

**SKILLS FRAMEWORK FOR DESIGN  
SKILLS MAP – LEAD VISUALISER/LEAD 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>Lead Visualiser/Lead Storyteller</b>					
<b>Job Role Description</b>	<p>The Lead Visualiser/Lead Storyteller leads design concept visualisation. He/She manages project scopes for concept visualisations and oversees the development of visualisation tools and communication output for the organisation. As a team lead, he provides on-the-job training and feedback to enhance the core competence of his team members. He also leads presentations of design visualisations and collaterals to clients, and research efforts to uncover new methods of visual delivery.</p> <p>The Lead Visualiser/Lead Storyteller is strong 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, to visualise concepts in their forms as intended by the designers. A good eye for aesthetics is helpful as he is responsible for translating design ideas and concepts into prototypes. Lastly, he possesses good stakeholder management skills, partnering internal and external stakeholders to develop 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>		<b>Key Tasks</b>	<b>Performance Expectations (For legislated / regulated occupations)</b>		
			Visualise designs		<ul style="list-style-type: none"> <li>Develop requirements for visualisation output</li> <li>Oversee development of visualisation output</li> <li>Refine designs using special rendering software</li> <li>Create design visuals from verbal briefs</li> <li>Deliver design visualisations and presentations to stakeholders</li> </ul>	
	Enhance design work	<ul style="list-style-type: none"> <li>Provide inputs to identify software libraries for architectural rendering needs and applications</li> <li>Lead research efforts for enhancing visual delivery</li> </ul>				
	Report insights	<ul style="list-style-type: none"> <li>Design data reports, visualisation tools and communication output for the organisation</li> <li>Draw insights and recommendations from research for influencing and enhancing designs</li> <li>Share insights during team meetings and other key strategic forums</li> </ul>				
	Influence organisational development	<ul style="list-style-type: none"> <li>Provide feedback to direct reports and junior team members</li> <li>Provide on-the-job training to direct reports and junior team members</li> </ul>				
	<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>			<b>Generic Skills and Competencies (Top 5)</b>	
		Aesthetic and Design Sensibility	Level 4		Communication	Advanced
		Brand Management	Level 4		Creative Thinking	Advanced
		Business Presentation Delivery	Level 5		Problem Solving	Advanced
		Conceptual Thinking	Level 4		Interpersonal Skills	Advanced
Content Development and Strategy		Level 4	Leadership	Intermediate		
Cultural Sensitivity for Design		Level 4				
Data and Information Visualisation		Level 5				
Design Creation and Development		Level 4				
Design Sketching		Level 5				
Design Standards and Specification		Level 4				
Digital and Physical Prototyping		Level 3				
Empathetic Design		Level 4				
Imagination and Exploration		Level 4				
Narrative Design		Level 5				
Stakeholder Management		Level 3				
Technical Drawing		Level 5				
Visual Communication	Level 5					
<b>Programme Listing</b>	For a list of Training Programmes available for the Design sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/design">www.skillsfuture.sg/skills-framework/design</a>					

The information contained in this document serves as a guide.

