

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

<b>TSC Category</b>	Script and Story Development					
<b>TSC Title</b>	Narrative Design					
<b>TSC Description</b>	Develop the flow of the content by designing narrative elements in alignment with the story progression to create an engaging audience experience					
<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-2053-1.1</b>	<b>MED-MPN-3053-1.1</b>	<b>MED-MPN-4053-1.1</b>	<b>MED-MPN-5053-1.1</b>	
		Research ideas to support the design of impactful narrative elements	Construct specific narrative elements towards the development of the overall content narratives	Design the blueprints for the content narrative and lead the development of the overall narratives	Guide content narrative development and refine narratives based on production considerations	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Principles and types of narrative structures</li> <li>Characteristics and appeal of different genres of stories</li> <li>Research methods and techniques</li> <li>Elements of narrative design</li> </ul>	<ul style="list-style-type: none"> <li>Principles and theories of narrative designs</li> <li>Principles and theories of interaction designs</li> <li>Characteristics and appeal of different genres of stories</li> <li>Relevant theories relating to the wider cultural impact of stories</li> <li>Creative writing techniques and methods</li> <li>Storytelling techniques and principles</li> <li>Linear and non-linear narrative styles</li> <li>Impact of non-linearity and interactivity on narrative structures, styles and audience experience</li> </ul>	<ul style="list-style-type: none"> <li>Storytelling techniques and principles</li> <li>Impact of narrative elements on storytelling approaches</li> <li>Techniques for engaging audience through narratives</li> <li>Implications on resources and time in using different types of interactive narrative structures</li> <li>Types of interaction available to users which affect stories or narratives</li> <li>Broad technical constraints applicable to combining narratives with interactivity</li> </ul>	<ul style="list-style-type: none"> <li>Creative vision of the content</li> <li>Production project constraints in terms of budgets and timelines</li> <li>Implications on resources and time in using different types of interactive narrative structures</li> <li>Relevant content regulations, social norms and legislations</li> </ul>	

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<p><b>Abilities</b></p>		<ul style="list-style-type: none"> <li>• Research ideas for dialogues and narration styles, character back-stories and world background setting to add to the content narrative</li> <li>• Present research findings during narrative design discussions</li> <li>• Write descriptive details of characters, universes, dialogues and narrations required to support back-stories, exposition and script development</li> </ul>	<ul style="list-style-type: none"> <li>• Interpret creative briefs to understand creative styles to be adopted for narrative designs</li> <li>• Incorporate specific storytelling traditions to generate story ideas and create narrative structures</li> <li>• Create engaging narratives for the intended audience and appropriate for the content and target platforms</li> <li>• Describe events and dialogues in response to dynamic changes of the characters, assets, or environments</li> <li>• Align narratives to ensure consistency and congruency with the story worlds and the characters</li> <li>• Refine narratives and dialogues in accordance to feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Create narrative blueprints and outlines by analysing creative briefs and understanding the creative vision and concepts</li> <li>• Determine narrative elements that create the desired impact as per the story and the creative vision</li> <li>• Review narrative elements for creative impact and desired alignment with the narrative blueprints</li> <li>• Integrate narrative elements to organise the narrative flows to ensure congruency with stories</li> <li>• Liaise with creative teams as necessary to ensure that the narrative is appropriate and fit for purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Define creative briefs for the content narratives based on the content concepts and creative vision</li> <li>• Ideate the inclusion of specific narrative elements for dramatic impact based on events in stories</li> <li>• Communicate production and technical constraints that may impact narrative developments</li> <li>• Provide technical guidance to refine narratives based on the creative vision and content concept</li> </ul>	
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