

**SKILLS FRAMEWORK FOR DESIGN  
SKILLS MAP – VISUALISER/STORYTELLER**

<b>Sector</b>	Design			
<b>Track</b>	Design			
<b>Sub-track</b>	Design Communication			
<b>Occupation</b>	Design Professional			
<b>Job Role</b>	<b>Visualiser/Storyteller</b>			
<b>Job Role Description</b>	<p>The Visualiser/Storyteller creates design concept visualisations in various formats, depending on the context and requirements of projects. He/She conducts research to uncover new methods of visual delivery and communicates data-driven insights and recommendations to various stakeholders. He also visualises new design ideas by executing sketch prototypes and mock-ups for the development of designs.</p> <p>The Visualiser/Storyteller possesses strong mastery in either hand-drawing, prototyping of physical prototypes, storyboarding, two-dimensional (2D) and three-dimensional (3D) modelling and rendering, hardware tinkering, or videography and animation, and can visualise concepts in their forms as intended by the designer. In addition, he demonstrates stakeholder management skills in partnering internal stakeholders to develop quality creative solutions that meet business objectives and goals.</p> <p>He may specialise as a Renderer, Graphic Designer, Multimedia Artist, Commercial Artist, Photographer, Videographer, 2D/3D Visualiser, Creative Visualiser and/or Data Visualiser, etc.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Visualise designs	Translate accurate visualisations from design concepts based on communicated requirements	<b>Performance Expectations (For legislated / regulated occupations)</b>
			Execute sketch prototypes, visualisations and mock-ups for design development	
			Create three-dimensional (3D) models from architectural plans, rough sketches and/or real-life objects using special rendering software	
			Create visualisations and storyboards of user journeys	
			Interpret illustrations, computer-aided design files, and/or other modelling data, as specified within projects	
			Convert data sets from computer-aided designs or other 3D modelling packages	
	Enhance design work	Develop new methods for prototype modelling		
		Conduct research on competitors' projects and market trends		
		Incorporate feedback from previous iterations of designs into subsequent mock-ups and future projects		
	Report insights	Create engaging information graphics for stakeholders		
Translate quantitative and qualitative data into meaningful reports and recommendations				
Communicate data-driven insights and recommendations to stakeholders				
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Aesthetic and Design Sensibility	Level 3	Communication	Advanced
	Brand Management	Level 3	Creative Thinking	Advanced
	Business Presentation Delivery	Level 4	Problem Solving	Advanced
	Conceptual Thinking	Level 3	Interpersonal Skills	Intermediate
	Content Development and Strategy	Level 3	Transdisciplinary Thinking	Basic
	Cultural Sensitivity for Design	Level 3		
	Data and Information Visualisation	Level 4		
	Design Creation and Development	Level 3		
	Design Sketching	Level 4		
	Design Standards and Specification	Level 3		
	Digital and Physical Prototyping	Level 2		
	Empathetic Design	Level 3		
	Imagination and Exploration	Level 3		
	Narrative Design	Level 4		
	Technical Drawing	Level 4		
Visual Communication	Level 4			

**Programme  
Listing**

For a list of Training Programmes available for the Design sector, please visit: [www.skillsfuture.sg/skills-framework/design](http://www.skillsfuture.sg/skills-framework/design)

The information contained in this document serves as a guide.