright litigation ● Master the terms and conditions for early termination of contracts ● Stay updated on local and international copyright laws; keep abreast of the additions and amendments to existing laws in timely manner ● Understand the details of contracts; ensure that there are no violations of laws, regulations, court judgments, and disciplinary mechanisms of governing bodies, nor conflicts with clauses in contracts or agreements already signed with third parties 2. Conduct copyright deals with partners in various countries according to the laws; verify that there is no conflict or violation against any copyright laws 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect international conventions and various countries' copyright regulations ● Respect the spirit of the contract in publishing contexts
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to strictly comply with contract law and copyright regulations of various countries; make sure the publisher acts according to regulations that govern the formation and enforcement

	of contracts; lead the publisher to execute copyright licensing and management tasks effectively
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Management

Title	Assess the actual local and overseas market situations for copyright licensing and assignments of bestselling titles
Code	111085L5
Range	This Unit of Competency (UoC) is applicable to editorial personnel in charge of management tasks. Practitioners should be able to handle tasks related to copyright negotiations by staying informed about the actual local and overseas market situations for copyright licensing and assignments of bestselling titles.
Level	5
Credit	6 (For reference only)
Competency	<p>Performance requirements</p> <p>1. Acquire knowledge of the actual local and overseas market situations for copyright licensing and assignments of bestselling titles</p> <ul style="list-style-type: none"> ● Seize the opportunities to attend book fairs around the world; understand the latest product types released by publishing houses in various countries and their unique features; obtain information on rights negotiation or bidding ● Maintain good relationships and communication with publishing houses and copyright agents from different regions; keep abreast of the latest news and information related to new releases and major publications around the world ● Stay informed the reports by media on professional publishing; regularly study magazines and online platforms dedicated to professional publishing ● Stay informed about International Book Awards evaluations, award lists, the winning lists and comments made to winning titles ● Understand the negotiation requests on the special requirements and fees listed in the contracts presented by publishers and authorized agents worldwide, including but not limited to the fees related to filing tax returns or bank remittance, etc. ● Understand the negotiation requests on the licensor's payment terms and their implications on licensing or assignment fees, including but not limited to fee settlement within a time limit, or fast payment requirements, etc. ● Master the ability to select bestselling titles, including but not limited to understanding readers' preferences and judging the quality of published works

	<ul style="list-style-type: none"> ● Master negotiation skills and propose the most appropriate price rather than offering the highest cooperation conditions ● Master bidding skills, including but not limited to skills of offering, agile assessment of fees, and a mind-set of calculating costs against the market outlook <p>2. Use knowledge on the actual local and overseas market situations for copyright licensing and assignments of bestselling titles to bring high-quality books into local market</p> <ul style="list-style-type: none"> ● Grasp the negotiation, bidding and transaction models of copyright agents in various countries ● Evaluate expenses and costs involved in licensing or assignments of bestselling books, so as to identify titles in line with the publisher's operational capabilities and publishing direction ● Lead the editorial and copyright management teams to formulate policies and strategies regarding the search of international books for potential licensing deals, so as to match the market positioning and operation model of the publisher <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Grasp the actual market situations for copyright licensing and assignments; possess judgment skills to select titles with bestselling potential
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to grasp the actual situations of overseas market for the licensing and assignments of bestseller copyrights; lead the publisher to conduct licensing or assignment deals of bestselling titles; plan publishing schedule and accomplish related tasks ● Capable to assess the costs and expenses involved in copyright licensing or assignments of bestselling books; identify bestsellers that are in line with the publisher's operational capacity and editorial direction; and ● Capable to keep abreast of the market changes and dynamics for copyright licensing and assignments; adapt to market trends
Remarks	

Specification of Competency Standards for the Printing and Publishing Industry

Unit of Competency

Functional Area: Management

Title	Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities
Code	111086L6
Range	This Unit of Competency (UoC) is applicable to practitioners in charge of leading the editorial team to plan future release schedule and coordinate the tasks involved in publishing bestsellers, by learning from the cases of local and overseas annual bestsellers, and contemplating the key factors of their success and the professional skills involved.
Level	6
Credit	6 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Comprehensively analyse the key to success of annual local and overseas bestselling books, as well as methods for short-term and long-term planning involved with publishing bestsellers <ul style="list-style-type: none"> ● Master the skills to prolong the active growth phase of bestsellers' life cycle, including but not limited to boosting authors' exposure and creating a buzz around the products both online and offline, in media and other channels ● Master the skills of developing peripheral products spinning off from bestselling books, including but not limited to comics, stationery, accessories and lifestyle items; explore any business opportunities by leveraging intellectual property rights ● Master the implementation and promotion of short-term and long-term plans for creating bestsellers ● Understand the successful cases of local and overseas bestsellers ● Grasp the development trends of the future book market; drive the publisher's transformation towards businesses related to non-paper copyrights; explore business opportunities for e-books, audio-visual products and intellectual property 2. Use professional knowledge of local and overseas markets to diversify the publisher's business scope and to seize emerging opportunities <ul style="list-style-type: none"> ● Formulate and supervise the publisher's short-term and long-term plans for creating bestsellers ● Lead the editorial team to identify new content carriers for creative works and drive the transformation towards new forms of cultural

	<p>consumption; expand the scopes of publishing and business</p> <ul style="list-style-type: none"> ● Develop peripheral products and businesses derived from published works <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Gain insights into future development trends of the publishing industry; conceive and create diversified published content; explore emerging business opportunities
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to grasp the actual overseas market situation for copyright licensing and assignments; lead the publisher to explore emerging business opportunities and diversify its business scope
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Apply information retrieval to execute editorial tasks
Code	111087L3
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to use reference books, microform databases, electronic publications and various online platforms to search and retrieve relevant information and resources to assist in the execution of editorial tasks.
Level	3
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the usage methods of various information retrieval channels <ul style="list-style-type: none"> ● Understand the types of major reference books, their search functions, retrieval and usage methods ● Understand the sources and storage methods of retrieved information, including but not limited to dated newspapers and periodicals, historical documents, figures, organisations, and geographical encyclopaedias (original, copies or in microform storage) ● Understand the retrieval methods for electronic publications and online information ● Understand the usage methods of internet search engines 2. Use reference books, microform databases, electronic publications and internet search engines to retrieve useful information for editorial tasks 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Use retrieved information in a lawful, reasonable and justifiable manner ● When situation allows, verify data to protect users' rights and interests, so as to handle publishing and editorial tasks
Assessment criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to retrieve useful information to execute editorial tasks by using reference books, microform databases, electronic publications and internet search engines
Remarks	<p>This UoC is applicable to all practitioners in the publishing industry in general.</p> <p>This unit of competency originates from the first edition of PPPUED304A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Apply basics of editorial studies to assist in the execution of editorial tasks
Code	111088L3
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to assist in executing editorial tasks according to the professional characteristics, workflows, relationships between authors, co-workers and stakeholders, functions as well as development trends of editorial work.
Level	3
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the basic knowledge of editorial tasks <ul style="list-style-type: none"> ● Understand the evolution, development and trends of editors' roles in the publishing sector ● Understand the function of editorial work and its relationship with other operational functions in the publishing sector ● Understand the basic principles, theories, concepts and rules of publication editing ● Understand the relationship between editors, authors and readers ● Understand the professional standards, personal qualities and publishing ethics that editors are expected to uphold ● Understand the requirements and workflows for information acquisition, conceiving a book idea, assembly of manuscript, manuscript review, manuscript embellishment, reorganisation of manuscript, and proofreading ● Understand the gestation process of a publication, including but not limited to editing, reprinting, republishing, and content storage ● Understand the specialised branches of operation set up by a publishing house to complement editorial work, including but not limited to art and design, copyright protection, development planning, and talent cultivation, etc. 2. Master the basic abilities of editing and proofreading <ul style="list-style-type: none"> ● Assist in executing editorial tasks according to the professional characteristics, workflows, relationships between authors, co-workers and stakeholders, functions and development trends of editorial work

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the professionalism as an editor; handle information in a legal, reasonable and justifiable manner ● Respect the originality of authors
Assessment criteria	<p>The integrated outcome performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to assist in executing editorial tasks according to the professional characteristics, workflows, relationships between authors, co-workers and stakeholders, functions and development trends of editorial work.
Remarks	<p>This UoC is applicable to editors working in the publishing sector.</p> <p>This unit of competency originates from the first edition of PPPUED305A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Applying editorial studies to execute editorial tasks
Code	111089L4
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to execute editorial tasks according to the professional characteristics, workflow, relationships between authors, co-workers and stakeholders, functions and development trend of editorial work
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the professional knowledge of editorial tasks <ul style="list-style-type: none"> ● Understand the evolution and development of the roles of editorial work in the publishing sector ● Understand the functions of editorial tasks and their relationship with other operational functions within the publishing sector ● Understand the relationship between authors and readers ● Acquire the personal and professional qualities that editors should possess ● Understand the roles played by the editorial team in the entire publishing process, including but not limited to planning, conception of book ideas, manuscript assembly, manuscript review and printing ● Understand the concepts of manuscript archival, reprinting and republication ● Understand the concepts, nature and research directions of editorial studies 2. Master proficient ability to edit and proofread texts to perform the editorial responsibilities <ul style="list-style-type: none"> ● Execute editing tasks according to the professional characteristics, workflows, relationships between authors, co-workers and stakeholders, functions and development trend of editorial work 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect the professionalism as editors, and handle information in a justifiable, legal and reasonable manner ● Respect the originality of authors

Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to execute editorial and related tasks according to the professional characteristics, workflow, relationships between authors, co-workers and stakeholders, functions and development trend of editorial work
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired basic editorial knowledge.</p> <p>This unit of competency originates from the first edition of PPPUED403A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Execute management plans for publishing projects
Code	111090L5
Range	This Unit of Competency (UoC) is applicable to all staff of a publishing house. Practitioners should be able to execute project management and related tasks, by applying project management skills with respect to manpower, time and cost control, according to the essential elements as entailed by each publishing project.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master knowledge of executing management plans for publishing projects <ul style="list-style-type: none"> ● Master the external and intrinsic factors necessary for successful publishing projects; avoid the impacts of negative factors ● Master project planning, including but not limited to goal setting, resources allocation, implementation and control plans ● Master the project budget management, including time and cost control 2. Execute management work according to the factors necessary for successful publishing projects <ul style="list-style-type: none"> ● Plan, organise, lead, coordinate, control and evaluate the projects according to the investment decisions of the publishing project to accomplish the goals and execute project management work ● Apply project management skills for time and cost control ● Assess labour costs and regularly follow up on the progress of the working team ● Formulate and evaluate project operation and tracking plans, and prepare reports as scheduled, so as to facilitate monitoring of project progress with various departments and arranging follow-up work ● Review and analyse the quality of completed projects; acknowledge acceptance and evaluate the results 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Comply with the laws and regulations that govern publications in Hong Kong ● Comply with the laws related to intellectual property rights in Hong Kong ● Comply with the administrative management methods and tax regulations

	<ul style="list-style-type: none"> ● Respect the originality of authors ● Uphold professional integrity; submit tenders or quotations in a fair and impartial manner when procuring or producing materials
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to apply and assess the manpower, time and cost control for project management to execute and analyse management tasks for publishing projects according to the essential factors for successful publishing projects.
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired knowledge of operating and managing publishing enterprises.</p> <p>This unit of competency originates from the first edition of PPPUED502A and its content has been updated.</p>

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Use professional English relevant to the publishing industry to perform operational and editorial tasks
Code	111091L4
Range	This Unit of Competency (UoC) is applicable to practitioners in charge of general writing tasks within the publishing sector and on occasions of business communications. When executing such tasks, practitioners should be able to use professional English correctly in publishing contexts.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master written and spoken English commonly used within the publishing industry <ul style="list-style-type: none"> ● Master written English commonly used on various occasions within the publishing industry, including but not limited to formal letters, proposals, business emails and letters, contracts, printing and quotation terms, etc. ● Master Chinese and English jargons used in publishing contexts ● Master the vocabulary and tone of written English in different business situations ● Understand the differences between formal and informal English usage ● Understand spoken English commonly used on various occasions within the publishing industry, including but not limited to negotiating copyright and contract terms, negotiating prices, social occasions, applying for visas, or books and publishing conferences, etc. 2. Use appropriate professional written and spoken English to handle operational and editorial tasks in different situations <ul style="list-style-type: none"> ● According to the specific situations encountered by publishing businesses, use appropriate written and spoken English to achieve expected objectives and results ● Use publishing terms and jargons correctly, so as to communicate effectively with business partners 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect various business occasions; use appropriate professional English used in the publishing profession

Assessment criteria	The integrated performance requirement(s) of this unit of competency is/are: <ul style="list-style-type: none">● Capable to use proper and professional written and spoken English according to different contexts to execute operational and editorial tasks
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Apply copywriting skills to execute publicity and promotional tasks
Code	111092L4
Range	This Unit of Competency (UoC) is applicable to members of the editorial team. Practitioners should be able to use various copywriting skills to handle publicity and promotional tasks in the editorial department.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements:</p> <ol style="list-style-type: none"> Understand the requirements of various types of publicity and promotional texts; master the necessary writing skills <ul style="list-style-type: none"> Understand different types of publicity and promotional copy commonly used in the publishing industry, including but not limited to posters, blurbs for new titles, press releases, advertisement copy, blogs, web pages, social media, and event recaps, etc. Understand the purpose, target audience, structure, tone, and writing style for different types of copy Understand the demographics of target audience, such as their age, social class, gender, needs and the channels to reach them Master how to utilise data analytics to understand the behaviours and interests of target audience Master skills related to sales psychology, including but not limited to citing expert opinions, data, and user feedback, etc. Master the AIDMA copywriting model, which stands for attention (drawing attention), interest (provoking interest), desire (inducing a purchasing desire), memory (leaving an impression) and action (call to action) Master the skills of writing copy to match images, and writing captions for images Master the skills of creating video content and writing voice-over / video scripts Master the characteristics of different types of copy; apply relevant skills to write impactful publicity and promotional materials according to readers' preferred mode of communication, so as to achieve the objectives of publicity and promotion

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Ensure that the promotional products and copy content comply with Trade Descriptions Ordinance and related regulatory requirements
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to master the writing skills for various publicity and promotional copy; and ● Capable to write appropriate and effective copy according to the properties of products, target clientele and specific genres of promotional texts, effectively carrying out publicity and promotional tasks
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Use social media to assist in company promotion, sales and brand image building
Code	111093L3
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to understand social media and make good use of the diverse promotional functionalities, so as to promote publications and build brand image of the company.
Level	3
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of social media platforms <ul style="list-style-type: none"> ● Understand the types of social media platforms, their respective market shares and target clienteles ● Understand the demographics, age groups, occupations, preferences and user behaviours of social media platform users ● Understand the modes of advertising on social media platforms and the potential clienteles that can be reached by such modes ● Understand the diverse functionalities and promotional characteristics offered by social media 2. Apply the following social media promotion skills to promote publications, sales and brand image building: <ul style="list-style-type: none"> ● Assist in writing impactful posts of content marketing based on consumer behaviours and characteristics specific to each social medium ● Understand social media tricks that help boost traffic, click-through rates and number of views, including but not limited to tagging the authors, business partners and sponsors, and hashtagging the authors, book titles, subject matter, keywords, etc., so as to help create appropriate contents ● Master the skills of timely response to social media comments, maintain positive interactions with readers, and contributing to build brand image ● Master the skills to design videos or live streams, including the flow, content, visual effects, voice-over and scripts, so as to attract viewers' attention

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect and adhere to the rules of each social media platform ● Follow closely the development of different social media platforms to align with publisher’s operational needs and brand image ● Ensure products and copy comply with Trade Descriptions Ordinance and relevant regulations
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to understand the characteristics of social media platforms; and ● Capable to make good use of social media platforms to assist the publisher in publicity, sales and brand image building, according to the social media genres, functionalities and target audiences.
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Use social media to formulate effective publicity and promotional solutions
Code	111094L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to understand the characteristics and genres of various social media platforms, so as to tailor the publicity and promotional plans of products according to the publisher's management plans and strategies.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of publicity and promotion of publishing businesses on social media platforms <ul style="list-style-type: none"> ● Understand the methods of gaining online exposure of various social media channels, including but not limited to social media, email marketing, Search Engine Optimization (SEO), display ad, video ad, directory listings, comparison sites, PPC (Pay Per Click) ad, and affiliation, etc. ● Follow closely the online activities of the publisher and its peers, such as choices of social media, content production, promotional activities, etc.; apply them to the promotional activities and publicity plans of new products ● Understand the electronic payment methods of various social media platforms to maximise profitability for the publisher ● Understand the optimal frequency and timing of content updates on social media platforms; and how to consistently update and create content, so as to attract target audience and achieve sales growth 2. Formulate effective publicity and promotion plans to promote products on social media platforms according to the publisher's planning and strategies <ul style="list-style-type: none"> ● Thoroughly understand, analyse and master the characteristics of social media platforms to identify appropriate channels for specific products and promotional materials ● Formulate work procedures to update posts and create content regularly, in timely manner, and in real time, to achieve effective promotion 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect the usage and livestreaming rules and conditions of various

	<p>social media platforms</p> <ul style="list-style-type: none"> ● Ensure the promotional content complies with relevant regulations, including but not limited to Trade Descriptions Ordinance and the Personal Data (Privacy) Ordinance, etc.
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to formulate effective publicity and promotion plans according to the publisher's management plans and strategies, taking into account the channels and characteristics of various social media platforms; Capable to analyse the promotional characteristics of various social media platforms, update posts and create content as needed to achieve effective promotion
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Using bestselling book information and case studies to assist in new book ideas generation and planning
Code	111095L3
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to propose suggestions on market positioning and editorial directions of new book titles to the management team. Practitioners should be able to research on bestselling books in the market and use them as case studies for new book ideas generation and planning.
Level	3
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the production techniques of publishing bestselling book cases in the market <ul style="list-style-type: none"> ● Understand the channels to collect marketing data or sales information, including but not limited to market surveys, online and offline bestseller ranking charts, etc., to grasp reader preferences and sales trends ● Understand social issues, current political and economic affairs, hot topics on the internet, fashion trends and other intellectual discourse, so as to establish connections with the publishing sector ● Master the skills of screening, judging and analysing information; discover the values and creative appeal therein ● Understand the target audience of a book idea; identify the project's market position and editorial direction clearly, so as to outline the frameworks of the creative topic selection and work out a content outline ● Understand the impact of book format, paper, illustrations, photos, binding methods, printing techniques, etc. on the reading experience 2. Identify the reasons for the success of bestselling book cases <ul style="list-style-type: none"> ● Collect market and sales information in a timely manner; enhance the understanding of the values and creative appeal of bestsellers through screening and professional judgment; ● Understand the choice of book ideas and determine the content outline through learning from relevant bestselling book case studies to suggest new titles for the management team ● Understand the structural frameworks of bestsellers and make good use

	<p>of binding and printing techniques to produce high-quality bestsellers</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the originality of authors ● Analyse and identify the directions for future planning and selection of feasible book ideas, assessing their potential to become bestsellers
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to identify the reasons for the success of bestselling bookcases; and ● Capable to understand the choice of feasible book ideas; lay down the content outline; and assess their potential to become bestseller, so as to make new title suggestions to the management.
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Analyse bestselling book cases to execute editorial and promotional tasks
Code	111096L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to analyse bestselling books and handle related extension tasks. Practitioners should be able to achieve insights on sales activity and market dynamics by using bestselling book cases as reference.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the success factors of bestselling boo cases in the market <ul style="list-style-type: none"> ● Understand online and offline sales situations; review sales volumes, inventory levels and profit returns in a timely manner ● Seize the timing to reprint a title, ramping up publicity and extending the active growth stage of bestselling books, to maximise profits ● Analyse the best timing to launch a book series, fostering the image of positive brands; driving inventory sales and future sales ● Master communication and persuasion skills with stakeholders, including but not limited to marketing, distribution and printing teams, authors and readers, in order to improve the effectiveness of negotiations; master cost-benefit analysis; formulate standard solutions and back-up plans ● Understand the methods of summarising book sales situations to explore the reasons for success and failure 2. Use analytical skills to execute the editorial and promotional tasks of bestsellers <ul style="list-style-type: none"> ● Follow the sales figures in a timely manner; determine the timing for revision and reprint as well as the timing of expanding the title into a series ● Manage communication with various departments and authors, and effectively coordinate related promotional and publicity work 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect the originality of authors ● Being able to analyse sales trends and identify key characteristics and factors for the success of a book

Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to summarise the success factors of bestselling book cases; ● Capable to handle the editorial and planning tasks of a bestseller, achieving an extended active growth phase of a book's life cycle; and ● Capable to coordinate the publicity and promotional work of bestselling books
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Understand the skills in drafting publishing contracts
Code	111097L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle the day-to-day tasks of drafting contracts within the editorial department. Practitioners should have knowledge of copyright, intellectual property rights and drafting agreements and contracts.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand copyright, intellectual property; acquire knowledge of drafting agreements and contracts in publishing contexts <ul style="list-style-type: none"> ● Understand copyright and intellectual property <ul style="list-style-type: none"> ◦ Understand the principles of copyright and intellectual property rights ◦ Understand the Copyright Ordinance of the Hong Kong Special Administrative Region ◦ Understand the scope of interest protection stipulated by Copyright Ordinance in Hong Kong ● Understand agreements and contracts in publishing contexts <ul style="list-style-type: none"> ◦ Understand the importance of agreements ◦ Understand the concept, protocol and applications of publishing contracts ◦ Understand the basic conditions for entering into a valid contract (including but not limited to the concepts of offer, acceptance, consideration, etc.) ◦ Understand the basic terms and proprietary terms in publishing contracts, and their respective translations in Chinese definition ◦ Understand the structure of publishing contracts, including but not limited to the setting of royalties, scope of copyright licensing, scope of image use rights, regional copyright ownership, copyright license period, general laws and regulations, etc. ● Understand copyright infringement <ul style="list-style-type: none"> ◦ Understand the definitions of copyright infringement ◦ Understand the damages awarded and litigation rulings in copyright infringement cases

	<p>2. Draft effective agreements and contracts</p> <ul style="list-style-type: none"> ● Based on deep understanding of various aspects of copyright contracts in publishing contexts, master the skills of drafting effective agreements and contract details, and establish the basic conditions for contracts <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the Copyright Ordinance of the Hong Kong Special Administrative Region ● Respect the spirit of the agreements and contracts
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competence is/are:</p> <ul style="list-style-type: none"> ● Capable to draft agreements and contracts in compliance with the Copyright Ordinance of Hong Kong Special Administrative Region.
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Master the skills for drafting publishing contracts
Code	111098L5
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle contract writing tasks related to copyright licensing and assignments. Practitioners should be able to understand the copyright systems and legislations of different regions.
Level	5
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master knowledge of drafting publishing contracts for copyright licensing or assignments <ul style="list-style-type: none"> ● Understand the copyright systems and legislations in various regions ● Master the use of contract terms, proprietary terms and translations in copyright licensing and assignments, or co-publishing deals ● Understand the multi-parties nature of contracts for copyright licensing, assignments and co-publishing, such parties including but not limited to publishing houses, copyright agents, authors or special third parties ● Understand the structure of contracts for copyright licensing, assignments and co-publishing, including but not limited to determining copyright fees or royalties, scope of copyright license, regional intellectual property rights, period of copyright license, general laws and regulations, etc. ● Master the payment and currency exchange methods in copyright licensing, assignments and co-publishing ● Be familiar with the case studies of publishing contracts and copyright applications ● Understand the ways to sign contracts related to copyright licensing, assignments and co-publishing for them to be enforceable; and save backup copies of contracts 2. Write enforceable contracts for copyright licensing, assignments or co-publishing <ul style="list-style-type: none"> ● According to the copyright systems and legislations of different regions, write multi-party contracts for copyright licensing, assignments or co-publishing

	<ul style="list-style-type: none"> ● Store and manage copyright contracts in computer systems; pay royalties timely according to the agreed currency exchange rate and fund transfer method; handle soon-expiring copyright contracts in timely manner <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the copyright systems and legislations of different regions ● Respect and adhere to the spirit of contracts
Assessment criteria	<p>The integrated performance requirements of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to write enforceable contracts according to the systems and legislations of different regions facilitating collaborative projects of copyright licensing or assignments; and ● Capable to store and manage copyright contracts properly; pay royalties timely and handle soon-expiring contracts in timely manner
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Execute editorial tasks by using the knowledge of communicative conversion in Chinese
Code	111099L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle day-to-day editorial tasks by converting Chinese texts between their simplified and traditional versions. Practitioners should be able to master the translation principles between Cantonese and Putonghua.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand and master the knowledge of communicative conversion in Chinese publications <ul style="list-style-type: none"> ● Understand and master the translation principles between Cantonese and Putonghua <ul style="list-style-type: none"> ◦ Understand and apply the translation methods for nouns ◦ Understand and apply the translation methods for verbs ◦ Understand and apply the translation methods for classifiers; use the correct classifier for specific nouns ◦ Understand and apply the translation methods for slang words and colloquial expressions ◦ Understand and apply the translation methods for sentence structures and differences ◦ Understand the common errors in translation ● Understand the conversion between simplified and traditional Chinese <ul style="list-style-type: none"> ◦ Have knowledge on the Table of General Standard Chinese Characters; understand the latest simplified character norms in Mainland China ◦ Understand the principles of simplification, including loan characters, phono-semantic compound characters, printed forms of cursive shapes, featural characters, preserving the outline or shape of traditional characters, ideographic characters, symbolic characters, and characters adopting simplified radicals ◦ Understand the homonyms and variants of traditional and simplified characters (for example: 衣 corresponds to 農) ◦ Understand situations of one simplified character corresponds to multiple traditional characters (for example: 干 corresponds to

	<p>乾, 干 or 幹)</p> <ul style="list-style-type: none"> ◦ Common errors in computer conversion between traditional and simplified Chinese characters ◦ Principles and differences in the use of punctuation marks in traditional and simplified Chinese ◦ <p>2. Handle editorial tasks by flexibly applying the principles of Cantonese and Putonghua translation and the conversion between traditional and simplified Chinese characters</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Possess oral and written proficiency in Cantonese and Putonghua translation
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to perform editorial tasks based on professional knowledge, skills of Cantonese-Putonghua translation and the conversion between traditional and simplified Chinese
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Handle editorial and promotional tasks using professional editing software
Code	111100L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle day-to-day editorial, publicity and promotional tasks. Practitioners should be able to use professional software for text, image, video and audio editing.
Level	4
Credit	3 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of using professional editing software <ul style="list-style-type: none"> ● Understand the content and specifications of publications; choose appropriate computer software to handle day-to-day editorial tasks and related promotional and publicity work ● Master the application of professional editing software, including but not limited to: <ul style="list-style-type: none"> ◦ Word: for text and word processing ◦ Excel: for charts and reports formatting, storage and analysis ◦ Photoshop: for viewing of image in the grid ◦ Adobe PDF: for converting files to be delivered to printing house for prepress process ◦ VLC Media Player, Media Player, KMPlayer, iMovie, Final Cut Pro: for audio and video processing ◦ InDesign, InCopy: for eBook production ◦ Davinci, Premiere, PowerDirector: for video editing ◦ Adobe Audition: for audiobook production ● Master the knowledge of using effective anti-virus software to ensure defence against and elimination of the threats of viruses; effectively safeguard computer performance and the security and integrity of backup resources 2. Proficiently utilise professional word processing, video, image and audio software to handle day-to-day editing, publicity and promotional tasks 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect intellectual property rights and use licensed software

Assessment criteria	The integrated performance requirement(s) of this unit of competency is/are: <ul style="list-style-type: none">● Capable to use appropriate professional software corresponding to the job requirements to handle editorial, publicity and promotional tasks.
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas
Code	111101L5
Range	This Unit of Competency (UoC) is applicable to editorial personnel in charge of management. Practitioners should be able to handle planning tasks regarding the choice of bestselling book ideas by drawing on actual cases of bestsellers, utilising their key success factors and professional skills.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Master the factors that account for success of bestselling titles, as well as methods and workflows for planning bestsellers <ul style="list-style-type: none"> ● Master the skills to train the editorial team in planning bestselling book projects; improve the team's ability to identify potential authors, and initiate bestselling projects of the year ● Make good use of bestseller effect; emphasise the selling points of published works; in publishing and marketing process, imbue published items with bestselling elements and concepts; thereby extending the active growth phase of products' life cycles ● Grasp the strengths and characteristics of published titles; actively participate in local and international book competitions; strive for awards and exposure, so as to extend the active growth phase of products' life cycles, increase sales volume, and achieve bestseller effect ● Grasp trends of the international book markets; identify potential bestsellers for copyright licensing/assignments; approach copyright agents in timely manner; formulate plans to expand sales network; increase copyright revenue ● Understand market trends and timely analyse the success or failure of the publisher and peers in the quest of creating bestsellers ● Master the methods and techniques of setting an incentive scheme (such as bestseller bonus rewards); guide and drive the team to make an all-round bestseller proposal 2. Evaluate the success factors of bestselling titles; plan and edit books with bestselling potential

	<ul style="list-style-type: none"> ● Grasp market information in a timely manner; boost the creativity and planning abilities of the editorial team through researching, digesting, analysing and integrating information ● Conduct revisions, additions or deletions to bestselling titles in timely manner; repackage creative content to turn bestselling books into long-standing bestsellers ● Devise an incentive scheme or use management techniques to encourage the editorial team to effectively implement the topic planning proposals for bestselling books <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Respect the originality of authors ● Examine the directions for selection of book ideas and editorial planning for future publications, so as to align them with the publisher's brand image and long-term development plans
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to master the planning and editorial tasks for bestselling titles; to promote the creative concept for selection of new book ideas; and ● Capable to lead the editorial team in effectively executing the overall tasks of topic planning for bestseller projects
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Editing

Title	Perform tasks on content archival and retrieval
Code	111102L4
Range	This Unit of Competency (UoC) is applicable to practitioners who use data asset management system to handle archiving, indexing, retrieving and reusing published content.
Level	4
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the applications and technology of data asset management system <ul style="list-style-type: none"> ● Understand the information and technical knowledge of data asset management ● Understand the operational concept and modes of operation of data asset management system ● Master the techniques of categorisation, entry creation, storage, data modification, indexing, retrieval and reuse of published content within the system 2. Apply knowledge of data asset management systems to safely and systematically store and retrieve published content data to perform editorial tasks 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Securely store and retrieve data in accordance with the publisher's guidelines and codes
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to grasp the techniques to categorise and file published content; securely store publishing resources to ensure reusability of the content ● Capable to understand the methods and procedures of data utilisation to handle daily editorial tasks
Remarks	

Specification of Competency Standards for the Printing & Publishing Industry

Unit of Competency

Functional Area: Distribution and Sales

Title	Formulate the optimal product mix of the published items
Code	111103L5
Range	This Unit of Competency (UoC) is applicable to all staff of a publishing house. Practitioners should be able to formulate and optimise the product mix of the published items.
Level	5
Credit	4 (For reference only)
Competency	<p>Performance requirements</p> <ol style="list-style-type: none"> 1. Understand the factors and relevant information for determining the product mix of a publisher <ul style="list-style-type: none"> ● Review the production capacity of the publisher ● Understand how to open up new markets to achieve diversification ● Research new product genres that the market can absorb (mass or niche markets) ● Understand the distribution channels and sales channels within the market ● Understand the key book genres that can contribute to the vision and mission of the publisher ● Understand how book categorises are align with the future development of the territory of publication 2. Analyse and review the market overview of the territory of publication, aligning with the vision, mission and production capacity of the publisher. Apply skills in opening up new markets to identify the book genres beneficial to the publisher's interests and optimise the product mix 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> ● Respect the originality of authors ● Comply with the laws related to intellectual property rights in Hong Kong
Assessment criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Capable to analyse and review the market overview of the territory of publication, aligning with the vision, mission and production capacity of the publisher, apply skills in opening up new markets and identify

	the book genres beneficial to the publisher's interests, thereby optimising the product mix
Remarks	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired knowledge on operation and management of publishing enterprises.</p> <p>This unit of competency originates from the first edition of PPPUDS501A and its content has been updated.</p>

Chapter 4 Revised Vocational Qualifications Pathway (VQP) for Printing and Publishing industry

Printing Industry

Revised Vocational Qualifications Pathway for Prepress function

The progression pathway diagram of Prepress function remains divided into four functional areas horizontally and five ranks vertically. In the qualification specification of each job post, the matching units of competencies have been updated.

Vocational Qualifications Pathway

Functional Areas	File Management	Color Management & Digital Proof Output	Imposition and Imposition Proof Output	Plate-making
QF Level	Preflight	Color correction, specify output curve, digital proof production, device calibration	RIP, Imposition, Imposition proof output	Plate-making, quality check on plate, check on plate if matching with imposition proof
Level 5	Prepress Manager			
Level 4	Supervisor			
Level 3	Team Leader (File Management)	Team Leader (Color Management & Digital Proof Output)	Team Leader (Imposition and Imposition Proof Output)	Team Leader (Plate-making)
Level 2	Technician (File Management)	Technician (Color Management & Digital Proof Output)	Technician (Imposition and Imposition Proof Output)	Technician (Plate-making)
Level 1	Junior Technician			

* This document provides the qualifications specifications for ten job posts from Level 2 to Level 5 for reference.

**Qualification Specifications of the main job posts in Prepress function of Printing Industry
(For reference)**

(a) Prepress Manager

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience
Prepress Manager	5	1 Understand prepress technology, including prepress software, workflow, color management, print quality software, plate-making and imposition	10 years or above work experience in prepress management +
		2 Understand press and postpress workflow	Achieve Complete Higher Level 4 of Diploma in Printing Recognition OR OR of Prior equivalent (Obtain Bachelor Degree would be an advantage)
		3 Know color printing standardization in certain extent	
		4 Have certain management experience, leadership ability, and problem solving ability	
		5 Have team and training experience	+ Proficiency in written and spoken Chinese and English
		6 Good communication ability	
Responsibilities		Responsible for the overall management of all matters in the prepress department, including job management, personnel management, equipment maintenance, training, production management, quality control, cost effectiveness, safety and environmental management; communicate and coordinate prepress issues with other departments, and understand customer needs to make timely coordination and assistance; development of prepress production process optimization and innovation	

	to match company policies and objectives.	
Related UoCs	<p><u>Core competency:</u></p> <ol style="list-style-type: none"> 1. Formulate colour management and colour standardization process for company 111067L5 2. Master the electronic information system for printing 106239L4 3. Effect human resources management PPPROM504A 4. Formulate digital printing workflow system 111059L5 5. Plan facilities configuration and development of prepress department PPPRPE501A 6. Master upstream and downstream coordination in prepress department PPPRPE502A 7. Master horizontal coordination of prepress department PPPRPE503A 8. Master uniform calibration in prepress 106252L5 9. Understand the system and development of printing standards 106240L5 10. Understand composition of print products PPPRPS201A 11. Employ printing standards in establishing a coherent quality assurance mechanism 106280L5 12. Master resource requirements for implementing printing standards 106242L5 13. Master print quality control and management skills and application PPPRQM401A 14. Ensure effective enterprise operation by flexibly implementing Entrepreneurial Resources Planning 106244L6 15. Implement secure online file access, file management and maintenance 111063L3 16. Apply the design thinking method and execute the problem-solving solutions 111071L4 17. Implement digital imposition 111049L3 <i>(Main Component: Understand the relationship between imposition, paper characteristics, printing, postpress, product structure and cost)</i> 	<p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>Revised</i></p>

	<p><u>Additional competency:</u></p> <p>18. Plan remote prepress processing flow PPPRPE504A</p> <p>19. Understand the merits and purposes of printing standards 106241L5</p> <p>20. Understand print costing PPPREC401A</p> <p>21. Master customer service skills PPPRCR402A</p> <p>22. Understand application of printing technology 106256L2</p> <p>23. Comprehensive understanding of desktop publishing software related to the function of printing <i>(Now included in “Implement computer graphics 111054L3”, “Implement computer retouching 111055L3”, “Impement computer page composition 111056L”)</i></p> <p>24. Master the calculation of carbon footprints 106290L4</p> <p>25. Formulate corporate environmental policies 106293L5</p> <p>26. Master print production workflows that meet the international environmental standards 106291L4</p> <p>27. Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes 111069L4</p> <p>28. Master integrated concept of e-publishing 106327L5</p> <p>29. Plan smart production 111073L5</p> <p>30. Adopt printing material standards 106289L5</p> <p>31. Understand the structures of printing materials 106287L3 <i>(Main components: Understand the major printing materials, such as the structure of papers, printing ink, solvents, plate materials, and polymers, including understand the physical and chemical properties, printability and their reactions when they are used together)</i></p>	<p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p>
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(b) Supervisor

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience			
Supervisor	4	<ol style="list-style-type: none"> 1 Understand prepress technology, including prepress software, workflow, color management, print quality software, imposition and plate-making 2 Understand printing and postpress workflow 3 Know color printing standardization in certain extent 4 Have certain management experience and problem solving ability 5 Have team and training experience 6 Good communication ability 	<p style="text-align: center;">8 years or above work experience in prepress management</p> <p style="text-align: center;">+</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">Achieve Level 4 of Recognition of Prior Learning (RPL) of Printing Industry</td> <td style="width: 10%; text-align: center; vertical-align: middle;">OR</td> <td style="width: 40%; padding: 5px;">Complete Higher Diploma in Printing OR equivalent (Obtain Bachelor Degree would be an advantage)</td> </tr> </table> <p style="text-align: center;">+</p> <p style="text-align: center;">Good in written and spoken Chinese and English</p>	Achieve Level 4 of Recognition of Prior Learning (RPL) of Printing Industry	OR	Complete Higher Diploma in Printing OR equivalent (Obtain Bachelor Degree would be an advantage)
Achieve Level 4 of Recognition of Prior Learning (RPL) of Printing Industry	OR	Complete Higher Diploma in Printing OR equivalent (Obtain Bachelor Degree would be an advantage)				
Responsibilities	Report to Prepress Manager. Assist Prepress Manager to formulate and execute the work of prepress department, including job management, personnel management, equipment maintenance and repair, training, quality, safety and environmental monitoring, production process optimization and innovation; internal communication and coordination within the department related to prepress.					
Related UoCs	<u>Core competency:</u> <ol style="list-style-type: none"> 1 Understand print quality control and management 106279L3 (Main components: Master print quality 					

	<i>control tools, including grey scale, color target, cross mark, crop mark, spine number, etc., and measurement tools, including magnifying glass, thickness gauge, densitometer, etc.)</i>	<i>Revised</i>
2	Monitor colour management and formulate related plan 111066L4	
3	Master skills for printing professionals training and management PPPROM406A	<i>Revised</i>
4	Monitor digital prepress work 111062L4	<i>Revised</i>
5	Monitor image input and correction 111058L4	
6	Master digital output techniques 106251L4	
7	Understand digital printing flow system PPPRPE404A	<i>Revised</i>
8	Implement computer-to-plate (CTP) 111060L3	
9	Understand composition of print products PPPRPS201A	
10	Master printing production flow planning and management techniques PPPROM404A	<i>New</i>
11	Master print quality control and management skills and application PPPRQM401A	<i>New</i>
12	Master customer service skills PPPRCR402A	
13	Understand print costing PPPREC401A	<i>New</i>
14	Implement secure online file access, file management and maintenance 111063L3	<i>New</i> <i>New</i>
15	Apply the design thinking method and execute the problem-solving solutions 111071L4	<i>New</i>
16	Implement digital imposition 111049L3 <i>(Main Component: Understand the relationship between imposition, paper characteristics, printing, postpress, product structure and cost)</i>	<i>New</i>
	<u>Additional competency:</u>	
17	Understand use of digital media carrier PPPRPS302A	
18	Master the electronic information system for printing	

	106239L4	
	19 Understand production methodologies of different e-publishing materials 106325L4	<i>New</i>
	20 Master the calculation of carbon footprints 106290L4	
	21 Master print production workflows that meet the international environmental standards 106291L4	<i>New</i>
	22 Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes 111069L4	<i>New</i>
	23 Adopt printing material standards 106289L5	
	24 Understand the structures of printing materials 106287L3 (<i>Main components: Understand the major printing materials, such as the structure of papers, printing ink, solvents, plate materials, and polymers, including understand the physical and chemical properties, printability and their reactions when they are used together</i>)	<i>New</i> <i>New</i>

(c) Team Leader (File Management)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience	
Team Leader (File Management)	3	1 Master desktop publishing software and prepress workflow	5 years or above work experience in prepress technology +	
		2 Master preflight functions and related software		
		3 Master file requirement for printing and postpress	+ Basic ability in written and spoken Chinese and English	
		4 Have certain problem solving ability		
5 Have team and training experience	6 Good communication ability	<p>Responsible for the personnel management, job management, supervision and follow-up of file management process, ensure file access accurately in his/her team; check whether the file meets the requirements of print production; solve technical problems; assist in arranging staff training; technical guidance to technicians; perform equipment maintenance; test the new file management system (hardware and software) and report the feasibility; assist Supervisor in the implementation and execution of work objectives. Report problems to the superior in timely manner.</p>		
Responsibilities				Related UoCs

	111048L3	
	6. Implement digital file management 111061L3	<i>Revised</i>
	7. Master skills for printing professionals training and management PPPROM406A	
	8. Assist in implementing colour management 111064L2	<i>Revised</i>
	9. Understand digital printing flow system PPPRPE404A	
	10. Understand printing production management 106237L3	<i>New</i>
	11. Formulate and supervise maintenance and repair plans for printing equipment 111045L4	<i>New</i>
	12. Formulate and supervise the test plan and write report for the printing system 111046L4	<i>New</i>
	13. Formulate and supervise printing standardization solutions 111042L4	<i>New</i>
	14. Implement secure online file access, file management and maintenance 111063L3	<i>New</i>
	15. Apply design thinking method to assist in the planning and executing the problem-solving solutions 111072L3	<i>New</i>

(d) Technician (File management)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience	
Technician (File management)	2	1 Familiar with desktop publishing software and prepress workflow	2 years or above work experience in prepress technology +	
		2 Familiar with preflight functions and related software		
		3 Familiar with file requirement for printing and postpress	+ Basic ability in written and spoken Chinese and English	
		4 Good communication ability		
Responsibilities		Execute and implement file access, management and preflight in order to check if the file meets the requirements of print production; execute and implement work guideline and departmental objectives; report problems to the superior in timely manner.		
Related UoCs		<p><u>Core competency:</u></p> <ol style="list-style-type: none"> 1. Assist in implementing computer graphics 111051L2 2. Assist in computer retouching 111052L2 3. Assist in implementing computer page composition 111050L2 4. Assist in image scanning 111053L2 5. Assist in examining, remedying and converting digital files (Preflight) 111047L2 6. Assist in implementing colour management 111064L2 7. Implement secure online file access, file management and maintenance 111063L3 8. Implement the printing standardization 111043L3 	<p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p>	

(e) Team Leader (Color Management & Digital Proof Output)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience		
Team Leader (Color Management & Digital Proof Output)	3	1 Master the techniques of color correction in page layout programs	5 years or above work experience in color management +		
		2 Master output and evaluate digital proof			Achieve Level 3 of Recognition of Prior Learning (RPL) of Printing Industry
		3 Master the usage of different measurement tools and calibration	+		
		4 Master the setting and application of output plate curve 5 Have certain problem solving ability 6 Have team and training experience 7 Good communication ability		Basic ability in written and spoken Chinese and English	
Responsibilities	Responsible for the personnel management, job management, supervision and follow-up of color in the file and proof according to customer's color standard or specific color standard to produce digital proof and color calibration; perform color management and digital proof system repair and maintenance; solve file technical problems; assist in arranging staff training; technical guidance to technicians; assist Supervisor in the implementation and execution of work objectives; regular internal communication and coordination with other departments for product quality assurance; test the new color and digital proof system (hardware and software) and related new materials and report feasibility; formulate and supervise the handling of relevant materials and wastes in accordance with environmental protection and safety regulations; report problems to the superior in timely manner.				
Related UoCs	<u>Core competency:</u> 1. Monitor digital prepress work 111062L4 (<i>Main</i>		<i>Revised</i>		

	<p><i>components: Master output techniques for effective digital proof; Understand and master colour reproduction principles, including application of color management, importance of color standardization and apply techniques for color communication)</i></p>	
2.	Monitor colour management and formulate related plan 111066L4	<i>Revised</i>
3.	Master press proof inspection PPPRPR304A (<i>Main components: Understand processing and use of major proofs; Understand quality requirement and examination techniques for proofing; Master standard data setting and measuring for press proof)</i>	
4.	Implement computer retouching 111055L3	<i>Revised</i>
5.	Master skills for printing professionals training and management 111045L4	
6.	Understand printing production management 106237L3	<i>New</i>
7.	Formulate and supervise maintenance and repair plans for printing equipment 111045L4	<i>New</i>
8.	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes 111069L4	<i>New</i>
9.	Formulate and supervise the test plan and write report for the printing system 111046L4	
10.	Understand printing material testing 106288L4	<i>New</i>
11.	Formulate and supervise printing standardization solutions 111042L4	<i>New</i>
12.	Apply design thinking method to assist in the planning and executing the problem-solving solutions 111072L3	<i>New</i>

(f) Technician (Color Management & Digital Proof Output)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience			
Technician (Color Management & Digital Proof Output)	2	1 Familiar with the techniques of color correction of page layout programs	2 years or above work experience in color management +			
		2 Familiar with output and evaluate digital proof	Achieve Level 2 of Recognition of Prior Learning (RPL) of Printing Industry	OR	Secondary 3 or above (Complete related printing courses would be an advantage)	
		3 Familiar with the usage of different measurement tools and calibration				
		4 Familiar with the setting and application of output plate curve				
		5 Good communication ability	+			
Responsibilities		Execute and implement color management workflow; assist the Team Leader to implement regular calibration of color measurement tools; produce digital proof according to customer's color standard or specific color standard; implement color correction according to customer's proof; report problems to the superior in timely manner; assist the Team Leader in implementing color management and in maintenance and repair of digital proofing machine. Handling the related materials and wastes safely in accordance with the company guideline.				
Related UoCs		<u>Core competency:</u> 1. Implement colour management 111065L3 2. Assist in implementing colour management 111064L2 3. Know digital output techniques 106245L1 4. Assist in computer retouching 111052L2 5. Monitor digital prepress work 111062L4 (<i>Main component: Master output techniques for effective digital</i>			<i>Revised</i> <i>Revised</i> <i>Revised</i> <i>Revised</i>	

	<i>proof)</i>	
	6. Implement digital imposition 111049L3 (<i>Main components: Use techniques for digital proofing</i>)	<i>Revised</i>
	7. Monitor colour management and formulate related plan 111066L4 (<i>Main components: Correct color setting in software, e.g. GCG, UCG, etc; Master the techniques of color profiling and color conversion in software</i>)	<i>Revised</i>
	8. Assist the maintenance of printing machinery 111044L2	<i>New</i>
	9. Implement the printing standardization 111043L3	<i>New</i>
	10. Implement safe transportation, handling and storage of materials and wastes 111070L2	<i>New</i>

(g) Team Leader (Imposition and Imposition Proof Output)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience	
Team Leader (Imposition and Imposition Proof Output)	3	1 Master the print-related output functions of page layout program	5 years or above work experience in digital output +	
		2 Master digital output workflow systems		
		3 Master imposition procedure and application	+	
		4 Master imposition proof output technology		
Responsibilities		Responsible for the personnel management, job management, supervision and follow-up of imposition and imposition proof output to ensure the accuracy of file output and suitable for the requirement of print; solve technical problems on file output, assist in arranging staff training, technical guidance to technicians, assist Supervisor in the implementation and execution of work objectives; maintain the output system; regular internal communication and coordination with other departments for product quality assurance; test the new imposition and imposition proof output systems (hardware and software) and related new materials, and report the feasibility; formulate and supervise the handling of relevant materials and waste in accordance with environmental protection and safety regulations; report problems to the superior in timely manner.		
Related UoCs		<u>Core competency:</u> 1. Master digital output techniques 106251L4 2. Monitor digital prepress work 111062L4		<i>Revised</i>

	<p>3. Implement digital imposition 111049L3</p> <p>4. Implement computer-to-plate (CTP) 111060L3</p> <p>5. Implement digital file management 111061L3</p> <p>6. Master skills for printing professionals training and management PPPROM406A</p> <p>7. Understand composition of print products PPPRPS201A</p> <p>8. Understand printing production management 106237L3</p> <p>9. Formulate and supervise maintenance and repair plans for printing equipment 111045L4</p> <p>10. Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes 111069L4</p> <p>11. Formulate and supervise the test plan and write report for the printing system 111046L4</p> <p>12. Understand printing material testing 106288L4</p> <p>13. Apply design thinking method to assist in the planning and executing the problem-solving solutions 111072L3</p>	<p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p>
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(h) Technician (Imposition and Imposition Proof Output)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience		
Technician (Imposition and Imposition Proof Output)	2	1 Know the print-related output functions of page layout program	2 years or above work experience in digital output		
		2 Familiar with digital output workflow systems	Achieve Level 2 of Recognition of Prior Learning (RPL) of Printing Industry	OR	Secondary 3 or above (Complete related printing courses would be an advantage)
		3 Familiar with imposition procedure and application			
			+ Basic ability in written and spoken Chinese and English		
Responsibilities	Create imposition template, implement imposition and imposition proof output, according to customers' files and requirements; verify the accuracy of the file output and imposition proof; assist the Team Leader to implement the regular maintenance and repair for digital output workflow systems; report problems to the superior in timely manner. Handling related materials and wastes safely in accordance with company guideline.				
Related UoCs	<u>Core competency:</u> 1. Implement digital imposition 111049L3 2. Implement computer-to-plate (CTP) 111060L3 3. Implement digital file management 111061L3 4. Understand composition of print products PPPRPS201A 5. Assist the maintenance of printing machinery 111044L2			<i>Revised</i> <i>Revised</i> <i>Revised</i> <i>New</i> <i>New</i>	

	6. Implement safe transportation, handling and storage of materials and wastes 111070L2	
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(i) Team Leader (Plate-making)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience	
Team Leader (Plate-making)	3	1 Master digital output systems	5 years or above work experience in plate-making +	
		2 Master imposition procedure and application		
		3 Master plate-making technology 4 Master the application of plate-making 5 Have certain problem solving ability 6 Have team and training experience 7 Good communication ability	+ Basic ability in written and spoken Chinese and English	
Responsibilities	Responsible for the personnel management, job management, supervision and follow-up of plate-making to ensure the accuracy and meet the requirement of print; solve technical problems on plate-making, assist in arranging staff training, technical guidance to technicians, assist Supervisor in the implementation and execution of work objectives; regular internal communication and coordination with other departments for product quality assurance; ensure regular calibration and maintenance of output equipment; test the new plate-making system and materials and report feasibility; formulate and supervise the handling of relevant materials and waste in accordance with environmental protection and safety regulations. Report problems to the superior in timely manner.			
Related UoCs	<u>Core competency:</u> 1. Master digital output techniques 106251L4 2. Implement computer-to-plate (CTP) 111060L3 3. Master skills for printing professionals training and		<i>Revised</i>	

	management PPPROM406A	
	4. Formulate and supervise maintenance and repair plans for printing equipment 111045L4	<i>New</i>
	5. Understand the structures of printing materials 106287L3 (<i>Main components: Understand the structures of plate materials</i>) Understand print quality control and management 106279L3 (<i>Main components: Master print quality control tools</i>)	
	6. Understand printing production management 106237L3	<i>New</i>
	7. Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes 111069L4	<i>New</i>
	8. Formulate and supervise the test plan and write report for the printing system 111046L4	<i>New</i>
	9. Understand printing material testing 106288L4	<i>New</i>
	10. Apply design thinking method to assist in the planning and executing the problem-solving solutions 111072L3	<i>New</i>

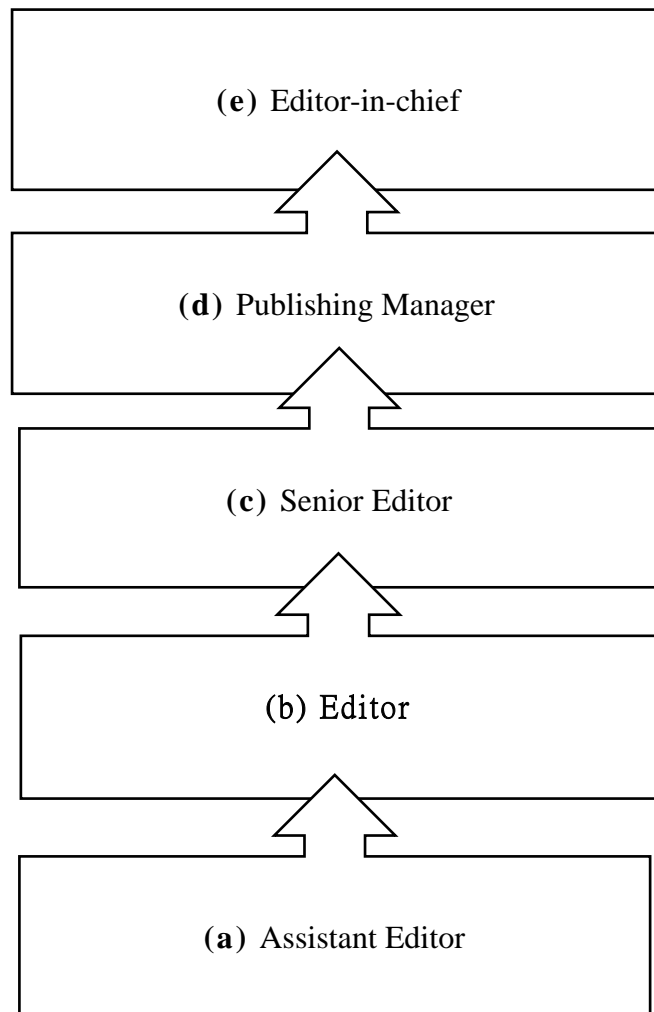
(j) Technician (Plate-making)

Position	QF Level	Competency	Recommended academic requirements, qualifications and work experience	
Technician (Plate-making)	2	1 Familiar with the operation of digital output	2 years or above work experience in plate-making +	
		2 Familiar with the operation with output plate-making machine		
		3 Familiar with plate measurement tool for verifying plate 4 Understand the repair and maintenance of output machine and plate 5 Good communication ability	+ Basic ability in written and spoken Chinese and English	
Responsibilities		Implement plate-making according to production requirements; verify the plate quality after output; assist Team Leader to implement the regular calibration and maintenance on output system; effectively retain plate; report problems to the superior in timely manner; handling related materials and wastes safely in accordance with company guideline.		
Related UoCs		<u>Core competency:</u> 1. Implement computer-to-plate (CTP) 111060L3 2. Assist the maintenance of printing machinery 111044L2 3. Assist in implementing production or procurement of print production materials 111068L2 4. Understand printing quality management 106278L2	<i>Revised</i> <i>Revised</i> <i>Revised</i>	

	5. Implement safe transportation, handling and storage of materials and wastes 111070L2	<i>New</i>
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Publishing Industry
Revised Vocational Qualifications Pathway for Editorial function

The progression pathway diagram of Editorial function remains divided into five ranks. In the qualification specification of each job post, the matching units of competencies have been updated.



Qualification Specifications of the main job posts in Editorial function of Publishing Industry (For reference)

(a) Assistant Editor

Job position	Require competencies	Preferred qualifications and working experiences
Assistant Editor	<p><u>Key required competencies</u></p> <ol style="list-style-type: none"> 1. Proficiency in reading and writing Chinese and English 2. Knowledge and skills in editing and proofreading 3. Ability to collect, integrate and analyze data 4. Good communication and expression skills 5. Good teamwork skills 6. Knowledge in computer and word processing software 7. Familiarity with search engine and social media <p><u>Additional competencies / additional competitive advantages</u></p> <ol style="list-style-type: none"> 1. Good C-to-E / E-to-C translation skills 2. Breadth of knowledge across various subject matters 3. Creativity 	<p>Associate degree, higher diploma, or a bachelor's degree in Chinese, Translation, Linguistics, English or Communication, or equivalent</p> <p style="text-align: center;">+</p> <p>Usually no working experience required, publishing-related or not</p>
Duties	<p>(I) Text editing and data consolidation</p> <ol style="list-style-type: none"> 1. To edit and proofread text 2. To conduct research, data consolidation and analysis <p>(II) Various tasks within the editorial team</p> <ol style="list-style-type: none"> 1. To file book information and apply for book registration 2. To provide general clerical support 3. To provide support in various promotional campaigns (such as book fair and book launch) 	
Matching with existing units of competency	<p><u>Core competency</u></p> <ol style="list-style-type: none"> 1. Apply knowledge of publishing studies to execute publishing tasks 111076L4 2. Apply information retrieval to execute editorial tasks 	<p style="text-align: center;"><i>Revised</i></p> <p style="text-align: center;"><i>Revised</i></p>

	<p>111087L3</p> <p>3. Apply basics of editorial studies to assist in the execution of editorial tasks 111088L3</p> <p>4. Know basic proofreading skills PPPUED306A</p> <p>5. Know modern Chinese PPPUED302A</p> <p>6. Know English usage PPPUED301A</p> <p>7. Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively1 11075L4</p> <p>8. Understand book design skills PPPUAD302A</p> <p>9. Understand cover design skills PPPUAD303A</p> <p>10. Know layout design skills PPPUAD201A</p> <p>11. Know basic processing flow for printing 106320L3</p> <p>12. Apply knowledge of relevant legislations to execute publishing work) 111079L5</p> <p><u>Additional competency</u></p> <p>1. Know English-Chinese translation skills PPPUED307A</p> <p>2. Know Chinese-English translation skills PPPUED308A</p> <p>3. PPPUED303A(Know classical Chinese</p>	<p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>Revised</i></p>
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(b) Editor

Job position	Require competencies	Preferred qualifications and working experiences
Editor	<p><u>Key required competencies</u></p> <ol style="list-style-type: none"> 1. Proficiency in reading and writing Chinese and English 2. Knowledge and skills in editing and proofreading 3. Ability to collect, consolidate and analyze data 4. Substantial ability to plan and coordinate various stages of book production 5. Sensitivity to current affairs and market information 6. Knowledge and skills to manage publishing projects 7. Legal knowledge regarding publishing rights 8. Good communication and expression skills 9. Understanding the use of photos and illustrations in the production of book cover and page layout; and the expression and design skills therein 10. Knowledge of printing process 11. Knowledge in calculating Publication costs 12. Good teamwork skills 13. Mastering the skills on book publicity and marketing 14. Knowledge in computer and word processing software 15. Familiarity with search engine and social media <p><u>Additional competencies / additional competitive advantages</u></p> <ol style="list-style-type: none"> 1. Good C-to-E / E-to-C translation skills 	<p>A bachelor’s degree in Chinese, Translation, Linguistics, English or Communication, or equivalent</p> <p style="text-align: center;">+</p> <p>At least 3 years of publishing-related experience</p> <p>(Differences in qualifications and experience do exist between individuals, depending on one’s job performance, sales records of past projects, and whether past projects won any award or accolade within the trade.)</p>

	<p>2. Breadth of knowledge across various subject matters</p> <p>3. Creativity</p> <p>4. Basic connections with authors, illustrators, designers, photographers and media</p>	
<p>Duties</p>	<p>(I) Planning book projects, setting themes, editing, proofreading and text assembly</p> <ol style="list-style-type: none"> 1. To edit and proofread text 2. To conduct research, data consolidation and analysis 3. To plan a book, set a theme, source original content 4. To screen manuscript submissions, scout for new writers, discover new subject matters for publications 5. To manage project according to production schedule (e.g. editing, printing, layout and cover design etc.) 6. To conduct interviews if necessary, collect information related to a book 7. To re-edit and proofread reprinted or republished book content 8. To edit and proofread e-books, reformatted or co-published books <p>(II) Expanding and maintaining author talent pool</p> <ol style="list-style-type: none"> 1. To identify new authors and business partners, and invite them to collaborate 2. To keep in touch with existing authors and explore themes for upcoming books together 3. To draft publishing contract for authors <p>(III) Directing book design and production</p> <ol style="list-style-type: none"> 1. To define the market position of a publication, set the overall design direction and printing effects 2. To pick photos for the cover and inside pages 3. To oversee the photo and video shooting sessions for book cover and content 4. To write captions for illustrations 5. To set pricing for printed books and non-printed merchandises 	

	<p>(IV) Supporting marketing and promotion</p> <ol style="list-style-type: none"> To write marketing copy for books To provide support on various publicity and marketing activities (e.g. book fair and book launch) 	
<p>Matching with existing units of competency</p>	<p><u>Core Competency</u></p> <ol style="list-style-type: none"> Master proofreading skills PPPUED404A Applying editorial studies to execute editorial tasks 111089L4 Master editing of practical writing PPPUED402A Master use of English PPPUED401A Understand target reader groups of e-Publishing 106323L4 Know publishing related legislation PPUMN402A Master various design skills PPPUAD401A Know expression skills for illustration PPPUAD202A Understand processing for printing PPPUPD401A Master book promotion strategy PPPUMK402A Understand sales and marketing skills 106321L3 Use professional English relevant to the publishing industry to perform operational and editorial tasks 111091L4 Apply copywriting skills to execute publicity and promotional tasks 111092L4 Use social media to assist in company promotion, sales and brand image building 111093L3 Using bestselling book information and case studies to assist in new book ideas generation and planning 111095L3 Understand the skills in drafting publishing contracts 111097L4 Execute editorial tasks by using the knowledge of communicative conversion in Chinese 111099L4 Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks 111080L4 Handle editorial and promotional tasks using professional editing software 111100L4 <p><u>Additional competency</u></p> <ol style="list-style-type: none"> Exercise English-Chinese translation Skills PPPUED405A 	<p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p>

	2. Exercise Chinese-English translation skills PPPUED406A	
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(c) Senior Editor

Job position	Require competencies	Preferred qualifications and working experiences
Senior Editor	<p><u>Key required competencies</u></p> <ol style="list-style-type: none"> 1. Ability in planning and coordination 2. Having a finger on the pulse of local and overseas book markets, tracking competitors' activities 3. Ability to explore new markets 4. Professional knowledge in copyright trade 5. Basic knowledge in copyright and contract laws 6. Knowledge in drafting and modifying contract terms 7. Familiarity with the use of photos and illustrations in the production of book cover and page layout; and the expression and design skills therein 8. Mastering knowledge of printing process 9. Understanding the calculation of production cost <p><u>Additional competencies / additional competitive advantages</u></p> <ol style="list-style-type: none"> 1. Breadth and depth of knowledge across various subject matters 2. Extensive connections with authors, illustrators, designers, photographers and media 3. Sensibility towards the changing trends within the publishing market <p>*A Senior Editor is required to possess all competencies of an Editor. Please refer to the Editor section for details.</p>	<p>A bachelor's degree in Chinese, Translation, Linguistics, English or Communication, or equivalent</p> <p style="text-align: center;">+</p> <p>At least 5 years of publishing-related experience</p> <p>(Differences in qualifications and experience do exist between individuals, depending on one's job performance, sales records of past projects, and whether past projects won any award or accolade within the trade.)</p>

<p>Duties</p>	<p>(I) Planning book projects, setting themes, editing, proofreading and text assembly</p> <p>(II) Expanding and maintaining author talent pool</p> <p>(III) Directing book design and production</p> <p>(IV) Supporting marketing and promotion</p> <p>(V) Negotiating copyright and licensing matters</p> <p>1. To search for and identify overseas materials with promising commercial potential for licensing, to identify overseas publishers interested in licensing local published materials</p> <p>2. To negotiate licensing agreements, and deal with copyright and co-publishing arrangements</p> <p>3. To scrutinize the terms and details in licensing contracts</p> <p>* Duties (I) to (IV) are in common with those of an Editor. Please refer to the Editor section for details.</p>	
<p>Matching with existing units of competency</p>	<p><u>Core competency</u></p> <p>1. Understand publishing PPPUMN502A</p> <p>2. Execute management plans for publishing projects 111090L5</p> <p>3. Carry out electronic/online publication processing and production PPPUED503A</p> <p>4. Master content conversion of e-publishing materials 106339L5</p> <p>5. Copyright trade PPPUMK501A</p> <p>6. Price management PPPUDS402A</p> <p>7. Use social media to formulate effective publicity and promotional solutions 111094L4</p> <p>8. Analyse bestselling book cases to execute editorial and promotional tasks 111096L4</p> <p>9. Master the skills for drafting publishing contracts 111098L5</p>	<p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p>

(d) Publishing Manager

Job position	Require competencies	Preferred qualifications and working experiences
Publishing Manager	<p><u>Key required competencies</u></p> <ol style="list-style-type: none"> 1. Good decision making, execution and management skills 2. Excellent ability in planning book projects 3. Ability to make long-term publishing plans 4. Having a finger on the pulse of local and overseas book markets, tracking competitors' activities closely 5. Mastering the calculation of production cost 6. Leadership skills and training skills <p><u>Additional competencies / additional competitive advantages</u></p> <ol style="list-style-type: none"> 1. Breadth and depth of knowledge across various subject matters 2. Extensive connections with authors, illustrators, designers, photographers and media 3. Strong sense of mission and faith in publishing quality books 4. Strong vision and insights on the publishing market <p>*A Publishing Manager is required to possess all competencies of a Senior Editor. Please refer to the Senior Editor section for details.</p>	<p>A Bachelor's, Master's or Doctorate degree in Chinese, Translation, Linguistics, English or Communication, or equivalent</p> <p style="text-align: center;">+</p> <p>At least 6 years of publishing-related experience, including at least 3 years in the management level</p> <p>(Differences in qualifications and experience do exist between individuals, depending on one's job performance, sales records of past projects, and whether past projects won any award or accolade within the trade.)</p>
Duties	<p>(I) Administration, management and planning within editorial team</p> <ol style="list-style-type: none"> 1. To develop publication plan and set budgets 2. To review project budgets, control costs, manage resources wisely 3. To assign and delegate publishing and administrative tasks within the team, and monitor the overall productivity of the team 4. To assist Editor-in-chief to drive the team according to short-term and long-term publishing goals 5. To partake in management meetings and formulation of policies, 	

	<p>administration and management solutions</p> <p>6. To carry out timely assessment, provide training to editorial staff, and conduct performance appraisal</p> <p>(II) Planning book projects, setting themes, editing, proofreading, text assembly and reprinting</p> <p>1. To review final content</p> <p>2. To check prepress proofs</p> <p>(III) Expanding and maintaining author talent pool</p> <p>1. To negotiate publishing terms with authors</p> <p>(IV) Negotiating copyright and licensing matters</p> <p>1. To monitor the progress and follow up on overseas licensing projects</p> <p>2. To maintain close connections with existing publishers and copyright agencies at home and abroad, and keep abreast of the market status</p> <p>3. To modify and fine-tune licensing strategy in timely manner, both from copyright owners and to other publishers</p> <p>(V) Directing book design and production</p> <p>1. To review page layout and cover design</p> <p>2. To set pricing for printed books and non-printed merchandise, estimate and control the costs</p> <p>(VI) Supporting marketing and promotion</p> <p>1. To formulate an overall promotion plan with the marketing team and authors</p> <p>2. To fine-tune the marketing and promotion direction in timely manner</p> <p>* Duties (II) to (VI) are in common with those of a Senior Editor. Please refer to the Senior Editor section for details.</p>	
<p>Matching with existing units of competency</p>	<p><u>Core competency</u></p> <p>1. Master subject selection and commissioning in the editorial process of publishing 106314L5</p> <p>2. Plan publication project management PPPUED501A</p> <p>3. Set budget for publishing department PPPUMN504A</p> <p>4. Formulate and execute publishing management plans 111078L5</p> <p>5. Effect human resources management PPPROM504A</p> <p>6. Execute copyright management tasks by applying copyright knowledge and contract writing skills 111081L5</p>	<p><i>Revised</i></p> <p><i>New</i></p>

	<p>7. Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy 111082L5</p> <p>8. Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas 111101L5</p> <p>9. Perform tasks on content archival and retrieval111102L4</p> <p>10. Monitor publishing operation by applying knowledge of relevant laws and regulations111079L5</p>	<p><i>New</i></p> <p><i>New</i></p> <p><i>New</i></p> <p><i>Revised</i></p>
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(e) Editor-in-chief

Job position	Require competencies	Preferred qualifications and working experiences
Editor-in-chief	<p><u>Key required competencies</u></p> <ol style="list-style-type: none"> 1. Outstanding decision making, execution and management skills 2. Professional knowledge in production, operation and finance management 3. Strong art sense towards design, layouts and photos 4. Discerning eye for business opportunity, ability to identify projects with commercial potential 5. Having a finger on the pulse of local and overseas book markets, tracking competitors' activities closely 6. Ability to explore new markets 7. Skills to negotiate with business partners 8. Skills to convince investors, ability to expand the business 9. Ability to negotiate terms on copyright trade 10. Full-fledged knowledge on copyright assignment and licensing <p><u>Additional competencies / additional competitive advantages</u></p> <ol style="list-style-type: none"> 1. Extensive and close connections with authors, illustrators, designers, photographers and media 	<p>A Bachelor's, Master's or Doctorate degree in Chinese, Translation, Linguistics, English or Communication, or equivalent</p> <p style="text-align: center;">+</p> <p>At least 15 years of publishing-related experience, including at least 6 years in the management level</p> <p>(Differences in qualifications and experience do exist between individuals, depending on one's job performance, sales records of past projects, and whether past projects won any award or accolade within the trade.)</p>

	<p>2. Sensibility and vision for timely business restructuring, good planning skills for rolling out</p> <p>*An Editor-in-chief is required to possess all competencies of a Publishing Manager. Please refer to the Publishing Manager section for details.</p>	
<p>Duties</p>	<p>(I) Management of editorial team and business planning</p> <ol style="list-style-type: none"> 1. To assist top management in formulating business development plans and management solutions 2. To partake in management meetings, and help formulate administrative and management policies 3. To implement three-year and five-year development plans as laid down by the company, to drive the team towards prescribed directions 4. To lay down standard publishing procedures and workflow 5. To monitor quality of publications and efficiency of the team 6. To monitor overall progress of the editorial team according to production schedules <p>(II) Planning book projects, setting themes, editing, proofreading, text assembly and reprinting</p> <ol style="list-style-type: none"> 1. To edit final text (certain Editors-in-chief do not share the workload of an editor) 1. To approve the final text and book content <p>(III) Expanding and maintaining author talent pool</p> <ol style="list-style-type: none"> 1. To attend trade and cultural events on behalf of the company; to gain exposure for the brand by partaking in overseas book fairs; to make connections with potential authors, investors and business partners; to prepare the company for business expansion 2. To negotiate with authors, investors and business partners over the details of collaborations and contract terms <p>(IV) Negotiating copyright and licensing matters</p> <ol style="list-style-type: none"> 1. To maintain close connections with overseas publishers and copyright Agencies 	

	<p>(V) Directing book design and production</p> <ol style="list-style-type: none"> 1. To discuss with art department to determine the positioning and image of the brand, and hence, general art directions on design and production 2. To approve the final layout and cover design 3. To work closely with printing factories, monitor print quality and quotations, estimate and control production cost 4. To keep abreast of the latest printing technologies, ceaselessly elevating the standard of publications <p>*Duties (I) to (V) are in common with those of a Publishing Manager. Please refer to the Publishing Manager section for details.</p>	
<p>Matching with existing units of competency</p>	<p><u>Core competency</u></p> <ol style="list-style-type: none"> 1. Develop personal idea and style of publishing PPPUED601A 2. Formulate the optimal product mix of the published items 111103L5 3. Implement subject selection, commissioning and planning in trans-region publishing 106316L6 4. Understand business models of e-publishing 106341L6 5. Master digital rights management of e-Publishing 106342L6 6. Formulate publishing policy PPPUED602A 7. Set short term and long term goals for publishing enterprise 106309L6 8. Formulate copyright management strategy PPPUED603A 9. Set up copyright management scheme PPPUED604A 10. Set up publishing enterprise management system PPPUMN602A 11. Set departmental operation scheme, management structure and professional code for publishing enterprise PPPUMN604A 12. Formulate sales plan PPPUDS502A 13. Formulate publishing market analysis plan PPPUMK502A 14. Formulate and execute marketing plans for publishing projects 111074L5 15. Set balanced budget management system and operation code for publishing enterprise PPPUMN603A 16. Formulate content archival and retrieval solutions 111083L5 17. Applying contract law and copyright ordinance to supervise cross-border copyright tasks 111084L5 18. Assess the actual local and overseas market situations for 	<p><i>Revised</i></p> <p><i>Revised</i></p> <p><i>New</i></p> <p><i>New</i></p>

	<p>copyright licensing and assignments of bestselling titles 111085L5</p> <p>19. Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities 111086L6</p>	<p><i>New</i></p> <p><i>New</i></p>
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Chapter 5 Suggested UoC clusters suitable for training in Printing and Publishing Industry

Suggested UoC clusters of the main job posts under the VQP in Printing Industry (Prepress Function)

Job Post	Prepress Manager							
Job Description	Responsible for the overall management of all matters in the prepress department, including job management, personnel management, equipment maintenance, training, production management, quality control, cost effectiveness, safety and environmental management; communicate and coordinate prepress issues with other departments, and understand customer needs to make timely coordination and assistance; development of prepress production process optimization and innovation to match company policies and objectives.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Operation and management of prepress department	PPPRPE501A	Plan facilities configuration and development of prepress department	5	4	Operation and management of prepress department	5	16
		PPPRPE502A	Master upstream and downstream coordination in prepress department	5	4			
		PPPRPE503A	Master horizontal coordination of prepress department	5	4			
		PPPRPE504A	Effect human resources management	5	4			
	Electronic information management for printing	111071L4	Apply the design thinking method and execute the problem-solving solutions	4	3	Electronic information management for printing	4	15
		106239L4	Master the electronic information system for printing	4	6			
		106244L6	Ensure effective enterprise	6	6			

			operation by flexibly implementing Entrepreneurial Resources Planning (Entrepreneurial Resources Planning)					
	Prepress technology	111063L3	Implement secure online file access, file management and maintenance	3	3	Prepress technology	5	25
		111049L3	Implement digital imposition	3	4			
		111067L5	Formulate colour management and colour standardization process for company	5	6			
		111059L5	Formulate digital printing workflow system	5	6			
		106252L5	Master uniform calibration in prepress	5	6			
	Printing standards and quality management	106240L5	Understand the system and development of printing standards	5	3	Printing standards and quality management	5	21
		106242L5	Master resource requirements for implementing printing standards	5	6			
		PPPRQM401A	Master print quality control and management skills and application	4	6			
		106280L5	Employ printing standard in establishing a coherent quality assurance mechanism	5	6			

	Composition of print products	PPPRPS201A	Understand composition of print products	2	3	Composition of print products	2	3

Job Post	Prepress Manager							
Job Description	Responsible for the overall management of all matters in the prepress department, including job management, personnel management, equipment maintenance, training, production management, quality control, cost effectiveness, safety and environmental management; communicate and coordinate prepress issues with other departments, and understand customer needs to make timely coordination and assistance; development of prepress production process optimization and innovation to match company policies and objectives.							
Key Tasks & UoC Information	Key Task (Additional competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Operation and management	111073L5	Plan smart production	5	5	Operation and management	5	5
	Customer service	PPPREC401A	Understand print costing	4	3	Customer Service	4	7
		PPPRCR402A	Master customer service skills	4	4			
	Prepress technology	106256L2	Understand application of printing technology	2	3	Prepress technology	5	16
		106241L5	Understand the merits and purposes of print standards	5	3			
		PPPRPE504A	Plan remote prepress processing flow	5	4			
		111054L3 111055L3 111056L3	Comprehensive understanding of desktop publishing software related to the function of printing	3	6			
	Printing materials	106287L3	Understand the structures of printing materials	3	6	Printing materials	5	12
		106289L5	Adopt printing material standards	5	6			
	Green printing	111069L4	Formulate and supervise the plan of safe transportation,	4	3	Green printing	4	15

		handling and storage of materials and wastes					
		106290L4	Master the calculation of carbon footprints	4	3		
		106293L5	Formulate corporate environmental policies	5	3		
		106291L4	Master print production workflows that meet the international environmental standards	4	6		
	E-publishing	106327L5	Master integrated concept of e-publishing	5	3	E-publishing	5

Job Post	Supervisor							
Job Description	Report to Prepress Manager. Assist Prepress Manager to formulate and execute the work of prepress department, including job management, personnel management, equipment maintenance and repair, training, quality, safety and environmental monitoring, production process optimization and innovation; internal communication and coordination within the department related to prepress.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Operation and management	111071L4	Apply the design thinking method and execute the problem-solving solutions	4	3	Operation and management	4	23
		PPPROM404A	Master printing production flow planning and management techniques	4	4			
		PPPROM406A	Master skills for printing professionals training and management	4	4			
		106279L3	Understand print quality control and management	3	6			
		PPPRQM401A	Master print quality control and management skills and application	4	6			
	Image processing technology	111063L3	Implement secure online file access, file management and maintenance	3	3	Image processing technology	4	21
		111058L4	Monitor image input and correction	4	6			
		111066L4	Monitor colour management and formulate related plan	4	6			

		111062L4	Monitor digital prepress work	4	6			
	File output technology	111049L3	Implement digital imposition	3	4	File output technology	4	22
		111060L3	Implement computer-to-plate (CTP)	3	6			
		106251L4	Master digital output techniques	4	6			
		PPPRPE404A	Understand digital printing flow system	4	6			
	Customer Service	PPPREC401A	Understand print costing	4	3	Customer Service	4	7
		PPPRCR402A	Master customer service skills	4	4			
	Composition of print products	PPPRPS201A	Understand composition of print products	2	3	Composition of print products	2	3

Job Post	Supervisor							
Job Description	Report to Prepress Manager. Assist Prepress Manager to formulate and execute the work of prepress department, including job management, personnel management, equipment maintenance and repair, training, quality, safety and environmental monitoring, production process optimization and innovation; internal communication and coordination within the department related to prepress.							
Key Tasks & UoC Information	Key Task (Additional competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Printing materials	106287L3	Understand the structures of printing materials	3	6	Printing materials	5	12
		106289L5	Adopt printing material standards	5	6			
	E-publishing	PPPRPS302A	Understand use of digital media carrier	3	3	E-publishing	4	9
		106325L4	Understand production methodologies of different e-publishing materials	4	6			
	Green printing	111069L4	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes	4	3	Green printing	4	12
		106290L4	Master the calculation of carbon footprints	4	3			
		106291L4	Master print production workflows that meet the international environmental standards	4	6			

	Electronic information management for printing	106239L4	Master the electronic information system for printing	4	6	Electronic information management for printing	4	6
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Job Post	Team Leader (File Management)							
Job Description	Responsible for the personnel management, job management, supervision and follow-up of file management process, ensure file access accurately in his/her team; check whether the file meets the requirements of print production; solve technical problems; assist in arranging staff training; technical guidance to technicians; perform equipment maintenance; test the new file management system (hardware and software) and report the feasibility; assist Supervisor in the implementation and execution of work objectives. Report problems to the superior in timely manner.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Image processing technology	111063L3	Implement secure online file access, file management and maintenance	3	3	Image processing technology	3	30
		111057L3	Implement image scanning and correction	3	3			
		111054L3	Implement computer graphics	3	6			
		111055L3	Implement computer retouching	3	6			
		111056L3	Implement computer page composition	3	6			
		111064L2	Assist in implementing colour management	2	6			
	File output techniques	111048L3	Examine, remedy and convert digital files (Preflight)	3	6	File output techniques	3	15
		111061L3	Implement digital file management	3	3			
		PPPRPE404A	Understand digital printing flow system	4	6			

	Production management	111072L3	Apply design thinking method to assist in the planning and executing the problem-solving solutions	3	3	Production management	4	22
		111045L4	Formulate and supervise maintenance and repair plans for printing equipment	4	3			
		PPPROM406A	Master skills for printing professionals training and management	4	4			
		111042L4	Formulate and supervise printing standardization solutions	4	6			
		106237L3 (replaced PPPROM304A)	Understand printing production management	3	6			
	Printing materials and system testing	111046L4	Formulate and supervise the test plan and write report for the printing system	4	6	Printing materials and system testing	4	6

Job Post	Technician (File Management)							
Job Description	Execute and implement file access, management and preflight in order to check if the file meets the requirements of print production; execute and implement work guideline and departmental objectives; report problems to the superior in timely manner.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Image processing techniques	111051L2	Assist in implementing computer graphics	2	3	Image processing techniques	2	15
		111052L2	Assist in computer retouching	2	3			
		111050L2	Assist in implementing computer page composition	2	3			
		111064L2	Assist in implementing colour management	2	6			
	File management techniques	111063L3	Implement secure online file access, file management and maintenance	3	3	File management techniques	2	10
		111053L2	Assist in image scanning	2	3			
		111047L2	Assist in examining, remedying and converting digital files (Preflight)	2	4			
	Printing standardization	111043L3	Implement the printing standardization	3	6	Printing standardization	3	6

Job Post	Team Leader (Color Management and Digital Proof Output)							
Job Description	Responsible for the personnel management, job management, supervision and follow-up of color in the file and proof according to customer's color standard or specific color standard to produce digital proof and color calibration; perform color management and digital proof system repair and maintenance; solve file technical problems; assist in arranging staff training; technical guidance to technicians; assist Supervisor in the implementation and execution of work objectives; regular internal communication and coordination with other departments for product quality assurance; test the new color and digital proof system (hardware and software) and related new materials and report feasibility; formulate and supervise the handling of relevant materials and wastes in accordance with environmental protection and safety regulations; report problems to the superior in timely manner.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Colour management and digital proofing technology	PPRPR304A	Master press proof inspection	3	3	Colour management and digital proofing technology	4	21
		111055L3	Implement computer retouching	3	6			
		111066L4	Monitor colour management and formulate related plan	4	6			
		111062L4	Monitor digital prepress work	4	6			
	Production management	111072L3	Apply design thinking method to assist in the planning and executing the problem-solving solutions	3	3	Production management	4	25
		111045L4	Formulate and supervise maintenance and repair plans for printing equipment	4	3			
111069L4		Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes	4	3				

		PPPROM406A	Master skills for printing professionals training and management	4	4			
		111042L4	Formulate and supervise printing standardization solutions	4	6			
		106237L3	Understand printing production management	3	6			
	Printing materials and system testing	106288L4	Understand printing material testing	4	6	Printing materials and system testing	4	12
		111046L4	Formulate and supervise the test plan and write report for the printing system	4	6			

Job Post	Technician (Color Management and Digital Proof Output)							
Job Description	Execute and implement color management workflow; assist the Team Leader to implement regular calibration of color measurement tools; produce digital proof according to customer's color standard or specific color standard; implement color correction according to customer's proof; report problems to the superior in timely manner; assist the Team Leader in implementing color management and in maintenance and repair of digital proofing machine. Handling the related materials and wastes safely in accordance with the company guideline.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Colour management	111065L3	Implement colour management	3	3	Colour management	2	18
		111052L2	Assist in computer retouching	2	3			
		111066L4	Monitor colour management and formulate related plan	4	6			
		111064L2	Assist in implementing colour management	2	6			
	Digital proofing	111049L3	Implement digital imposition	3	4	Digital proofing	4	16
		106245L1	Know digital output techniques	1	6			
		111062L4	Monitor digital prepress work	4	6			
	Green printing	111070L2	Implement safe transportation, handling and storage of materials and wastes	2	3	Green printing	2	3
	Printing machinery maintenance	111044L2	Assist the maintenance of printing machinery	2	3	Printing machinery maintenance	2	3
Printing standardization	111043L3	Implement the printing standardization	3	6	Printing standardization	3	6	

Job Post	Team Leader (Imposition and Imposition Proof Output)								
Job Description	Responsible for the personnel management, job management, supervision and follow-up of imposition and imposition proof output to ensure the accuracy of file output and suitable for the requirement of print; solve technical problems on file output, assist in arranging staff training, technical guidance to technicians, assist Supervisor in the implementation and execution of work objectives; maintain the output system; regular internal communication and coordination with other departments for product quality assurance; test the new imposition and imposition proof output systems (hardware and software) and related new materials, and report the feasibility; formulate and supervise the handling of relevant materials and waste in accordance with environmental protection and safety regulations; report problems to the superior in timely manner.								
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit	
	Imposition and imposition proof output technology	111049L3	Implement digital imposition	3	4	Imposition and imposition proof output technology	3	25	
		111061L3	Implement digital file management	3	3				
		106251L4	Master digital output techniques	4	6				
		111060L3	Implement computer-to-plate (CTP)	3	6				
		111062L4	Monitor digital prepress work	4	6				
	Production management	111072L3	Apply design thinking method to assist in the planning and executing the problem-solving solutions	3	3	Production management	4	19	
		111045L4	Formulate and supervise maintenance and repair plans for printing equipment	4	3				
		111069L4	Formulate and supervise the plan of safe transportation, handling and storage of	4	3				

			materials and wastes						
		PPPRM406A	Master skills for printing professionals training and management	4	4				
		106237L3	Understand printing production management	3	6				
	Printing materials and system testing		PPPRPS201A	Understand composition of print products	2	3	Printing materials and system testing	4	15
			106288L4	Understand printing material testing	4	6			
			111046L4	Formulate and supervise the test plan and write report for the printing system	4	6			

Job Post	Technician (Imposition and Imposition Proof Output)							
Job Description	Create imposition template, implement imposition and imposition proof output, according to customers' files and requirements; verify the accuracy of the file output and imposition proof; assist the Team Leader to implement the regular maintenance and repair for digital output workflow systems; report problems to the superior in timely manner. Handling related materials and wastes safely in accordance with company guideline.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Imposition and imposition proof output	PPPRPS201A	Understand composition of print products	2	3	Imposition and imposition proof output	3	16
		111049L3	Implement digital imposition	3	4			
		111060L3	Implement computer-to-plate (CTP)	3	6			
		111061L3	Implement digital file management	3	3			
	Green printing	111070L2	Implement safe transportation, handling and storage of materials and wastes	2	3	Green printing	2	3
Printing machinery maintenance	111044L2	Assist the maintenance of printing machinery	2	3	Printing machinery maintenance	2	3	

Job Post	Team Leader (Plate-making)							
Job Description	Responsible for the personnel management, job management, supervision and follow-up of plate-making to ensure the accuracy and meet the requirement of print; solve technical problems on plate-making, assist in arranging staff training, technical guidance to technicians, assist Supervisor in the implementation and execution of work objectives; regular internal communication and coordination with other departments for product quality assurance; ensure regular calibration and maintenance of output equipment; test the new plate-making system and materials and report feasibility; formulate and supervise the handling of relevant materials and waste in accordance with environmental protection and safety regulations. Report problems to the superior in timely manner.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Plate-making output technology	106251L4	Master digital output techniques	4	6	Plate-making output technology	3	18
		111060L3	Implement computer-to-plate (CTP)	3	6			
		106279L3	Understand print quality control and management	3	6			
	Production management	111072L3	Apply design thinking method to assist in the planning and executing the problem-solving solutions	3	3	Production management	4	19
		111045L4	Formulate and supervise maintenance and repair plans for printing equipment	4	3			
		111069L4	Formulate and supervise the plan of safe transportation, handling and storage of materials and wastes	4	3			
PPPROM406A		Master skills for printing professionals training and management	4	4				

		106237L3	Understand printing production management	3	6			
	Printing materials and system testing	106287L3	Understand the structures of printing materials	3	6	Printing materials and system testing	4	18
		106288L4	Understand printing material testing	4	6			
		111046L4	Formulate and supervise the test plan and write report for the printing system	4	6			

Job Post	Technician (Plate-making)							
Job Description	Implement plate-making according to production requirements; verify the plate quality after output; assist Team Leader to implement the regular calibration and maintenance on output system; effectively retain plate; report problems to the superior in timely manner; handling related materials and wastes safely in accordance with company guideline.							
Key Tasks & UoC Information	Key Task (Core competency)	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Plate-making	111068L2	Assist in implementing production or procurement of print production materials	2	3	Plate-making	3	12
		106278L2	Understand printing quality management	2	3			
		111060L3	Implement computer-to-plate (CTP)	3	6			
	Green printing	111070L2	Implement safe transportation, handling and storage of materials and wastes	2	3	Green printing	2	3
Printing machinery maintenance	111044L2	Assist the maintenance of printing machinery	2	3	Printing machinery maintenance	2	3	

Suggested UoC clusters of the main job posts under the VQP in Publishing Industry (Editorial Function)

Job Post	Assistant Editor								
Job Description	To edit and proofread printed books and e-books; to conduct research, data consolidation and analysis; to handle various tasks within the editorial team, such as filing book information and applying for book registration; to provide general clerical support, and partake in various promotional campaigns (such as book fair and book launch).								
Key Tasks & UoC Information	Key Task	UoC Code	UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit	
	Text Editing and proofreading	Key units of competency	PPPUED301A	Know English usage	3	3	Text Editing and proofreading	3	27
			PPPUED302A	Know modern Chinese	3	3			
			111087L3	Apply information retrieval to execute editorial tasks	3	3			
			111088L3	Apply basics of editorial studies to assist in the execution of editorial tasks	3	3			
			PPPUED306A	Know basic proofreading skills	3	3			
			111076L4	Apply knowledge of publishing studies to execute publishing tasks	4	3			
	Additional units of competency		PPPUED303A	Know classical Chinese	3	3			
			PPPUED307A	Know English-Chinese translation skills	3	3			
			PPPUED308A	Know Chinese-English translation skills	3	3			

	Book design and production	Key units of competency	111075L4	Apply editorial and production skills to facilitate interdepartmental communications to produce publications effectively	4	4	Book design and production	3	17	
			PPPUAD201A	Know layout design skills	2	3				
			PPPUAD302A	Understand book design skills	3	4				
			PPPUAD303A	Understand cover design skills	3	3				
			106320L3	Know basic processing flow for printing	3	3				

Job Post	Editor										
Job Description	To handle printed books and e-books' editorial matters, including planning book projects, setting themes, text assembly, editing, and proofreading; to expand and maintain author talent pool; to draft publishing contract for authors; to provide clerical assistance in copyright trade; to assist in book design and production; to partake in marketing and promotion by writing marketing copy for books, and providing support on various publicity and marketing activities.										
Key Tasks & UoC Information	Key Task	UoC Code		UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit		
	Planning, editing and proofreading of printed books and e-books	Key units of competency	PPPUED401A	Master use of English	4	6	Planning, editing and proofreading of printed books and e-books	4	51		
		111091L4	Use professional English relevant to the publishing industry to perform operational and editorial tasks	4	3						
		111099L4	Execute editorial tasks by using the knowledge of communicative conversion in Chinese	4	3						
		PPPUED402A	Master editing of practical writing	4	6						
		111089L4	Applying editorial studies to execute editorial tasks	4	3						
		PPPUED404A	Master proofreading skills	4	6						
		111095L3	Using bestselling book information and case studies to assist in new book ideas generation and planning	3	3						
		111100L4	Handle editorial and	4	3						

				promotional tasks using professional editing software						
			106323L4	Understand target reader groups of e-publishing	4	6				
			Additional units of competency	PPPUED405A	Exercise English-Chinese translation skills	4				6
			PPPUED406A	Exercise Chinese-English translation skills	4	6				
	Book design and production	Key units of competency	PPPUAD202A	Know expression skills for illustration	2	3	Book design and production	4	13	
			PPPUAD401A	Master various design skills	4	6				
PPPUAD401A			Understand processing for printing	4	4					
	Drafting contracts	Key units of competency	111077L4	Apply knowledge of relevant legislations to execute publishing work	4	3	Drafting contracts	4	6	
			111097L4	Understand the skills in drafting publishing contracts	4	3				
	Marketing and promotion	Key units of competency	106321L3	Understand sales and marketing skills	3	6	Marketing and promotion	3	18	
			PPPUMK402A	Master book promotion strategy	4	6				
			111092L4	Apply copywriting skills to execute publicity and promotional tasks	4	3				
			111093L3	Use social media to assist in company promotion, sales and brand image building	3	3				

	Copyright trade	Key units of competency	111080L4	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks	4	3	Copyright trade	4	3
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Job Post	Senior Editor								
Job Description	To handle printed books and e-books' editorial matters, including planning book projects, setting themes, text assembly, editing, and proofreading; to expand and maintain author talent pool; to draft publishing contract for authors; to partake in book design and production, setting the overall design direction and printing effects; to partake in marketing and promotion by writing marketing copy for books, and providing support on various publicity and marketing activities; to search for and identify overseas materials with promising commercial potential for copyright licensing; to negotiate licensing agreements, and deal with copyright and co-publishing arrangements; to scrutinize the terms and details in licensing contracts.								
Key Tasks & UoC Information	Key Task	UoC Code		UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	management plans for publishing projects	Key units of competency	PPPUMN502A	Understand publishing	5	4	management plans for publishing projects	5	11
			111090L5	Execute management plans for publishing projects	5	4			
			111096L4	Analyse bestselling book cases to execute editorial and promotional tasks	4	3			
	Production of e-books	Key units of competency	106310L5	Carry out electronic/online publication processing and production	5	6	Production of e-books	5	9
			106339L5	Master content conversion of e-publishing materials	5	3			
	Drafting contracts	Key units of competency	11098L5	Master the skills for drafting publishing contracts	5	3	Drafting contracts	5	3

	Marketing and promotion	Key units of competency	PPPUDS402A	Price management	4	6	Marketing and promotion	4	9
			111094L4	Use social media to formulate effective publicity and promotional solutions	4	3			
	Copyright trade	Key units of competency	PPPUMK501A	Copyright trade	5	4	Copyright trade	5	4

Job Post	Publishing Manager								
Job Description	To handle printed books and e-books' editorial matters, including planning book projects, setting themes, editing, proofreading, text assembly and reprinting; to assign and delegate publishing and administrative tasks within the editorial team; to coordinate the data asset management system matters; to expand and maintain author talent pool; to draft publishing contract for authors; to partake in book design and production, reviewing page layout and cover design; to set pricing for printed books and non-printed merchandise, estimate and control the costs; to formulate an overall marketing and promotion plan with the marketing team and authors, and fine-tune the marketing and promotion direction in timely manner; to monitor the progress and follow up on overseas licensing projects; to maintain close connections with existing publishers and copyright agencies at home and abroad. Formulate and execute publishing management plans.								
Key Tasks & UoC Information	Key Task	UoC Code		UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Themes Setting	Key units of competency	106314L5	Master subject selection and commissioning in the editorial process of publishing	5	6	Themes Setting	5	10
			111101L5	Supervise the editorial team to execute planning tasks regarding the choice of bestselling book ideas	5	4			
	Administration Management	Key units of competency	PPPUED501A	Plan publication project management	5	4	Administration Management	5	18
			PPPUMN504A	Set budget for publishing department	5	4			
			PPPRM504A	Effect human resources management	5	4			
			111078L5	Formulate and execute publishing management plans	5	6			

	Data asset management system	Key units of competency	111102L4	Perform tasks on content archival and retrieval	4	4	Data asset management system	4	4
	Copyright trade	Key units of competency	111081L5	Execute copyright management tasks by applying copyright knowledge and contract writing skills	5	4	Copyright trade	5	12
			111082L5	Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy	5	4			
			111079L5	Monitor publishing operation by applying knowledge of relevant laws and regulations	5	4			

Job Post	Editor-in-chief								
Job Description	To approve the final text and book content; to manage editorial team and formulate business development plans; to monitor and timely update the data asset management system; to expand and maintain author talent pool; to discuss with art department to determine the positioning and image of the brand, and hence, general art directions on design and production; to formulate an overall marketing and promotion plan with the marketing team and authors, and fine-tune the marketing and promotion direction in timely manner; to lead the publisher to execute copyright licensing and management tasks effectively and maintain close connections with overseas publishers and copyright Agencies.								
Key Tasks & UoC Information	Key Task	UoC Code		UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Planning book projects and setting themes	Key units of competency	PPPUED601A	Develop personal idea and style of publishing	6	6	Planning book projects and setting themes	6	28
			111103L5	Formulate the optimal product mix of the published items	5	4			
			PPPUED602A	Formulate publishing policy	6	6			
			106316L6	Implement subject selection, commissioning and planning in trans-region publishing	6	6			
			111086L6	Comprehensively analyse the annual local and international bestselling book titles to develop emerging business opportunities	6	6			
	Business Management	Key units of competency	PPPUMN602A	Set up publishing enterprise management system	6	6	Business Management	6	24
PPPUMN604A			Set departmental operation scheme, management structure	6	6				

				and professional code for publishing enterprise					
			106309L6	Set short term and long term goals for publishing enterprise	6	6			
			PPPUMN603A	Set balanced budget management system and operation code for publishing enterprise	6	6			
	E-publishing Management	Key units of competency	106341L6	Understand business models of e-publishing	6	6	E-publishing Management	6	12
			106342L6	Master digital rights management of e-publishing	6	6			
	Data asset management system	Key units of competency	111083L5	Formulate content archival and retrieval solutions	5	4	Data asset management system	5	4

Key Tasks & UoC Information	Key Task	UoC Code		UoC Title	UoC Level	UoC Credit	Cluster Title	Cluster Level	Cluster Credit
	Copyright trade	Key units of competency	PPPUED603A	Formulate copyright management strategy	6	6	Copyright trade	5	24
			PPPUED604A	Set up copyright management scheme	6	6			
			111085L5	Assess the actual local and overseas market situations for copyright licensing and assignments of bestselling titles	5	6			
			111084L5	Applying contract law and copyright ordinance to supervise cross-border copyright tasks	5	6			
Formulating publishing and marketing plan	Key units of competency	PPPUDS502A	Formulate sales plan	5	4	Formulating publishing and marketing plan	5	12	
		PPPUMK502A	Formulate publishing market analysis plan	5	4				
		111103L5	Formulate and execute marketing plans for publishing projects	5	4				

QF Level 1

Knowledge and Intellectual Skills

- Demonstrate and/or work with basic general and foundation knowledge in a narrow range of areas of a field of work or study
- Use basic intellectual skills in familiar, personal and/or everyday contexts
- Employ recall and demonstrate comprehension of facts with dependency on ideas of others
- Receive and pass on information

Processes

- Perform a limited range of tasks of a routine and repetitive nature in defined and highly structured contexts
- Use, under supervision or prompting, basic tools and materials
- Apply learnt responses to solve problems
- Take some account, with prompting, of identified consequences of actions

Autonomy and Accountability

- Carry out directed activity under close supervision
- Rely entirely on external monitoring of quantity and quality of own output
- Interact with others to complete tasks

Communication, ICT and Numeracy

- Use a limited range of simple skills with assistance in familiar, routine contexts
- Produce and respond to a limited range of simple, written and oral communications and take some part in discussions on straightforward subjects
- Carry out a limited range of simple tasks to process data and access information
- Use a limited range of simple and familiar numerical and graphical data

QF Level 2

Knowledge and Intellectual Skills

- Demonstrate and/or work with basic factual or operational knowledge in a selected number of areas of a field of work or study
- Use a range of intellectual skills in familiar, personal and/or everyday contexts
- Make comparisons with some evaluation and interpret available information

Processes

- Perform a range of tasks in predictable and structured contexts
- Apply basic tools and materials to complete routine processes
- Use rehearsed stages for solving problems
- Take account of the identified consequences of actions

Autonomy and Accountability

- Undertake directed activity with a degree of autonomy
- Accept defined responsibility for quantity and quality of own output subject to external quality checking
- Co-ordinate with others to achieve common goals

Communication, ICT and Numeracy

- Use a range of routine skills with some assistance in familiar, routine contexts
- Identify the main points and ideas from documents and reproduce them in other contexts
- Produce and respond to a specified range of written and oral communications and take an active part in discussions on identified topics
- Carry out a defined range of tasks to process data and access information
- Use a range of familiar numerical and graphical data

QF Level 3

Knowledge and Intellectual Skills

- Demonstrate and/or work with broad operational and theoretical knowledge of a field of work or study
- Use a broad range of intellectual skills in familiar but sometimes unfamiliar contexts
- Access, organise and evaluate information independently and draw reasoned conclusions

Processes

- Perform a broad range of tasks in a variety of familiar and some unfamiliar contexts using a known range of technical skills
- Employ a range of responses to well defined, but sometimes unfamiliar or unpredictable problems
- Make generalisations and predictions in familiar contexts

Autonomy and Accountability

- Carry out self-directed activity with guidance/ evaluation
- Accept responsibility for quantity and quality of own output and comply with prevailing practice
- Accept clearly defined but limited responsibility for the quantity and quality of the output of others
- Adapt own behaviour when working with others

Communication, ICT and Numeracy

- Use a wide range of largely routine and well-practiced skills in familiar and some unfamiliar contexts
- Produce and respond to detailed and complex written and oral communication and make presentations to an audience using suitable structure and style
- Use a wide range of standard ICT applications to obtain, process and combine information
- Use a wide range of numerical and graphical data to support work or study

QF Level 4

Knowledge and Intellectual Skills

- Demonstrate and/or work with a broad knowledge base with some specialised knowledge of a field of work or study
- Use a wide range of largely routine and some specialised intellectual skills related to a subject/discipline/sector
- Present and evaluate information, using it to inform future actions

Processes

- Perform skilled tasks requiring some discretion and creativity in a range of contexts
- Carry out routine lines of enquiry to address professional level issues and problems
- Exercise appropriate judgement in planning, selecting or presenting information, methods or resources

Autonomy and Accountability

- Undertake self-directed and some supervisory activity
- Operate within broad general guidelines and meet specified quality standards
- Take responsibility for the nature and quantity of own output
- Undertake a supervisory role, accepting some responsibility for the quantity and quality of the output of others including compliance with prevailing practice
- Contribute to group performance

Communication, ICT and Numeracy

- Use a wide range of routine and some advanced skills associated with a subject/discipline/sector in both familiar and some new contexts
- Synthesise, organise and present information coherently to convey complex ideas in well-structured form
- Use a wide range of standard ICT applications to support and enhance work
- Use and evaluate numerical and graphical data to measure progress and achieve goals and/or targets

QF Level 5

Knowledge and Intellectual Skills

- Demonstrate and/or work with in-depth specialised technical or theoretical knowledge of a field of work or study
- Use a wide range of specialised intellectual skills in support of established practices in a subject/discipline/ sector
- Critically analyse, evaluate and/or synthesise concepts, information and issues drawn from a wide range of sources to generate ideas

Processes

- Apply knowledge and skills in a range of technical, professional or management activities
- Identify and analyse both routine and abstract technical/ professional problems and issues, and formulate evidence-based responses
- Exercise appropriate judgement in planning, design, technical and/or management functions related to products, services, operations or processes

Autonomy and Accountability

- Accept responsibility and accountability, within broad parameters, for determining and achieving personal and/or group outcomes
- Work under the mentoring of senior qualified practitioners
- Deal with ethical issues, seeking guidance of others where appropriate

Communication, ICT and Numeracy

- Use some advanced and specialised skills in support of established practices in a subject/discipline/ sector
- Participate constructively in group discussions and make formal and informal presentations to a range of audiences on standard/mainstream topics in a subject/ discipline/sector
- Use some advanced features of ICT applications to support and enhance work
- Interpret, use and evaluate numerical and graphical data to set and achieve goals/ targets

QF Level 6

Knowledge and Intellectual Skills

- Demonstrate command of a systematic, coherent body of knowledge, some of which is at the forefront of a field of study or professional practice
- Utilise highly specialised technical, research or scholastic skills across an area of study
- Critically review, consolidate and extend knowledge, skills, practices and thinking in a subject/discipline/sector

Processes

- Apply knowledge and skills in a broad range of specialised technical, professional or management activities
- Utilise diagnostic and creative skills to carry out complex planning, design, technical and/or management functions related to products, services, operations or processes, including resourcing and evaluation
- Design and apply appropriate methodologies to conduct research and/or advanced technical or professional activity
- Critically evaluate new information, concepts and evidence from a range of sources and develop creative responses to routine and abstract professional problems and issues
- Deal with complex issues and make informed judgements in the absence of complete or consistent data/information

Autonomy and Accountability

- Exercise significant autonomy in determining and achieving personal and/or group outcomes
- Accept accountability in decision making relating to the achievement of outcomes
- Demonstrate leadership and make an identifiable contribution to change and development
- Deal with complex ethical and professional issues

Communication, ICT and Numeracy

- Use advanced and specialised skills to support academic and professional work in a subject/ discipline/sector
- Communicate, using appropriate methods, to a range of audiences including peers, senior colleagues and specialists
- Use advanced features of ICT applications to support and enhance work and identify refinements and/or new requirements to increase effectiveness
- Undertake critical evaluations of numerical and graphical data in support of decision-making

QF Level 7

Knowledge and Intellectual Skills

- Demonstrate a critical overview of a substantial body of knowledge and its related theories and concepts at the forefront of a field of study or professional practice, including an evaluative understanding of its broad relationship with other disciplines
- Make a significant and original contribution to a specialised field of inquiry, or to broader interdisciplinary relationships
- Identify, conceptualise and offer original and creative insights into new, complex and abstract ideas and information

Processes

- Apply knowledge and skills in a broad range of complex activities in highly specialised technical, professional or management contexts
- Demonstrate command of research and methodological issues and engage in critical dialogue
- Produce creative and original responses to problems and issues in the context of new circumstances
- Deal with very complex and/or new issues and make informed judgements in the absence of complete or consistent data/information

Autonomy and Accountability

- Assume a high degree of autonomy, with full accountability for own work, and significant responsibility for others
- Demonstrate leadership and originality in responding to new and unforeseen circumstances and accept accountability in related decision making
- Deal with very complex ethical and professional issues

Communication, ICT and Numeracy

- Use advanced and specialised skills to support academic and professional work that is at the forefront of a subject/discipline/ sector
- Strategically use communication skills, at the standard of published academic work and/or critical dialogue, adapting content and purpose to a range of audiences and contexts
- Use advanced features of ICT applications and specify requirements in anticipation of future needs
- Undertake critical evaluations of numerical and graphical data and employ such data extensively in support of the creation of new knowledge and innovative practice