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| **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** |
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|  | 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** |  | * Principles and theories of articulating products through narrative designs * Research methods and techniques * Elements of narrative design in different types of products | * Principles and theories of articulating products through narrative designs * Principles and theories of interaction designs * Development of storyboards in relation to products * Relevant theories relating to the wider cultural impact of stories and how culture and accessibility can be incorporated in product development * Linear and non-linear narrative styles * Impact of non-linearity and interactivity on narrative structures, styles, and customer experience | * Principles and theories of articulating products through narrative designs * Principles and theories of interaction designs * Impact of narrative elements on products * Techniques for engaging customers through narratives * Implications on resources and time in using different types of interactive narrative structures * Broad technical constraints applicable to combining narratives with interactivity in products | * Creative vision of the content * Resource constraints in terms of budgets and timelines * Implications on resources and time in using different types of interactive narrative structures * Relevant content regulations, social norms, and legislations |  |
| **Abilities** |  | * Research ideas for narrative designs in products * Present research findings during narrative design discussions | * Interpret creative briefs to understand creative styles to be adopted for narrative designs * Incorporate culture and accessibility through narrative designs into products * Create engaging narratives based on profiles of customers for each product via various platforms * Align narratives to ensure consistency and congruency with objectives of communication * Refine narratives and dialogues in accordance to feedback from beta-testing and post-product launches | * Create narrative blueprints and outlines by analysing creative briefs and understanding the creative vision and concepts * Evaluate effectiveness of the culture and accessibility elements that have been incorporated through narrative designs into products * Determine narrative elements that create the desired impact on products * Review narrative elements for creative impact and desired alignment with the narrative blueprints * Integrate narrative elements to organise the narrative flow to ensure congruency with the overall purpose of communication * Liaise with creative teams as necessary to ensure that the narrative is appropriate and fit for purpose | * Define creative briefs for the content narratives based on the content concepts and creative vision * Manage resource budgets and timelines in incorporating narrative design in products * Ideate the inclusion of specific narrative elements for desirable impact on products when articulating the value of products * Communicate production and technical constraints that may impact narrative developments * Provide technical guidance to refine narratives based on the creative vision and content concept |  |
| **Range of Application** | N/A | | | | | |