

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Edit the image content of website
Code	107113L3
Description	According to business needs, apply appropriate software to edit the website image content
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Identify the formatting features of the network image, including</p> <ul style="list-style-type: none"> • JPEG / JPG format • GIF format • PNG format • BMP (Windows dot matrix) format • PICT format <p>2. Master the network image collection channels</p> <ul style="list-style-type: none"> • Common channels include: <ul style="list-style-type: none"> ○ Professional image website ○ Website with its own images ○ Search engine ○ Other channels: own shooting / production • Understand and follow the copyright procedures for using photos <p>3. Apply software to edit images (e.g. Photoshop, etc.)</p> <ul style="list-style-type: none"> • Master the criteria for selecting images <ul style="list-style-type: none"> ○ Technical standards: elements, clarity, exposure, contrast, depth of field ○ Information standards: the main body, the environment, the tendency or position ○ Aesthetic standards: composition, moments, emotions, color ○ Moral or legal standards: pornography, violence, bloody, infringing right, privacy, reputation, disclosure, national security • Master the perspective of image processing <ul style="list-style-type: none"> ○ Image trim ○ Partial light dimming ○ Edit the contrast of the image and its curve ○ Turn color images into black and white images, and bleaching ○ Fine-tune the color of the picture, saturation, image filter ○ Repair the stain on the image <p>4. Master web page layout, layout attributes and proper usage</p> <ul style="list-style-type: none"> • Set the text font, color, size and so on • Paragraph layout, line breaks and so on • Project symbol • Special effect <p>5. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implementation could meet the requirements of corporate development

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	<ul style="list-style-type: none">• Comply with the latest regulatory requirements of the Government (such as the Trade Descriptions Ordinance and the Copyright Ordinance), privacy and information security. The editorial content does not violate the relevant regulations.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• grasp the website image access channels• apply commonly used image editing software for editing according to business needs• understand and follow the copyright procedures for using images
Remark	