

ANNEX A

FACTSHEET ON SKILLS FRAMEWORK FOR MEDIA

About Skills Framework for Media

- The Skills Framework for Media supports manpower strategies by identifying pivotal jobs in the Media sector, outlining possible career pathways for talent attraction and retention, and articulating existing and emerging skills to support the growth and transformation of the sector.
- It is jointly developed by SkillsFuture Singapore (SSG), Workforce Singapore (WSG), and the Info-communications Media Development Authority (IMDA), together with employers, industry associations, union, and education and training providers.

Who is it for?

- The target groups for Skills Framework for Media include:
 - **Individuals** who wish to join or progress within the Media sector, will be able to assess their career interest, identify relevant training programmes to upgrade their skills, and prepare for their desired jobs;
 - **Employers** will be able to recognise these skills and invest in training their employees for career development and skills upgrading;
 - **Institutes for Higher Learning (IHLs) and training providers** can gain insights on sector trends, existing and emerging skills that are in demand, and design programmes to address the sector needs accordingly; and
 - **Government, union and professional bodies** will be able to analyse skills gaps and design appropriate SkillsFuture initiatives to upgrade the manpower capability and professionalise the sector.

Key components of the Skills Framework

- The Skills Framework for Media contains information on the sector, career pathways, occupations/job roles, skills and competencies, and training programmes:
 - Sector information – provides insights such as key statistics, key sub-sectors, trends and jobs in demand in the sector;
 - Career pathways – depicts the pathways for vertical and lateral progression for advancement and growth. Ten (10) career tracks and 112 job roles have been identified. The tracks are namely:

1. Content Production and Management;
 2. Content Post-production;
 3. Game Design;
 4. Game Production;
 5. Game Technical Development;
 6. Media Business Management
 7. Media Technology and Operations;
 8. Production Technical Services;
 9. Quality Assurance; and
 10. Visual Graphics
- Technical and Generic Skills and Competencies – covers a total of 130 existing and emerging Technical Skills and Competencies, 18 Generic Skills and Competencies, and their respective descriptions. Some of the emerging skills identified include Content Delivery Network Operations, Data Analytics and Visualisation, Game Artificial Intelligence and Media Data Management, Immersive Design, Narrative Design, Network Administration and Maintenance, Network Configuration, Social Media Content Creation and Management; and
 - Training programmes for skills upgrading and mastery – provides information on training programmes to help aspiring individuals and in-service employees acquire skills necessary for various job roles.

More information on the Skills Framework for Media can be found at www.skillsfuture.sg/skills-framework/media

**DESCRIPTION OF CAREER TRACKS
WITHIN THE SKILLS FRAMEWORK FOR MEDIA**

	Tracks	Description
1.	Content Production and Management	Drives the production of media content through leading the creative, commercial and operational aspects of the production process. Involved in all aspects of content production to include pre-production and post-production. Drives the overall strategy and operations for funding, sponsorships, monetisation, project management, production operations as well as direction to ensure the creative, commercial and operational requirements are met. Oversees story and script development for content, coordination of entire production process and direction of the production cast and crew to deliver the creative vision.
2.	Content Post-production	Edits recorded audio and video content to deliver coherent and cohesive final content that meet the creative and technical requirements of production.
3.	Game Design	Creates the overall vision of the game including game play, visual style, story, audio assets, cinematics and user experience. Establishes the overall game concept, identifies technical requirements, creates concept visuals and implements interface elements, including game rules. Designs and balances gameplay and mechanics and infrastructure for game products. Stipulates game rules and prepares relevant documentation.
4.	Game Production	Manages the end-to-end game development lifecycle from the initial concept phase to publishing of the game. Develops a project plan and manages all phases of game development such as concept development, budget development, development operations and marketing strategy of product to achieve vision of product and defined milestones. Liaises with various stakeholders to ensure game development operations run smoothly and the monetisation of the game is effective.

5.	Game Technical Development	<p>Drives the technical development of games to ensure that the overall vision of the game is realised. Establishes the integration and interaction of technical and creative aspects of the games. Develops core game features and functionality in the form of game engines as a platform to enable game development. Develops tools and programs to integrate art and sound assets in the game and aid other production workflows. Implements gameplay and user interfaces through writing code. Develops programs to enable networked gameplay over local and online servers.</p>
6.	Media Business Management	<p>Develops the organisation's overall content strategy and plans to determine the content direction for the organisation and ensures compliance with relevant laws and content guidelines. Executes content strategy and plans by acquiring and licensing content as well as commissioning the production of new content to meet the organisation's content requirements. Develops and executes strategies and plans to effectively monetise the organisation's content through maximising the reach of the content through effective marketing, sales and distribution as well as by localising content to suit audiences from various regions. Uses customer insights to drive decisions on the nature of content to be produced or acquired for distribution as well as to develop media platform features that best meet customer requirements.</p>
7.	Media Technology and Operations	<p>Plans, manages and executes operations to deliver the organisation's content to the customers over linear and on-demand media platforms. Designs, implements and operationalises infrastructure to support the delivery of content over linear and on-demand platforms. Manages the organisation's digital content assets through cataloguing content and managing access to the content.</p>
8.	Production Technical Services	<p>Executes technical and operational aspects required for production including art direction, set design, camera, grip, lighting and sound to ensure all production elements are working in conjunction in the final content vision. Sets up</p>

		and dismantles necessary technical equipment and set constructs needed for the production. Operates technical equipment during production and maintains technical equipment after usage to ensure equipment is always in working condition for next production.
9.	Quality Assurance	Defines quality assurance standards for games. Tests gameplay to provide feedback on playability, functionality, entertainment value and user experience. Performs analysis of game play-testing to ensure game design objectives and end user expectations are met. Reports issues and collaborates with programmers and designers to remove errors and make enhancements.
10.	Visual Graphics	Conceives, designs and develops visual graphics including 2D art, 3D art, animation and visual effects to meet the creative requirements of the content for animation films, live-action films as well as games.