

## SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Design and Architecture					
TSC Title	Narrative Design in Product Development					
TSC Description	Develop the flow of the content through designing narrative elements within product development and at the product launch stages to create an engaging audience experience					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		Research ideas to support the design of impactful narrative elements in line with product considerations and product launch plans	Construct specific narrative elements towards the development of the overall content narrative in line with product considerations and product launch plans	Design the blueprint for the content narrative and lead the development of the overall narrative in line with product considerations and product launch plans	Guide content narrative development and refine narrative based on product considerations and product launch plans	
Knowledge		<ul style="list-style-type: none"> <li>Principles and theories of articulating products through narrative designs</li> <li>Research methods and techniques</li> <li>Elements of narrative design in different types of products</li> </ul>	<ul style="list-style-type: none"> <li>Principles and theories of articulating products through narrative designs</li> <li>Principles and theories of interaction designs</li> <li>Development of storyboards in relation to products</li> <li>Relevant theories relating to the wider cultural impact of stories and how culture and accessibility can be incorporated in product development</li> <li>Linear and non-linear narrative styles</li> <li>Impact of non-linearity and interactivity on narrative structures, styles, and customer experience</li> </ul>	<ul style="list-style-type: none"> <li>Principles and theories of articulating products through narrative designs</li> <li>Principles and theories of interaction designs</li> <li>Impact of narrative elements on products</li> <li>Techniques for engaging customers through narratives</li> <li>Implications on resources and time in using different types of interactive narrative structures</li> <li>Broad technical constraints applicable to combining narratives with interactivity in products</li> </ul>	<ul style="list-style-type: none"> <li>Creative vision of the content</li> <li>Resource constraints in terms of budgets and timelines</li> <li>Implications on resources and time in using different types of interactive narrative structures</li> <li>Relevant content regulations, social norms, and legislations</li> </ul>	

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<b>Abilities</b>		<ul style="list-style-type: none"> <li>Research ideas for narrative designs in products</li> <li>Present research findings during narrative design discussions</li> </ul>	<ul style="list-style-type: none"> <li>Interpret creative briefs to understand creative styles to be adopted for narrative designs</li> <li>Incorporate culture and accessibility through narrative designs into products</li> <li>Create engaging narratives based on profiles of customers for each product via various platforms</li> <li>Align narratives to ensure consistency and congruency with objectives of communication</li> <li>Refine narratives and dialogues in accordance to feedback from beta-testing and post-product launches</li> </ul>	<ul style="list-style-type: none"> <li>Create narrative blueprints and outlines by analysing creative briefs and understanding the creative vision and concepts</li> <li>Evaluate effectiveness of the culture and accessibility elements that have been incorporated through narrative designs into products</li> <li>Determine narrative elements that create the desired impact on products</li> <li>Review narrative elements for creative impact and desired alignment with the narrative blueprints</li> <li>Integrate narrative elements to organise the narrative flow to ensure congruency with the overall purpose of communication</li> <li>Liaise with creative teams as necessary to ensure that the narrative is appropriate and fit for purpose</li> </ul>	<ul style="list-style-type: none"> <li>Define creative briefs for the content narratives based on the content concepts and creative vision</li> <li>Manage resource budgets and timelines in incorporating narrative design in products</li> <li>Ideate the inclusion of specific narrative elements for desirable impact on products when articulating the value of products</li> <li>Communicate production and technical constraints that may impact narrative developments</li> <li>Provide technical guidance to refine narratives based on the creative vision and content concept</li> </ul>	
<b>Range of Application</b>	N/A					