

**SKILLS FRAMEWORK FOR DESIGN
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Design Communication					
TSC	Design Writing					
TSC Description	Convey a design story, idea or concept in a compelling and engaging manner through writing					
TSC Proficiency	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			DSN-COM-3003-1.1	DSN-COM-4003-1.1	DSN-COM-5003-1.1	
			Compose design narratives that would inform readers on the holistic components of the design	Lead the development of design narrative to engage and inform readers of the key design components	Align design narrative to design intention and purpose, and refine design narrative to maximise audience engagement	
Knowledge			<ul style="list-style-type: none"> Principles of creative writing Appeal and characteristics of different design genres Cultural impact of design Concept of effective research techniques and methodologies Methods to translate design concepts into meaningful content Methods to engage audiences through design narratives Design brief writing techniques 	<ul style="list-style-type: none"> Principles of creative writing Theories relating to the cultural impact of design Methods to translate design concepts into meaningful content Principles of engaging audiences through design narratives Interaction types and their influence on the structures and/or styles of design narratives Implications of interactive design structures on resources and time 	<ul style="list-style-type: none"> Organisational goals and values Types of considerations when writing to various internal and external stakeholders Principles of content creative vision Concept of narrative project constraints, in terms of budgets and timelines Implications of interactive design structure on resources and time 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Research new ideas and methods of presenting design linguistically • Conduct research on brand's or organisation's online presence to gain clarity on profile and tone • Simplify and distil information from design content briefs • Write descriptive details that best present the ideas and concepts of a design • Interpret design narratives to understand and adopt a variety of creative styles • Create design narratives that are engaging for the intended audience and appropriate for the content and target platforms • Refine narratives to accommodate feedback provided from stakeholders 	<ul style="list-style-type: none"> • Determine design narrative elements that would create the desired impact, in relation to the creative vision • Identify core components of creative design that should be emphasised in the design narrative • Create design narrative outlines through analysing creative briefs and understanding the creative vision and concept • Prepare design briefs based on desktop research and outcomes of scoping meetings • Integrate various components into an organised structure in the design narrative • Align narratives to be consistent and congruent with intention and meaning of the design • Liaise with teams to ensure design narratives are appropriate and fit for purpose 	<ul style="list-style-type: none"> • Develop design briefs based on the design's content concept and creative vision • Ideate narrative elements for optimum creative impact and audience engagement • Communicate production and technical constraints that may impact narrative development • Provide inputs to refine narratives based on the creative vision and content concept • Provide consultation on design writing best practices • Drive the development of audience engagement knowledge and practices • Challenge written design briefs to get required information out of stakeholders 	
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