

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

TSC Category	Game Design					
TSC Title	Game Concept Design					
TSC Description	Conceive idea and evolve it into the overall vision for the game, including genre, universe, broad storyline, character, gameplay outline and monetisation plan					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		MED-GDP-2001-1.1	MED-GDP-3001-1.1	MED-GDP-4001-1.1	MED-GDP-5001-1.1	
		Research ideas for game concept designs and assist in developing a detailed game concept blueprint	Develop detailed concepts for key game elements and create the game concept documents	Lead the conceptualisation of the key elements of the game design, and pitch game concepts to internal stakeholders for approval	Define the vision and scope of the game, drive the overall iterative process of game concept designs and pitch the game concept to external stakeholders	
Knowledge		<ul style="list-style-type: none"> Research and data collection techniques Elements of game concept Principles of monetisation for game features Game concept document format and components Documentation and version control techniques Relevant standards, guidelines and conventions for documentation of game concept 	<ul style="list-style-type: none"> Game design principles and concepts Core elements of a game Ways to monetise specific game elements or features Principles of game economy and virtual currency Significance and impact of game elements on gameplay and user experience Interrelation between game elements Relevant standards, guidelines and conventions for documentation Impact of game designs on technical parameters 	<ul style="list-style-type: none"> Game design principles and concepts Target audience and their preferences Game monetisation principles, concepts and limitations Principles of game economy and virtual currency Technical capabilities required for implementing game design Significance and impact of game elements on gameplay and user experience Technical specifications and technical capabilities of target platforms Storytelling techniques Impact of game designs on technical parameters Certification guidelines norms and legislations 	<ul style="list-style-type: none"> Techniques and research methods for identifying or eliciting audience needs, preferences and expectations Game monetisation principles, concepts and limitations Marketing requirements for games Trends in game design and gameplay Project parameters and constraints including target platforms and their capabilities 	
Abilities		<ul style="list-style-type: none"> Interpret the game concept brief to identify the research objectives for the game concept design 	<ul style="list-style-type: none"> Develop concept ideas for key game elements Specify functionalities of end-user features 	<ul style="list-style-type: none"> Analyse game vision to develop high level game design requirements Formulate original ideas for game plot and 	<ul style="list-style-type: none"> Envision an engaging game concept based on the monetisation potential and emerging technology trends 	

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		<ul style="list-style-type: none"> • Conduct research to generate ideas on the various game design elements • Generate ideas to monetise specific game features • Present research insights to facilitate game concept design creation • Create detailed documentation of various options for game design elements • Support the development of game concept documentation 	<ul style="list-style-type: none"> • Develop specific elements of the game economy to monetise specific game features • Refine concept based on creative inputs provided • Devise appropriate naming, coding or mapping conventions for documenting the game design elements • Document specifications and concepts in appropriate formats to serve as a blueprint for game development • Integrate all design concepts and ideas into an overall game concept document 	<p>character storylines and backgrounds to be developed as the game's script and narrative</p> <ul style="list-style-type: none"> • Develop audience personas, usage scenarios and audience journeys to determine audience acceptance and monetisation potential for the game • Conceive the game economy and reward structure, in alignment with the game's vision, monetisation plan and audience's willingness to pay • Review game concepts to suggest modifications and refinements based on creative, commercial and project considerations • Critique and refine game, character and gameplay concepts • Align characters, universes and gameplay outline by ensuring consistency in the game concept design through the application of consistency principles • Liaise with teams involved in the game development, art, quality assurance, production and publishing processes to ensure the game design and user interface are suitable for the intended goal and target audience 	<ul style="list-style-type: none"> • Define the game design brief with details on the target audience, genre and high-level estimation of monetisation potential and plan • Drive research to generate ideas for various game concept elements • Develop creative design briefs to communicate the vision of the game to the design team • Guide the development of the game concept with creative inputs • Ideate the game economy with the design team to determine how best to monetise the game • Critique game concept to predict the game's audience acceptance and monetisation potential and to better align to the game's vision • Lead the pitch of the game concept to external stakeholders • Review the game concept to determine if it is suitable for the intended purpose and target audience 	
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				<ul style="list-style-type: none"> Prepare the pitch documents for the presentation of the game concept to internal stakeholders 		
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