

EXHIBITION DESIGN

CREATIVE INDUSTRIES WORKFORCE SKILLS QUALIFICATIONS – DESIGN | COMPETENCY MAP

INTRODUCTION | EXHIBITION DESIGN COMPETENCY MAP

INTRODUCTION TO THE EXHIBITION DESIGN COMPETENCY MAP

The Exhibition Design Competency Map is part of the Creative Industries Workforce Skills Qualification (WSQ) Framework, which comprises 26 competency maps covering three Creative Industries clusters of Arts and Culture, Design, and Media and Communications.

ARTS AND CULTURE	DESIGN	MEDIA AND COMMUNICATIONS
<ul style="list-style-type: none"> Creative Practice Cultural Heritage Events Management Performing Arts Technical Theatre Visual Arts 	<ul style="list-style-type: none"> Architecture Exhibition Design Interior Design Industrial Design Visual Communication 	<ul style="list-style-type: none"> Advertising Broadcast Direct & Interactive Marketing Digital Media – Animation Digital Media – Games Development Digital Media – Interactive Media Film & Television Library & Information Services Media Music Public Relations Printing Publishing – Book Publishing – Magazine Publishing – Web

Each competency map of the Creative Industries WSQ Framework has been endorsed by Manpower Skills and Training Council that has been set up to steer the training and development of professionals in the Creative Industries.

This Exhibition Design Competency Map provides an overview of the competencies required of different functions and job roles for professionals in the Exhibition Design field. The development of the Exhibition Design Competency Map was guided by the Exhibition Design Key Purpose (IKP) and it was developed after detailed consultation with representatives from the following Exhibition Design industry: OP3 International, Cityneon Holding, Kingsmen Creatives, IWA Design Pte Ltd, Singapore Exhibition Services Pte Ltd, and Kingsmen Exhibits Pte Ltd.

Each of the competency units listed in this competency map are further developed into competency standards that provide information on the expected work activities, expected work outcomes and skills and knowledge required of a person to perform the work activities addressed by the competency standards. The competency units are further grouped together into qualifications to provide competency progression pathways for professionals in the Exhibition Design field.

INTRODUCTION | EXHIBITION DESIGN COMPETENCY MAP

The Exhibition Design Competency Map serves as a resource for employers and individuals to chart training and development and career development pathways and for training providers to identify potential training programmes to develop and deliver.

The details of the competency standards and qualifications documents are recorded in separate documents from the Exhibition Design Competency Map and should be read together to serve the needs of employers, individuals and training providers.

The Exhibition Design Competency Map would be reviewed on a regular basis (i.e., at least every three years). This will help to ensure that the Exhibition Design Competency Map is current and continually meet industry needs.

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INDUSTRY KEY PURPOSE | EXHIBITION DESIGN

Industry Key Purpose

The Industry Key Purpose describes what the industry delivers in terms of product and services meeting the needs of industry, the attributes/attitudes of workforce, and the aspirations of the industry. The Key Industry Purpose provides guidance and direction in the development of the competency map and identification of competency units so as to ensure that the competency units listed in the competency map would help the industry to achieve its industry key purpose.

Exhibition Design Industry Key Purpose: **To excel in the design, creation, planning and sale of quality products, systems and services, capturing the imagination of 'what could be' to achieve value and expectations for the employer, the client and the market, and contribute to enhancing the quality of life.**

ORGANISATION STRUCTURE | EXHIBITION DESIGN

Exhibition Design Organisation Structure

The Exhibition Design Organisation Structure provides an overview of the various functions and job roles within a typical Exhibition Design firm. Competency Units are identified and sorted based on the functions, job role and WSQ qualifications level, to enable identification and development of appropriate training and development interventions by employers, individuals and training providers and to enable planning of progression and development pathways.

WSQ Qualifications Levels / WSQ Competency Level			Functions in an Exhibition Design Firm		
			Creative	Management / Client Services	Project Management
WSQ Graduate Certificate	6	Job Roles		Managing Director	
WSQ Specialist Diploma	5		Creative Director / Design Director	Account Director	Project Director
WSQ Diploma	4		Design Manager	Account Manager	Project Manager
WSQ Advanced Certificate	3		Senior Designer	Account Executive	Project Executive
WSQ Higher Certificate	2		Designer		Project Coordinator

WSQ Qualifications Level: There are five levels of WSQ qualifications in the Exhibition Competency Map. Each level indicates the corresponding complexity of knowledge, depth of skills and accountability that the job role demands.

Functions: Functions are not meant to be equivalent to Departments. Functions indicate the typical broad work areas in an Exhibition Design firm.

Job Roles: Job roles are not meant to be equivalent to Job Titles. An individual holding a job title of "Design Manager" may assume a number of job roles including servicing as an "Account Manager", or involving in design work, for example.

COMPETENCY CATEGORY | EXHIBITION DESIGN

Competency Categories	
<p>The Competency Category indicates the functional nature of the skills and knowledge identified under a competency unit. The competency categories that are found within the Creative Industries WSQ framework and relevant to the Public Relations Competency Map and their descriptors are presented below.</p>	
<p><u>Analytical Conceptual and Evaluative Skills (ACE)</u> Develops ability to generate feasible, efficient and innovative solutions to solve work problems, enhance productivity and capitalize on new opportunities</p>	<p><u>Communication (COM)</u> This covers the transmission of thoughts, ideas and feelings from one mind to another to accomplish tasks and to achieve goals.</p>
<p><u>Business Management (BM)</u> Covers the knowledge, skills and understanding effectively to manage project with a business idea.</p>	<p><u>Customers Experience (CS)</u> Covers service delivery, customer loyalty, service recovery and service branding</p>
<p><u>Business Negotiation (BN)</u> Conduct negotiation for a range of business situations for win-win solutions.</p>	<p><u>Design (DES)</u> Covers skills and knowledge required for conceptualising, designing, developing, implementing and realising the design product as agreed with the client.</p>
<p><u>Business Operations (BO)</u> Covers the activities involved in the running of a business for the purpose of producing goods / services and creating value.</p>	<p><u>Events Management (EM)</u> Covers skills and knowledge required to plan, organise, and manage internal, external, or clients' events.</p>
<p><u>Build Relationships (RTL)</u> Leaders establish and maintain a wide and relevant network of colleagues and strategic partners. They promote the development of positive working relationships, respect diversity and develop team cohesiveness.</p>	<p><u>Finance (FIN)</u> Covers skills and knowledge required for basic budgeting to offering full coverage of financial operations within an organisation.</p>
<p><u>Change and Innovation (CI)</u> Covers skills and knowledge required for inspiring an environment to encourage change and innovation within the working environment.</p>	<p><u>Job Safety Skills (JS)</u> Develops knowledge and skills to apply health and safety practices in the workplace to maintain a safe working environment</p>
<p><u>Copyright, Licensing and Intellectual Property Rights (CLR)</u> Covers skills and knowledge required for negotiating, protecting and avoiding exploitation of intellectual property and creative work.</p>	<p><u>Human Resources (HR)</u> Covers the activities of recruitment, pay, performance management, promotions, management relations and planning in an effective, legal, fair, and consistent manner.</p>
<p><u>Contract Management (CM)</u> Covers the management of contracts made with customers, vendors or employees. Contract management includes negotiating the terms and conditions in contracts and ensuring compliance with the terms and conditions, as well as documenting and agreeing any changes that may arise during its implementation or execution.</p>	<p><u>Marketing and Promotion (MPR)</u> Covers skills and knowledge required for conceptualising, designing, implementing opportunities for maximising sales and promotion of goods, services and people.</p>

COMPETENCY CATEGORY | EXHIBITION DESIGN

Competency Categories	
<p><u>Problem Solving (PS)</u> Covers research into problems, generation of solutions, selection and application of solutions and evaluating the solution applied.</p>	<p><u>Sales (SAL)</u> Covers the act of meeting prospective buyers and providing them with a product or service in turn of money or other required compensation.</p>
<p><u>Project Management (PM)</u> Covers organising and managing resources in such a way that the project is completed within defined scope, quality, time and cost constraints.</p>	<p><u>Strategic Planning and Implementation (SPI)</u> Develop business strategies and plans aligned with organisational objectives, make strategic decisions and implement action plans to achieve long-term goals</p>
<p><u>Public Relations (PR)</u> Covers the managing of outside communication of an organisation or business to create and maintain a positive image including popularising successes, downplaying failures and announcing changes.</p>	<p><u>Strategy (STR)</u> Covers long term plan of action designed to achieve the vision and goals of the organisation.</p>
<p><u>Quality Management (QM)</u> Covers methods for ensuring that all the activities necessary to design, develop and implement a product or service are effective and efficient with respect to the system and its performance.</p>	

COMPETENCY UNITS | EXHIBITION DESIGN

Competency Units

Competency unit: A competency unit represents a set of work activities that can be undertaken by an individual, and the skills, knowledge and abilities associated with the work activities that can be used to certify an individual's competence in performing the set of work activities

Competency unit code: A competency unit code is assigned to each competency unit to identify the WSQ framework and competency category that the competency unit originates from. The competency unit code also identifies the WSQ qualifications level that is associated with the competency unit providing an indication of the level of complexity of skills and knowledge required under the competency unit.

For example, for a competency unit coded as CI-DES-510C-0 :

- 'CI' indicates that the competency unit originates from the Creative Industries WSQ framework;
- 'DES' indicates that the competency unit originates from the competency category of "Design" competency category; '5' indicates that it is pegged to WSQ qualifications level 5 which is WSQ Specialist Diploma level;
- '0' is the serial number assigned to the competency unit;
- 'C' indicates that the competency unit is usually a core unit when used by an individual to achieve a WSQ qualification, other types of units include specialisation units ('S') and elective units ('E'); and
- '0' indicates the version number of the competency unit which would increase as the competency unit is reviewed at every review cycle.

The competency units of the Exhibition Design Competency Map are presented according to the Functions in an Exhibition Design firm in subsequent sections:

- Creative
- Management / Client Services
- Project Management

CREATIVE | COMPETENCIES

EXHIBITION DESIGN COMPETENCY MAP

CREATIVE | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
5	Creative Director / Design Director	CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	BM-PM-402E-1	Manage project scope *
		CI-DES-504S-0	Establish criteria and oversee production and testing of prototypes *	BM-PM-411E-1	Manage project knowledge and communication *
		CI-DES-505S-0	Oversee realisation of final design to meet client's needs *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-DES-601C-0	Develop design vision to direct conceptualisation of design product in accordance to the design brief *	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-MPR-417S-1	Pitch a design proposal *	CI-HR-601C-0	Manage people
		CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *	ES-JS-401G-1	Manage workplace safety and health system *
4	Design Manager	CI-CLR-302E-1	Administer and manage the use of licensed copyright materials created *	BM-SPI-501E-1	Develop organisational strategies and policies *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-DES-413S-0	Oversee design brief development and negotiation to meet client needs *	CI-PS-502E-0	Resolve problems which impact on the work
		CI-DES-418S-0	Develop design knowledge by inquiry in the design process *	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-DES-420C-0	Source and apply production knowledge for the design industry *	ES-JS-301G-1	Maintain workplace safety and health policies and procedures *
		CI-DES-503S-0	Appoint and coordinate specialist consultants and suppliers for design project		
		CI-DES-510C-0	Prepare and evaluate design proposal and project cost for design services *		

*Competency Standard available

Legend of Competency Unit Code

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

CLR Copyright, Licensing, Intellectual Property Rights Competency Category

COM Communications Competency Category

DES Design Competency Category

HR Human Resource Competency Category

JS Job Safety Skills Competency Category

MPR Marketing and Promotions Competency Category

PM Project Management Competency Category

PS Problem Solving Competency Category

QM Quality Assurance Management Competency Category

SPI Strategic Planning and Implementation Competency Category

CREATIVE | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Senior Designer	BM-PM-302E-1	Apply project cost management techniques *	BM-COM-303E-1	Present information*
		CI-CI-402C-0	Promote innovation and change	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-COM-410C-0	Manage communications in a creative environment *	CI-DES-342C-1	Implement design thinking *
		CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		CI-DES-402C-0	Demonstrate a knowledge of soft furnishings, loose furniture and materials	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-DES-443S-0	Develop and implement designs to effectively support and produce an exhibition / interior design project	ES-JS-301G-1	Maintain workplace safety and health policies and procedures *
		CI-EM-504S-0	Plan and research events and exhibition / interior design projects		

*Competency Standard available

Legend of Competency Unit Code

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

ACE Analytical Conceptual and Evaluative Skills Competency Framework

CI Change and Innovation Competency Category

COM Communications Competency Category

EM Events Management Competency Category

DES Design Competency Category

HR Human Resource Competency Category

JS Job Safety Skills Competency Category

PM Project Management Competency Category

CREATIVE | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
2	Designer	BM-PM-303E-1	Apply project time management techniques *	CI-HR-210C-0	Work effectively with others
		CI-COM-304C-0	Communicate effectively in a creative environment	CI-DES-241C-0	Develop an awareness of trends and developments in design, materials, techniques and technology
		CI-DES-242S-0	Produce patterns and / or templates	CI-DES-342C-1	Implement design thinking *
		CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-335S-0	Prepare and render design drawings using a range of techniques and media *	ES-ACE-102G-1	Solve problems and make decisions at operational level *
		CI-DES-336S-1	Develop 2D visuals using computer software *	ES-JS-101G-1	Comply with workplace safety and health policies and procedures *
		CI-DES-338S-0	Record measurements, information for design reference, work constructed, and produce design calculations		
		CI-DES-340S-0	Visualise 2D graphics and 3D objects and translate into digital and/or paper media		
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *		
		CI-DES-354S-0	Develop 3D visuals using computer software		

*Competency Standard available

Legend of Competency Unit Code

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

ACE Analytical Conceptual and Evaluative Skills Competency Framework

COM Communications Competency Category

DES Design Competency Category

HR Human Resource Competency Category

JS Job Safety Skills Competency Category

PM Project Management Competency Category

MANAGEMENT / CLIENT SERVICES | COMPETENCIES

EXHIBITION DESIGN COMPETENCY MAP

MANAGEMENT / CLIENT SERVICES | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Managing Director	CI-BO-601C-0	Develop and implement an operational plan	CI-BO-504C-0	Manage risk *
		CI-FIN-502E-0	Develop and manage budgets and financial plans *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-MPR-601S-0	Build client relationships	CI-STR-602C-0	Provide leadership across the organisation *
		CI-MPR-603S-0	Evaluate and manage international marketing opportunities	ES-JS-401G-1	Manage workplace safety and health system *
		CI-STR-601C-0	Develop, implement and review a business / strategic plan	LPM-RLT-601C-0	Establish organisational relationships *
5	Account Director	BM-PM-406E-1	Manage project procurement *	BM-PM-402E-1	Manage project scope *
		CI-CM-504E-0	Establish and manage contracts *	BM-PM-411E-1	Manage project knowledge and communication*
		CI-DES-416S-0	Prepare, produce and present a final detailed design proposal to the client *	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-FIN-412C-0	Manage business accounts / finance *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-MPR-418S-0	Develop and manage business development strategies to expand client base	CI-HR-601C-0	Manage people
		CI-MPR-510C-0	Develop a marketing communications plan *	ES-JS-401G-1	Manage workplace safety and health system *
		CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
LPM Leadership and People Management WSQ Framework
ES Employability Skills WSQ Framework
BO Business Operations Competency Category
CM Contract Management Competency Category
DES Design Competency Category
FIN Finance Competency Category

HR Human Resource Competency Category
JS Job safety Skills Competency Category
MPR Marketing and Promotion Competency Category
PM Project Management Competency Category
QM Quality Management Competency Category
RTL Building Relationship Competency Category
STR Strategy Competency Category

MANAGEMENT / CLIENT SERVICES | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Account Manager	BM-PM-302E-1	Apply project cost management techniques *	BM-SPI-501E-1	Develop organisational strategies and policies *
		CI-BO-406S-0	Enable, develop and support growth of a client's business	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-BM-401C-0	Establish and maintain work and contractual relationship *	CI-PS-502E-0	Resolve problems which impact on the work
		CI-CM-405E-0	Apply contract procurement techniques	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-DES-413S-0	Oversee design brief development and negotiation to meet client needs *	ES-JS-301G-1	Maintain workplace safety and health policies and procedures *
		CI-DES-419S-0	Develop a proposal and quotation for design and design services for presentation to client		
3	Account Executive	BM-PM-302E-1	Apply project cost management techniques *	BM-COM-303E-1	Present information *
		BM-PM-303E-1	Apply project time management techniques *	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-COM-303C-0	Write project briefs which meet client's requirements	CI-DES-342C-1	Implement design thinking*
		CI-DES-330S-0	Develop and negotiate design briefs to meet the needs of the client	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-334C-0	Plan work to meet production requirements	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		CI-DES-416S-0	Prepare, produce and present a final detailed design proposal to the client *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-SAL-311S-0	Sell and promote designs and design services to clients	ES-JS-301G-1	Maintain workplace safety and health policies and procedures *

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
ES Employability Skills WSQ Framework
BO Business Operations Competency Category
BM Business Management Competency Category
CM Contract Management Competency Category
COM Communications Competency Category
DES Design Competency Category

HR Human Resource Competency Category
JS Job Safety Skills Competency Category
PM Project Management Competency Category
PS Problem Solving Competency Category
QM Quality Management Competency Category
SAL Sales Competency Category
SPI Strategy Planning and implementation Competency Category

PROJECT MANAGEMENT | COMPETENCIES

EXHIBITION DESIGN COMPETENCY MAP

PROJECT MANAGEMENT | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
5	Project Director	BM-PM-406E-1	Manage project procurement *	BM-PM-402E-1	Manage project scope *
		CI-DES-503S-0	Appoint and coordinate specialist consultants and suppliers for design project	BM-PM-411E-1	Manage project knowledge and communication *
		CI-DES-505S-0	Oversee realisation of final design to meet client's needs *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-PM-507S-0	Assess and manage project risks	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *	CI-HR-601C-0	Manage people
		CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer	ES-JS-401G-1	Manage workplace safety and health system *
4	Project Manager Project Manager	BM-BN-401E-1	Participate in negotiations *	BM-SPI-501E-1	Develop organisational strategies and policies *
		BM-PM-402E-1	Manage project scope *	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-DES-414S-0	Oversee production of design prototypes *	CI-PS-502E-0	Resolve problems which impact on the work
		CI-DES-502S-0	Administer, coordinate and monitor contract works for a design project	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-PM-415C-0	Monitor and supervise production	ES-JS-301G-1	Maintain workplace safety and health policies and procedures *

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
ES Employability Skills WSQ Framework
BN Business Negotiation Competency Category
COM Communications Competency Category
DES Design Competency Category
HR Human Resource Competency Category

JS Job Safety Skills Competency Category
PM Project Management Competency Category
PS Problem Solving Competency Category
QM Quality Management Competency Category
SAL Sales Competency Category
SPI Strategic Planning and Implementation Competency Category

PROJECT MANAGEMENT | COMPETENCIES – EXHIBITION DESIGN

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Project Executive	BM-PM-302E-1	Apply project cost management techniques *	BM-COM-303E-1	Present information *
		CI-DES-327C-0	Demonstrate knowledge of production *	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-422S-0	Supervise, produce and realise suitable design prototypes to meet the needs of client *	CI-DES-342C-1	Implement design thinking *
		CI-DES-443S-0	Develop and implement designs to effectively support and produce an exhibition / interior design project	CI-DES-343C-1	Apply professional practices in design projects *
		CI-FIN-306E-0	Manage budgets	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		SV-PL-301C-1	Manage operations for service excellence *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
				ES-JS-301G-1	Maintain workplace safety and health policies and procedures *
2	Project Coordinator	CI-PM-201S-0	Coordinate and monitor suppliers and contract works	CI-DES-241C-0	Develop an awareness of trends and developments in design, materials, techniques and technology
		CI-PM-202S-0	Coordinate on-site requirements for a project	CI-DES-342C-1	Implement design thinking *
		CI-QM-307C-0	Maintain quality service delivery	CI-DES-343C-1	Apply professional practices in design projects *
				CI-HR-210C-0	Work effectively with others
				ES-ACE-102G-1	Solve problems and make decisions at operational level *
				ES-JS-101G-1	Comply with workplace safety and health policies and procedures *

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
ES Employability Skills WSQ Framework
SV Service Excellence Competency Framework
ACE Analytical Conceptual and Evaluative Skills Competency Framework
CS Customer Competency Category
COM Communications Competency Category

DES Design Competency Category
FIN Finance Competency Category
HR Human Resource Competency Category
JS Job Safety Skills Competency Category
PM Project Management Competency Category
QM Quality Management Competency Category

*Competency Standard available

GENERIC / CROSS-SECTORAL WSQ CU ADOPTION | EXHIBITION DESIGN

DEVELOPMENT OF T-SHAPED PROFESSIONALS IN EXHIBITION DESIGN - GENERIC / CROSS-SECTORAL WSQ FRAMEWORK COMPETENCY UNITS ADOPTION

Generic or cross-sectoral competencies refer to horizontal multi-disciplinary skills which workers serving in different occupations and job roles across different industries and sectors may apply in the course of their work. These competencies are encapsulated in WSQ frameworks such as Business Management (BM) and Leadership & People Management (LPM) WSQ.

Practitioners serving in the Creative Industries (CI) are expected to possess specialised job-specific competencies as well as a range of generic horizontal skills in functional areas including people management, communications and project management. To support their development into T-shaped professionals, appointed CI WSQ training partners (e.g. National CET Institute, CET Centres and Programme Partners) may adopt CUs from the BM and LPM WSQ frameworks for CI WSQ programme implementation on a modular, integrated or qualification basis, subject to fulfilling applicable WSQ accreditation and funding related requirements.

While selected BM and LPM WSQ CUs are already imported into the CI WSQ Competency Maps, the range of job roles and associated competencies in CI Industries continue to expand and evolve rapidly such that other generic skills-in-demand may not have been readily imported. The flexibility accorded will enable CI WSQ training partners to design and implement WSQ programmes rapidly to meet the holistic skills development needs of CI practitioners while maintaining the integrity of CI WSQ and the WSQ system as a whole.

VERSION CONTROL | EXHIBITION DESIGN

VERSION CONTROL

Version	Effective Date	Changes
1.0	February 2008	Initial Version
2.0	December 2010	First review version
2.1	March 2014	<ul style="list-style-type: none"> • Inclusion of the following components into the competency map <ul style="list-style-type: none"> • Introduction to Exhibition Design Competency Map • Industry Key Purpose • Competency Category • Update competency unit codes and titles of new/revised competency units • Change of expired Service Excellent competency unit “SV-CS-402G-1 Manage High Volume Contact & Communications” to “SV-PL-301C-1 Manage operations for service excellence” under the Project Management Level 3 Project Executive job function.