

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

TSC Category	Script and Story Development					
TSC Title	Script Writing					
TSC Description	Create compelling and engaging scripts for media content of different formats on various platforms					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-MPN-3054-1.1	MED-MPN-4054-1.1	MED-MPN-5054-1.1	
			Research ideas and write stories as part of an overall storyline and align with production goals in terms of suitability for realisation on visual media and run-time	Review ideas for scripts and create overarching storylines, themes, characters and universe	Drive overarching direction for script for content to ensure audience engagement and content monetisation	
Knowledge			<ul style="list-style-type: none"> Research methods, techniques and resources for the research requirements Media platforms for the target audience and the relevant scripts required Principles of storytelling and character psychology Elements of the script including the story premise, theme, plot, character profiles, structure, scene design, dialogue and key turning points Principles of action and dialogue writing and use of timing, pacing and characterisation Industry standard nomenclature and layout for scripts Word processing software and 	<ul style="list-style-type: none"> Objectives and vision of the production Budget, timescales and other project parameters Characteristics and appeal of the genres of scripts being written Relevant theories and principles of story structure that are applicable to scripts Relevant cultural, social or political sensitivities pertinent to the theme or the target audience Concepts complying with norms and guidelines specific to culture 	<ul style="list-style-type: none"> Aims and objectives of the production and its overall conceptual vision Budget, timescales and other project parameters Audience preferences and expectations Forms of distribution channels and platforms based on the types of media Legal and compliance considerations for script and production Relevant copyright norms and intellectual property rights 	

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			<p>scriptwriting, formatting software</p> <ul style="list-style-type: none"> • Relevant laws and regulations for copyrights and contractual protocols 			
Abilities			<ul style="list-style-type: none"> • Interpret creative briefs to understand requirements in script drafting processes • Conduct research to develop a detailed and authentic scripts • Research periods, characters and stories • Write episodic scripts, plots or parts of scripts to contribute to overall scripts • Prepare a story outlines covering aspects such as story plot, structure, theme, setting, character profiles and key turning points, as appropriate • Write dialogues and screenplay based on research • Develop drafts that are factually accurate and employ the correct language • Explain clearly potential legal, ethical or regulatory issues that can arise in the written form • Apply discretion to avoid exposure to legal and copyright issues to avoid conflict 	<ul style="list-style-type: none"> • Develop the artistic vision and themes for the scripts • Create plots and sub-plots to meet the artistic vision and concept of the script • Conceive ideas to appeal to the target audience • Brief teams on stories, plots, or sub-plots expected • Guide discussions to develop characters and story backgrounds • Review episodic scripts, plots, or parts of script written by junior writers for accuracy, creativity and alignment with the overarching theme • Offer information and advice constructively and ahead of schedule to allow any changes to the script within deadlines • Identify legal, ethical, regulatory or socio-political issues and guide the team to develop scripts to avoid those issues 	<ul style="list-style-type: none"> • Anticipate potential differences in the creative vision and production requirements to refine scripts and align with overall themes • Enhance scripts written by other scriptwriters for continuity of stories and characters as well as balance needs from a creative and production viewpoint • Endorse stories that accurately convey or explore the ideas or concepts • Assess the suitability of production scripts for the intended target audience and propose refinements based on audience preferences and monetisation potential • Evaluate the impact of scripts on the production budget, requirements and processes • Highlight legal implications of the production processes, including copyright law and agreements • Create synopses to brief production team 	