

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
TSC	Visual Collaterals Production					
TSC Description	Develop and create design briefs and storyboards based on project requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-DNI-2007-1.1-1	TOU-DNI-3007-1.1-1	TOU-DNI-4007-1.1-1		
		Support production of visual collaterals through preparation of resources and initial drafts of illustrations and graphics	Develop visual collaterals according to stakeholder and project requirements, design specifications and briefs	Manage production processes and evaluate quality of finalised collaterals according to project requirements, design specifications and briefs		
Knowledge		<ul style="list-style-type: none"> • Basic 2D graphical techniques and principles • Digital imaging methods • Creative elements of a production • Illustration editing principles • Copyright laws, regulations and clearance procedures 	<ul style="list-style-type: none"> • 2D graphic techniques and principles • Design and drawing skills • Production standards and procedures • Procedures to customise software based on project requirements • Types of resources for producing illustrations and graphics • Types of design specifications and briefs • Functions of illustrations and graphics • Types of techniques to finalise the finished artworks • Criteria and processes for evaluating artworks • Types of modifications required to meet project requirements • Types, techniques and processes of manual production drawings • Types of computer-aided drawing equipment, 	<ul style="list-style-type: none"> • Types of 2D graphic software • Implications of copyright infringement • Storyboarding • Techniques to implement production standards and procedures • Quality indicators in material production • Techniques to create design specifications and briefs 		

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			<p>software, techniques and processes</p> <ul style="list-style-type: none"> • Infringement of Copyright Act 			
Abilities		<ul style="list-style-type: none"> • Assemble art assets and resources to meet project requirements • Document stakeholders' requirements and engagements • Select appropriate software and equipment in accordance with project requirements • Draft illustrations and graphics 	<ul style="list-style-type: none"> • Interpret design specifications and briefs to identify project requirements • Source and collate information pertinent to design specifications and briefs • Seek clarifications and address queries about project requirements with stakeholders • Generate creative ideas and concepts that meet project requirements • Customise design software to suit production and technical requirements • Develop collaterals for different platforms and project requirements • Identify and select appropriate mediums for drawings • Identify drawing conventions and specifications based on project requirements • Develop visual collaterals • Evaluate illustrations and graphics drafts according to project requirements • Adhere to appropriate submission formats in accordance to project requirements 	<ul style="list-style-type: none"> • Collaborate with stakeholders on project requirements and design specifications • Create design briefs based on project requirements • Manage art assets and resources according to project requirements • Manage idea generation and conceptualisation processes • Manage production processes of visual collaterals • Manage quality and budgets of visual collaterals • Evaluate finished visual collaterals according to project requirements • Present finished visual collaterals to stakeholders for acceptance 		