



# My SKILLSfuture

## User Guide on World of Work (Pre-University)



SKILLSfuture SG



An initiative of:  
**SKILLSfuture**

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# 1 WORLD OF WORK



The **World of Work** menu is your access point to the **Singapore Industry Landscape** and **Learn About Job Roles** landing pages. The section allows you to learn about various job roles in the different industries.

## 1.1 SINGAPORE INDUSTRY LANDSCAPE



Figure 1-1: Singapore Industry Landscape (World of Work)

The **Singapore Industry Landscape** is an interactive page for you to learn about the various industries. There are 31 of these industries as “hotspots” (Figure 1-1) for you to click and display detailed information.

The industries are arranged in alphabetical order for you to navigate by clicking on the  and  buttons or the alphabetical index.

<p>1. Click <b>World of Work</b> &gt; <b>Singapore Industry Landscape</b> from the drop-down menu.  The <b>Singapore Industry Landscape</b> page is displayed.</p>	
<p>2. Click on any of the industry icons. These industries are arranged in alphabetical order.  Example: Click “Arts, Entertainment and Recreation”.</p>	
<p>3. A quick summary of “Arts, Entertainment and Recreation” is displayed.  To view more details about the selected industry, click the “Find Out More” button.</p>	

4. You will be directed to the **Singapore Industry Landscape Detail Page**.

Information includes:

- Background
- Facts and Figures
- Outlook
- Environment
- Images
- Videos
- Industry News
- Related Links

Click the “+” symbol to expand the details.

# / World of Work > Singapore Industry Landscape > Singapore Industry Landscape Detail

Arts, Entertainment and Recreation

Add to Favourite

Background	+
Facts and Figures	+
Outlook	+
Environment	+
Images	+
Videos	+

Industry News      Related Links

There is currently no news articles related to this industry.

Background	+
Facts and Figures	-
Outlook	+
Environment	+
Images	+
Videos	+

**OVERALL INTEREST IN ARTS AND CULTURE**  
Interest in arts and cultural events has significantly increased over the last five years (2009-2015).

Source:  
Dance  
Visual Arts  
Music  
Traditional Art  
Population Survey on the Arts 2015

5. Another way to access the **Singapore Industry Landscape Detail** page is to click “Select Industry” on the **Singapore Industry Landscape** page.

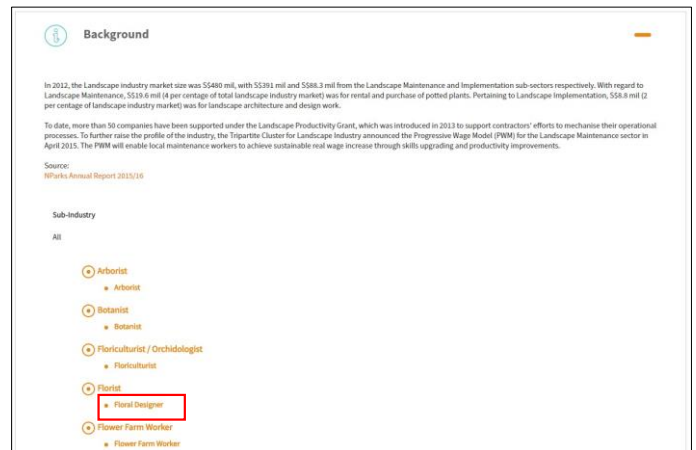
To find out more about a specific industry, select one from the drop-down list.

Example: Click “Landscape”.



6. From the **Singapore Industry Landscape detail** page, click on a specific job role to find out more.

Example: Click “Floral Designer”.



7. The selected **Job Role Detail** page is displayed.

To learn more about Job Roles, go to the **Learn About Job Roles** section.

The screenshot displays the 'Floral Designer' job role detail page. At the top, there is a header with the job title 'Floral Designer' and a 'Landscape' tag. Below this is a 'Job Role Key Information' sidebar containing details such as 'Minimum Job Title', 'Sub-Industry', 'Track', 'Field of Study', 'Qualification', and 'Monthly Salary'. The main content area is titled 'Job Role Description' and includes an image of a person arranging flowers, a description of the role, and a list of tasks. At the bottom, there are three sections: 'Compatibility' with a bar chart, 'Career Progression Pathway' showing 'Floral Designer' as the current role, and 'Course / Programme Listing' which is currently 'Not applicable'.



## 1.2 LEARN ABOUT JOB ROLES

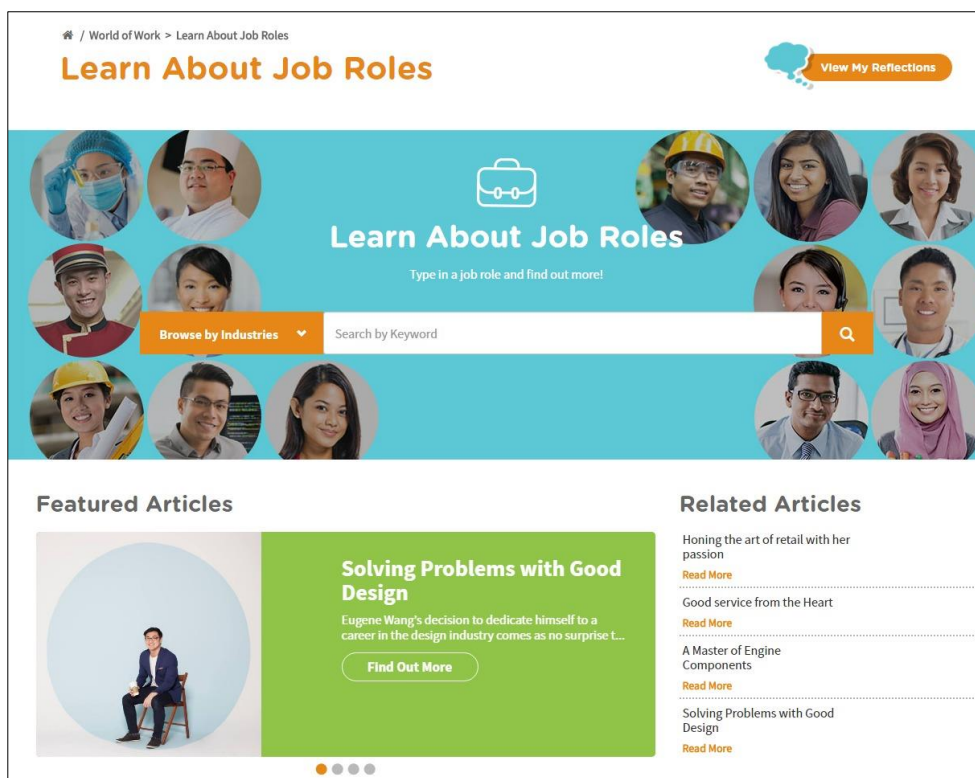


Figure 1-2: Learn About Job Roles (World of Work)

In the **Learn About Job Roles** section, you can get more in-depth information about job roles within all industries in Singapore. You can search for job roles by doing a key word search or browse by industries or search for job roles matching your Holland Code career interest types. Once you have selected a job role, the portal provides you with comprehensive information on that job role including **Job Role Description**, **Tasks** and **Qualification**.

The **Learn About Job Roles** section also features articles and videos on career success stories intended to inspire and motivate you.



<p>1. Click <b>World of Work &gt; Learn About Job Roles</b> from the drop-down menu.</p> <p>The <b>Learn About Job Roles</b> page is displayed.</p>	
<p>2. Enter a keyword. The system will suggest keywords or phrases as you type.</p>	
<p>3. Or, explore job roles by clicking on the <b>Browse by Industries</b> drop-down menu.</p> <p>Example: Select “Advertising”.</p>	

4. Jobs found under this industry will be listed.

Click on a job role.

Example: “Junior Storyboard Artist”.

**Learn about Job Roles**  
Type in a job role and find out more!

Browse by Industries Search by Keyword

**6 job roles found in Advertising**

**ADVERTISING ACCOUNT EXECUTIVE**  
Bachelor's or Equivalent  
The Account Executive helps businesses and individuals advertise products or services. He/She meets with clients to figure out how they want to advertise. He/She finds...

**ADVERTISING ACCOUNT MANAGER**  
Bachelor's or Equivalent  
The Advertising Account Manager creates advertising campaigns. He/She advertises products and services for his/her clients. He/She makes sure that the campaigns follow a...

**ADVERTISING SALES REPRESENTATIVE**  
Polytechnic Diploma  
The Advertising Sales Representative sells advertising services to people and businesses and meets sales target. He/She sells advertising spaces in newspapers or...

**ADVERTISING COPYWRITER**  
Polytechnic Diploma  
The Advertising copywriter helps to generate ideas and later write the words of advertisements which appear in the press, on radio, television and cinema screens and on...

**JUNIOR STORYBOARD ARTIST**  
Polytechnic Diploma  
The Storyboard Artist translates story ideas into visual scenes for advertising. He/She meets with the story team to come up with ideas. He/She produces drawings of...

**MARKET RESEARCH ANALYST**  
Bachelor's or Equivalent  
The Market Research Analyst collects and studies information to help companies create new products. He/She collects information about what people like to buy. He/She...

Legend Add to Favourite Add to Compare

5. The selected **Job Role Detail** page is displayed.

**Junior Storyboard Artist**

**Job Role Key Information**

- Alternate Job Title: Storyboard Artist
- Job Industry: Commercial
- Track: Artistic
- Fields of Study: Graphic and Multi-Media Design, Film, Visual Communication, Communication Design
- Qualification: Polytechnic Diploma
- Monthly Salary (per month): \$2,542.00 - \$3,760.00

**Job Role Description**

The Storyboard Artist translates story ideas into visual scenes for advertising. He/She meets with the story team to come up with ideas. He/She produces drawings of scenes that depicts the activity and emotion of the scenes. He/She has regular meetings with the story team and director of advertising. He/She must make quick sketches during these meetings. More detailed full drawings are made in the artists' office.

**Tasks**

- Create portray the plot essence, scene structure and character emotion.
- Depict how the action unfolds in a scene, illustrating the acting of characters as well as camera placement.
- Develop the dramatic and comedic pace.
- Follow the overall direction of the project they are working on.
- Meet with the story team to come up with ideas.
- Refine, delete or create dialogue where needed by the story team.
- Solve story and structure problems.
- Translate story ideas into drawings.

**Compatibility**

R	67
I	29
A	100
S	18
E	39
C	1

**Career Progression Pathway**


- Junior Storyboard Artist

**Course / Programme Listing**

- DIPLOMA IN ADVERTISING  
NANYANG ACADEMY OF FINE ARTS
- DIPLOMA IN ILLUSTRATION WITH ANIMATION  
NANYANG ACADEMY OF FINE ARTS
- DIPLOMA IN ANIMATION  
NANYANG POLYTECHNIC
- DIPLOMA IN DIGITAL GAME ART & DESIGN  
NANYANG POLYTECHNIC

### 1.3 MY REFLECTIONS (WORLD OF WORK)

Record your thoughts on **World of Work** via **My Reflections**.

1.	Click <b>View My Reflections</b> .	
2.	Record your thoughts by answering the questions.	