

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

TSC Category	Script and Story Development					
TSC Title	Creative Storytelling					
TSC Description	Convey stories, ideas or concepts in a compelling and engaging manner through creative mediums					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-MPN-3052-1.1	MED-MPN-4052-1.1	MED-MPN-5052-1.1	
			Develop storylines to define the plots and characters clearly	Refine storylines to enhance plots and strengthen appeal to the audience	Direct the creative storytelling process to deliver an engaging and powerful audience experience	
Knowledge			<ul style="list-style-type: none"> • Concept of storytelling • Expected format for visual storytelling • Premise-setting, genres, central themes, character arcs and other elements of concepts • Methods and devices to convey emotions • Storytelling techniques • Nuances of various storytelling media • Basic non-linear storytelling principles 	<ul style="list-style-type: none"> • Elements of storytelling • Principles of storytelling and character psychology • Mechanisms and devices to convey time, events or emotions • Audience engagement techniques • Principles and design of emotional maps of plots • Cross-media and non-linear storytelling principles 	<ul style="list-style-type: none"> • Audience engagement techniques • Experiential storytelling • Mechanisms and devices used in various visual and aural media to progress the narrative • Trends, themes and insights for various audience and platforms • Technologies to facilitate cross-media and non-linear storytelling 	
Abilities			<ul style="list-style-type: none"> • Create simple themes with defined plots to interest the audience • Identify key elements of the concept to conduct deeper research on topic • Explain key characters and context to new audiences • Describe key events in storylines in an engaging way • Recommend multiple entry points to particular 	<ul style="list-style-type: none"> • Develop exciting themes with unique plots to engage the audience • Enhance characters and plots to improve audience appeal • Determine loose ends in the plots to make the storylines more robust • Adapt narratives to meet different designs, technical and production requirements 	<ul style="list-style-type: none"> • Define the overarching vision to guide the storyline development • Guide the development of compelling stories to suit the audience tastes and convey complex themes through new storytelling techniques and technologies • Refine the characters to enhance the audience appeal 	

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			<p>subjects or themes for an interactive experience</p> <ul style="list-style-type: none"> • Present the storylines to various stakeholders 	<ul style="list-style-type: none"> • Experiment with different styles and techniques for audience excitement • Leverage on techniques to create content that generates new experiences for audiences • Liaise with the creative teams to facilitate the creative process and delivery of required outcomes for the audience 	<ul style="list-style-type: none"> • Modify storylines to resolve creative and technical issues that arise in the course of production • Evaluate impact of proposed story changes on the intended audience for increased audience appeal • Collaborate with the creative teams to facilitate the creative processes and delivery of required outcomes for the audience • Recommend suitable mediums to be used to increase audience engagement 	
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