

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Conceptualisation					
TSC Title	Concept Creation					
TSC Description	Develop the initial concepts or ideas for creation of media products and platforms					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-DES-3020-1.1	MED-DES-4020-1.1	MED-DES-5020-1.1	MED-DES-6020-1.1
			Create original concepts using different techniques	Lead concept generation, review and improve the creative process to obtain better original concepts	Drive robust processes to guide the selection of relevant concepts for media products and platforms creation	Mentor the team in the creative process to inspire new concepts for media products and platforms creation
Knowledge			<ul style="list-style-type: none"> Principles of collaborative working and knowledge sharing Creative thinking techniques Sources of potential ideas Creative process model Sources of filed intellectual property 	<ul style="list-style-type: none"> Techniques for idea generation Format and structure in relation to proposed media products and platforms Concept of acceptable risks in creative process improvement Best practices for creative processes 	<ul style="list-style-type: none"> Criteria for judging and selecting ideas Cost, technical and logistical implications of realising ideas Creative opportunities and limitations of the proposed concept Application of emerging technologies Basic tenets of conflict management 	<ul style="list-style-type: none"> Creative opportunities and limitations of the proposed concept Strategies for collaborative creativity Impact of emerging technologies across products or platforms Ethical practices related to creative endeavour Conflict management techniques
Abilities			<ul style="list-style-type: none"> Generate ideas for new concepts using creative thinking techniques Identify the creative possibilities that are appropriate for genres and distribution platforms Present initial ideas to the team to allow for constructive feedback Check for intellectual property (IP) issues with identified ideas 	<ul style="list-style-type: none"> Review the process of concept generation to facilitate improvements Exploit new and emerging technologies to create new concepts Implement improvements to the creative process Inspect the creative process for barriers to creativity Develop practical ways to overcome identified barriers to creativity 	<ul style="list-style-type: none"> Evaluate concepts against established success factors and explain the reasons for selecting or rejecting concepts Review content ideas to give constructive feedback Drive ideas or concepts that have the greatest potential for monetisation Drive the acquisition plan to obtain intellectual property (IP) rights for the proposed concepts 	<ul style="list-style-type: none"> Inspire new ways of working to generate ideas for concept creation Assess and approve levels of acceptable creative risk in pursuit of new and original ideas Resolve any disagreements in order to produce new concepts within deadlines Inspire the creative and production teams to produce the required media products and

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				<ul style="list-style-type: none"> • Develop the format and structure for new concepts • Conduct an assessment of the likely audience appeal of new ideas and concepts 	<ul style="list-style-type: none"> • Develop suitable adaptations of concepts if research reveals new creative developments that affect the original concepts • Create media content and/or media product using the proposed concepts to the standards needed and within the available budget 	<p>platforms for the proposed concepts</p> <ul style="list-style-type: none"> • Motivate the creative and production teams to push their boundaries to achieve quality for the required media products and platforms within required budgets • Recommend changes to the requirements and budgets based on changes to the concepts • Engage sponsors to ensure that their needs and intent are fulfilled
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