TSC Category	Design Communication					
TSC	Narrative Design					
TSC Description	Develop the flow of the content through designing narrative elements to create an engaging audience experience					
TSC Proficiency Description	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**
		DSN-DES-2053-1.1-1	DSN-DES-3053-1.1-1	DSN-DES-4053-1.1-1	DSN-DES-5053-1.1-1	
		Research ideas to support the design of impactful narrative elements	Construct specific narrative elements towards the development of the overall content narrative	Design the blueprint for the content narrative and lead the development of the overall narrative	Guide content narrative development and refine narrative based on production considerations	
Knowledge		• Principles and types of narrative structures • Characteristics and appeal of different genres of stories • Research methods and techniques • Elements of narrative design • Format of story development • Developments of storyboards	• Principles and theories of narrative designs • Principles and theories of interaction designs • Characteristics and appeal of different genres of stories • Format of story development • Development of storyboards • Relevant theories relating to the wider cultural impact of stories • Creative writing techniques and methods • Storytelling techniques and principles • Linear and non-linear narrative styles • Impact of non-linearity and interactivity on narrative structures, styles and audience experience	• Storytelling techniques and principles • Impact of narrative elements on storytelling approaches • Techniques for engaging audience through narratives • Implications on resources and time in using different types of interactive narrative structures • Types of interaction available to users which affect stories or narratives • Broad technical constraints applicable to combining narratives with interactivity	• Creative vision of the content • Production project 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 dialogues and narration styles, character back-stories and world background setting to add to the content narrative • Present research findings during narrative design discussions • Write descriptive details of characters, universes, dialogues and narrations required to support back-stories, exposition and script development	• Interpret creative briefs to understand creative styles to be adopted for narrative designs • Incorporate specific storytelling traditions to generate ideas and create narrative structures • Create engaging narratives for the intended audience and appropriate for the content and target platforms • Align narratives to ensure consistency and congruency with objectives of communication • Refine narratives and dialogues in accordance to feedback	• Create narrative blueprints and outlines by analysing creative briefs and understanding the creative vision and concepts • Determine narrative elements that create the desired impact as per the story and the creative vision • 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 • Ideate the inclusion of specific narrative elements for dramatic impact during communication • Communicate production and technical constraints that may impact narrative developments • Provide technical guidance to refine narratives based on the creative vision and content concept	