

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

TSC Category	Production Technical Services					
TSC Title	Visual Style Development					
TSC Description	Define visual style bible by outlining the types of equipment, movements, angles, frame rates, lighting and other technical parameters needed to achieve the visual style of production					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-MPN-3051-1.1	MED-MPN-4051-1.1	MED-MPN-5051-1.1	
			Analyse equipment requirements and placements to determine feasibility in achieving required visual styles	Develop visual briefs to outline requirements needed to depict desired visual effects	Lead the conceptualisation of the unique visual identity or look of the content to portray desired moods and environments through use of various elements including lighting, camera movements, frames, location, landscape and other visual elements	
Knowledge			<ul style="list-style-type: none"> • Overview of production processes • Roles and responsibilities of the team members in a production • Features and functions of equipment • Cinematography techniques • Impact of equipment controls and lighting on overall visuals 	<ul style="list-style-type: none"> • Concepts of visual storytelling • Principles of optical lenses • Factors that impact the overall visuals • Techniques to enhance various visual effects • Feasibility analysis of visual styles • Limitations associated with various types of equipment • Innovative shooting formats and methods 	<ul style="list-style-type: none"> • Concepts of visual storytelling • Principles of cinematography that impact overall visuals • Factors that impact the overall visuals • Innovative visual styles • Technologies to enhance the quality of visual effects • Innovative shooting formats and methods 	
Abilities			<ul style="list-style-type: none"> • Interpret visual briefs to understand production requirements and equipment placements • Set up and adjust equipment to required settings according to details outlined in the visual briefs • Control camera movements and settings 	<ul style="list-style-type: none"> • Review the narratives and scene breakdowns to determine visual elements required for scenes • Outline detailed requirements in visual briefs to guide production teams on the preparation and set-up required 	<ul style="list-style-type: none"> • Conceptualise visual identities required to achieve the creative vision of production • Lead production teams to brainstorm visual ideas that complement the creative vision of the production • Develop detailed creative briefs to outline 	

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			<p>to capture required scene and effects</p> <ul style="list-style-type: none"> Analyse test footage to determine visual quality Propose adjustments to equipment and placements to enhance visual effects 	<ul style="list-style-type: none"> Review test footage to determine visual quality against parameters Collaborate with various production teams to resolve creative and technical issues Adapt aesthetics and technical requirements to resolve issues related to resources and production constraints 	<p>design requirements to production teams</p> <ul style="list-style-type: none"> Formulate action plans to resolve production challenges related to proposed visual styles Guide production teams on the use of emerging technologies to create new and innovative special effects that are engaging to target audience 	
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