## TSC Category
Business Development, Sales and Marketing

## TSC
Visual Collaterals Production

## TSC Description
Develop and create design briefs and storyboards based on project requirements

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<th>Level 6</th>
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<tbody>
<tr>
<td>Support production of visual collaterals through preparation of resources and initial drafts of illustrations and graphics</td>
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<tr>
<td>Develop visual collaterals according to stakeholder and project requirements, design specifications and briefs</td>
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<tr>
<td>Manage production processes and evaluate quality of finalised collaterals according to project requirements, design specifications and briefs</td>
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## Knowledge

- Basic 2D graphical techniques and principles
- Digital imaging methods
- Creative elements of a production
- Illustration editing principles
- Copyright laws, regulations and clearance procedures
- 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,
- 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
### Technical Skills & Competencies (TSC) Reference

**Abilities**

- 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

- 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

- 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
- Evaluate finished visual collaterals according to project requirements
- Present finished visual collaterals to stakeholders for acceptance