

Specification of Competency Standards
for the Retail
Unit of Competency

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

Title	Edit the video content of website
Code	111248L3
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to apply appropriate software to edit the website video content according to business needs
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge of editing website <ul style="list-style-type: none"> • Understand the formatting characteristics of network video • Understand the features and applications of video codecs (Video Codec) • Understand the streaming technology in market including <ul style="list-style-type: none"> • Unicast / HTTP single point of streaming technology, • P2P peer-to-peer streaming technology, and • Multicast • Understand the hardware and software requirements of various Adaptive Streaming technologies (ABS) • Understand the collection of video content channels, including video sites, search engines and their own production • Determine if the audio source is appropriate 2. Edit the video content of website <ul style="list-style-type: none"> • Apply software to edit video content (e.g. Adobe Premiere, Avid Media Composer, iMovie) • Edit video contents according to the requirements of business units • Add background audio and subtitles for video content 3. Exhibit professionalism <ul style="list-style-type: none"> • comply with the latest laws and regulations (e.g. Copyright Ordinance, Personal Data (Privacy) Ordinance) to ensure that the video content does not violate the relevant regulations in editing and publishing web content video content
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the operation of the video editing software to edit video content; and • Apply appropriate decoding and technology to release video according to the business needs.
Remark	This UoC is adopted from 107115L3