

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

<b>TSC Category</b>	Production Design and Art					
<b>TSC Title</b>	Production Design					
<b>TSC Description</b>	Research, conceptualise and execute the creative vision of productions					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>MED-MPN-3028-1.1</b>	<b>MED-MPN-4028-1.1</b>	<b>MED-MPN-5028-1.1</b>	
			Analyse the requirements in design concepts to achieve required production styles	Develop design concepts and execution plans to outline requirements to production teams	Lead the conceptualisation of the overall production design to achieve the creative vision of productions	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Fundamental design principles</li> <li>Production design tools and resources</li> <li>Types of tools and software to generate production design graphics</li> </ul>	<ul style="list-style-type: none"> <li>Production design principles and processes</li> <li>Production design tools and techniques</li> <li>Conventional signs and markings on blueprints and floor plans</li> <li>Computer-aided drawing equipment, software, techniques and processes for generating graphics</li> </ul>	<ul style="list-style-type: none"> <li>Principles of production design and art direction</li> <li>Impact of colour palettes on design aesthetics</li> <li>Drawing and modelling techniques</li> <li>Profile of target audience</li> <li>Local and global design trends</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Conduct research on various design concepts to generate design ideas that would support such concepts</li> <li>Analyse requirements in design ideas to determine the execution in the production environments</li> <li>Support the development of draft production design plans based on inputs from teams and research</li> <li>Prepare production design materials and</li> </ul>	<ul style="list-style-type: none"> <li>Review content and creative vision to develop design concepts that suit the production</li> <li>Create graphics to depict visual concepts to production teams</li> <li>Develop technical specifications to execute production design plans</li> <li>Manage the implementation to ensure visual elements meet the creative and technical requirements</li> <li>Conduct briefings to relevant teams to</li> </ul>	<ul style="list-style-type: none"> <li>Conceptualise the production designs required to achieve the creative vision of productions</li> <li>Lead the production teams to brainstorm ideas that complement the creative vision of productions</li> <li>Develop briefs to outline artistic requirements</li> <li>Guide the overall execution of production design plans to ensure alignment with creative</li> </ul>	

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			equipment based on execution plan	<p>communicate production design concept and execution plans</p> <ul style="list-style-type: none"> <li>• Adapt aesthetics and technical requirements to resolve issues related to resources and production constraints</li> </ul>	<p>and technical specifications</p> <ul style="list-style-type: none"> <li>• Review visual elements to ensure consistency with overall design concepts</li> </ul>	
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