

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

TSC Category	Design and Illustration					
TSC	Production of Still and Moving Images					
TSC Description	Develop, create, review and refine still and moving images based on design briefs					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			RET-DNI-3006-1.1	RET-DNI-4006-1.1		
			Prepare creative briefs to meet advertising and marketing intents, assess suitability of production vendors and ensure deliverables are produced in accordance to requirements	Develop production, schedule and process requirements for advertising campaigns and appoint, brief and gain agreement from production vendors on requirements		
Knowledge			<ul style="list-style-type: none"> • Brand value proposition and marketing guidelines • Contents of the creative briefs • Production processes • Legal, regulatory, ethical and socio-cultural constraints • Customer demographics • Vendor evaluation criteria 	<ul style="list-style-type: none"> • Brand value proposition and marketing guidelines • Contents of the creative briefs • Production processes • Legal, regulatory, ethical and socio-cultural constraints • Customer demographics • Vendor evaluation criteria 		
Abilities			<ul style="list-style-type: none"> • Develop contents of creative briefs in accordance to desired creative outcomes • Estimate resources and time required to produce the deliverables • Monitor production process • Review draft content and propose improvements • Assess suitability of production vendor • Ensure deliverables are produced in accordance to the intent of the creative briefs, time schedules and budget 	<ul style="list-style-type: none"> • Develop requirements and review contents of creative briefs to ensure that project meets desired outcomes • Determine amount of resources and time required to produce the deliverables • Plan the production processes • Select and appoint production vendors • Manage production processes • Review quality of content and seek approval • Review quality of deliverables 		