<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Design and Illustration</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Production of Still and Moving Images</td>
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**TSC Description**

Develop, create, review and refine still and moving images based on design briefs

<table>
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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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**Knowledge**

- 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**

- 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

- 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