

VISUAL COMMUNICATION

CREATIVE INDUSTRIES WORKFORCE SKILLS QUALIFICATIONS – DESIGN | COMPETENCY MAP

INTRODUCTION | VISUAL COMMUNICATION

INTRODUCTION TO THE VISUAL COMMUNICATION COMPETENCY MAP

The Visual Communication Competency Map, formally known as “Graphic Design”, 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 Film & TV Digital Media – Animation Digital Media – Games Development Digital Media – Interactive Media 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 Visual Communication Competency Map provides an overview of the competencies required of different functions and job roles of the design industry. The development of the Visual Communication Competency Map was guided by the Design Industry Key Purpose (IKP) and it was developed after detailed consultation with representatives from the Design industry including Design by Silnt, The Bonsey Design Partnership Pte Ltd, H55, Splash Productions Pte Ltd, Unit Studio, and Whitelabel.

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 the design industry.

INTRODUCTION | VISUAL COMMUNICATION

The Visual Communication 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 Visual Communication Competency Map and should be read together to serve the needs of employers, individuals and training providers.

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

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INDUSTRY KEY PURPOSE | VISUAL COMMUNICATION

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.

Visual Communication 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 | VISUAL COMMUNICATION

Visual Communication Organisation Structure

The Visual Communication Organisation Structure provides an overview of the various functions and job roles within a typical design agency. 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			Functions in a Design Agency		
			Creative	Management / Client Services	Production Management
WSQ Graduate Certificate	6	Job Roles		Managing Director	
WSQ Specialist Diploma	5		Creative Director	Account Director	
WSQ Diploma	4		Art Director / Design Manager	Account Manager	Production Manager
WSQ Advanced Certificate	3		Copywriter Senior Designer Illustrator Web Designer (From Interactive Media)	Account Executive	Production Executive
WSQ Higher Certificate	2		Designer		Production Artist

WSQ Qualifications Level: There are five levels of WSQ qualifications in the Visual Communication 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 a design agency.

Job Roles: Job roles are not meant to be equivalent to Job Titles. An individual holding a job title of "Designer" may assume a number of job roles such as illustrator, or managing an account,

COMPETENCY CATEGORY | VISUAL COMMUNICATION

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 Visual Communication 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>Finance Competency Category (FIN)</u> Covers skills and knowledge required for basic budgeting to offering full coverage of financial operations within an organisation.</p>
<p><u>Animation (AN)</u> Covers skills and knowledge required for conceptualising, developing and producing animation.</p>	<p><u>Human Resource (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>Build Relationship (RTL)</u> Covers long term plan of action designed to achieve the vision and goals of the organisation.</p>	<p><u>Interactive Media (IM)</u> Covers skills and knowledge required for managing activities within media, ranging from web design to interactive and multimedia.</p>
<p><u>Business Management (BM)</u> Covers the knowledge, skills and understanding effectively to manage project with a business idea.</p>	<p><u>Job Safety Skills (JS)</u> Covers the skills and knowledge required for managing safety within the work environment and the personal safety of the worker.</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>Learning (LD)</u> Covers interventions and activities that are intended to improve the knowledge and skills of the workforce through interventions such as training, coaching, and formal education.</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>Marketing and Public Relations (MPR)</u> Covers skills and knowledge required for conceptualising, designing, implementing opportunities for maximising sales and promotion of goods, services and people.</p>
<p><u>Communications (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>Photoimaging (PHO)</u> Covers the creation, processing, compression, storage, printing, and display of digital photographic images.</p>
<p><u>Design Competency Category (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>Planning (PLA)</u> Covers the skills and knowledge required to identify, analyse, plan and implement risks management process.</p>
<p><u>Finance Competency Category (FIN)</u> Covers skills and knowledge required for basic budgeting to offering full coverage of financial operations within an organisation.</p>	<p><u>Printing (PRI)</u> Covers skills and knowledge required for setting -up, running and maintaining various machines within a printing environment.</p>

COMPETENCY CATEGORY | VISUAL COMMUNICATION

Competency Categories

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 Industrial Design Competency map and their descriptors are presented below.

Project Management (PM)

Covers organising and managing resources in such a way that the project is completed within defined scope, quality, time and cost constraints.

Strategy Competency Category (STR)

Covers long term plan of action designed to achieve the vision and goals of the organisation.

Problem Solving (PS)

Covers research into problems, generation of solutions, selection and application of solutions and evaluating the solution applied.

Strategy Planning and Implementation (SPI)

Develop business strategies and plans aligned with organisational objectives, make strategic decisions and implement action plans to achieve long-term goals

Quality Management (QM)

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.

Writing (WRI)

Covers script writing for television, film, radio and animation as well as factual writing including advertising copy

Sales (SAL)

Covers the act of meeting prospective buyers and providing them with a product or service in turn of money or other required compensation.

COMPETENCY CATEGORY | VISUAL COMMUNICATION

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-504S-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; '5' indicates that it is pegged to WSQ qualifications level 5 which is WSQ Specialist Diploma level;
- '04' is the serial number assigned to the competency unit;
- 'S' indicates that the competency unit is usually a specialization unit when used by an individual to achieve a WSQ qualification, other types of units include core units ('C') 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 Visual Communication Competency Map are presented according to the Functions in a design agency in subsequent sections:

- Creative
- Management / Client Services
- Production Management

CREATIVE | COMPETENCIES

VISUAL COMMUNICATION COMPETENCY MAP

CREATIVE | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
5	Creative Director	CI-COM-607C-0	Direct communications in a creative environment	BM-PM-402E-1	Manage project scope *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	BM-PM-411E-1	Manage project knowledge and communication *
		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-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *	CI-HR-601C-0	Manage people
4	Art Director / 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-418S-0	Develop design knowledge by inquiry in the design process *	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-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

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

CLR Copyright, Licensing and Intellectual Property Rights Competency Category

COM Communications Competency Category

DES Design Competency Category

HR Human Resource Competency Category

MPR Marketing and Promotional Competency Category

PM Project Management Competency Category

PS Problem Solving Competency Category

QM Quality Management Competency Category

SPI Strategy Planning and Implementation Competency Category

CREATIVE | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Copywriter	CI-COM-304C-0	Communicate effectively in a creative environment	BM-COM-303E-1	Present information *
		CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-DES-342C-1	Implement design thinking *
		CI-DES-413S-0	Oversee design brief development and negotiation to meet client needs *	CI-DES-343C-1	Apply professional practices in design projects *
		CI-IM-411S-0	Plan content for web and multimedia products *	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		CI-WRI-312S-1	Write advertising copy for print media *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-WRI-313S-1	Write and edit copy for interactive media projects *		
3	Senior Designer	CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	BM-COM-303E-1	Present information *
		CI-DES-329S-0	Design and produce applied design artwork, design illustrations and graphic documents using a range of manual and digital techniques and media	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-334C-0	Plan, schedule and track work to meet production requirements	CI-DES-342C-1	Implement design thinking *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-412C-0	Manage conceptualisation, development and refinement of design solutions according to design brief	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		CI-DES-422S-0	Supervise, produce and realise suitable design prototypes to meet the needs of client *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
COM Communications Competency Category
DES Design Competency Category

HR Human Resource Competency Category
IM Interactive Media Competency Category
WRI Writing Competency Category

CREATIVE | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Illustrator	CI-AN-336S-0	Create concept art through illustration *	BM-COM-303E-1	Present information *
		CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-DES-342C-1	Implement design thinking *
		CI-DES-329S-0	Design and produce applied design artwork, design illustrations and graphic documents using a range of manual and digital techniques and media	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-337S-1	Produce basic illustration and graphics *	CI-DES-420C-0	Source and apply production knowledge for the design industry *
		CI-DES-340S-0	Visualise 2D graphics and 3D objects and translate into digital and/or paper media	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-DES-349C-0	Conceptualise and produce print-based project		
		CI-DES-350C-0	Conceptualise and produce online-based project		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

AN Animation Competency Category

COM Communications Competency Category

DES Design Competency Category

HR Human Resource Competency Category

CREATIVE | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Web Designer (from Interactive Media)	CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-COM-304C-0	Communicate effectively in a creative environment
		CI-DES-329S-0	Design and produce applied design artwork, design illustrations and graphic documents using a range of manual and digital techniques and media	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-343C-1	Apply professional practices in design projects *	CI-IM-313C-0	Apply an understanding of the principles of design and communication to the development of a digital media product
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	CI-LD-304E-0	Organise personal work priorities and contribute to personal development
		CI-IM-314S-1	Design dynamic websites to meet technical requirements *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-IM-315S-1	Design user interfaces for interactive media products *		
		CI-IM-316S-1	Develop cascading style sheets *		

*Competency Standard available

Legend of Competency Unit

CI Creative Industries WSQ Framework
COM Communications Competency Category
DES Design Competency Category

IM Interactive Media Competency Category
LD Learning and development Competency Category
PS Problem Solving Competency Category

CREATIVE | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
2	Designer	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-324S-1	Apply colour theory in response to a brief *	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-337S-1	Produce basic illustration and graphics *	CI-HR-210C-0	Work effectively with others
		CI-DES-340S-0	Visualise 2D graphics and 3D objects and translate into digital and/or paper media	ES-ACE-102G-1	Solve problems & make decisions at operational level *
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *		
		CI-DES-349C-0	Conceptualise and produce print-based project		
		CI-DES-350C-0	Conceptualise and produce online-based project		
		CI-PHO-206S-0	Prepare, capture, send and receive images and digital files		

*Competency Standard available

Legend of Competency Unit

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

ACE Analytical Conceptual and Evaluative Skills Competency Category

COM Communications Competency Category

DES Design Competency Category

HR Human Resource Competency Category

PHO Photoimaging Competency Category

MANAGEMENT / CLIENT SERVICES | COMPETENCIES

VISUAL COMMUNICATION COMPETENCY MAP

MANAGEMENT / CLIENT SERVICES | COMPETENCIES – VISUAL COMMUNICATION

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-603S-0	Evaluating and manage international marketing opportunities	CI-STR-602C-0	Provide leadership across the organisation *
		CI-STR-601C-0	Develop, implement and review a business / strategic plan	LPM-RLT-601C-0	Establish organisational relationships *
				ES-JS-401G-1	Manage workplace safety and health system *
5	Account Director	BM-PM-406E-1	Manage project procurement *	BM-PM-402E-1	Manage project scope *
		CI-BM-401C-0	Establish and maintain work and contractual relationships *	BM-PM-411E-1	Manage project knowledge and communication *
		CI-MPR-510C-0	Develop a marketing communications plan *	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-MPR-601S-0	Build client relationships	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-MPR-607S-0	Provide strategic direction and concept development for client projects	CI-HR-601C-0	Manage people

*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
COM Communication Competency Category
DES Design Competency Category
FIN Finance Competency Category

HR Human Resource Competency Category
JS Job Safety Skills Competency Category
MPR Marketing and Promotional Competency Category
PM Project Management Competency Category
RTL Build Relationships Competency Category
STR Strategy Competency Category

MANAGEMENT / CLIENT SERVICES | COMPETENCIES – INTERIOR 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-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-MPR-418S-0	Develop and manage business development strategies to expand client base	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
3	Account Executive	CI-COM-303C-0	Write project briefs which meet client's requirements	BM-COM-303E-1	Present information *
		CI-COM-304C-0	Communicate effectively in a creative environment	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *
		CI-DES-416S-0	Prepare, produce and present a final detailed design proposal to the client *	CI-DES-342C-1	Implement design thinking *
		CI-FIN-306E-0	Manage budgets	CI-DES-343C-1	Apply professional practices in design projects *
		CI-SAL-311S-0	Sell and promote designs and design services to clients	CI-DES-420C-0	Source and apply production knowledge for the design industry *
				CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
BO Business Operations Competency Category
COM Communications Competency Category
DES Design Competency Category
FIN Finance Competency Category

HR Human Resource Competency Category
MPR Marketing and Promotional Competency Category
PM Project Management Competency Category
QM Quality Management Competency Category
SAL Sales Competency Category
SPI Strategy Planning and Implementation competency category

PRODUCTION MANAGEMENT | COMPETENCIES

VISUAL COMMUNICATION COMPETENCY MAP

PRODUCTION MANAGEMENT | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Production Manager	BM-PM-304E-1	Apply project quality control procedures *	BM-SPI-501E-1	Develop organisational strategies and policies *
		CI-BO-408S-0	Manage day to day activities within creative and production areas	CI-DES-511C-1	Apply a holistic user-centric approach for strategic design thinking *
		CI-DES-502S-0	Administer, coordinate and monitor contract works for a design project	CI-PS-502E-0	Resolve problems which impact on the work
		CI-PLA-401C-0	Identify risk and apply risk management processes *	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		
3	Production 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-FIN-306E-0	Manage budgets	CI-DES-342C-1	Implement design thinking *
		CI-PRI-317C-0	Identify the production job requirements and organise people and resource for production jobs	CI-DES-343C-1	Apply professional practices in design projects *
				CI-DES-420C-0	Source and apply production knowledge for the design industry *
				CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
BO Business Operations Competency Category
COM Communications Competency Category
DES Design Competency Category
FIN Finance Competency Category
HR Human Resource Competency Category

PLA Planning Competency Category
PM Project Management Competency Category
PRI Printing Competency Category
PS Problem Solving Competency Category
QM Quality Management Competency Category
SPI Strategy Planning and Implementation competency category

PRODUCTION MANAGEMENT | COMPETENCIES – VISUAL COMMUNICATION

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
2	Production Artist	CI-DES-324S-1	Apply colour theory in response to a brief *	CI-DES-241C-0	Develop an awareness of trends and developments in design, materials, techniques and technology
		CI-DES-339S-0	Formulate and develop a brief for a design project *	CI-DES-342C-1	Implement design thinking *
		CI-DES-340S-0	Visualise 2D graphics and 3D objects and translate into digital and/or paper media	CI-DES-343C-1	Apply professional practices in design projects *
		CI-PHO-302S-0	Plan and carry out image capture in response to a brief	CI-HR-210C-0	Work effectively with others
		CI-PHO-303S-0	Plan and produce digital images	ES-ACE-102G-1	Solve problems & make decisions at operational level *
		CI-PHO-306C-0	Manipulate photographic images for final artwork		
		CI-PHO-307C-0	Source, acquire and manage stock images		

*Competency Standard available

Legend of Competency Unit

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

ACE Analytical Conceptual and Evaluative Skills Competency Category

DES Design Competency Category

HR Human Resource Competency Category

PHO Photoimaging Competency Category

GENERIC / CROSS-SECTORAL WSQ CU ADOPTION | VISUAL COMMUNICATIONS

DEVELOPMENT OF T-SHAPED PROFESSIONALS IN VISUAL COMMUNICATIONS - 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 | VISUAL COMMUNICATIONS

VERSION CONTROL

Version	Effective Date	Changes
1.0	February 2008	Initial Version
2.0	Dec 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 Visual Communication Competency Map• Industry Key Purpose• Competency Category• Update competency unit codes of new/revised competency units