



# My SKILLSfuture

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



Ministry of Education  
Singapore

SKILLSfuture SG



Workforce  
Singapore

An initiative of:

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### 3 LEARN ABOUT JOB ROLES

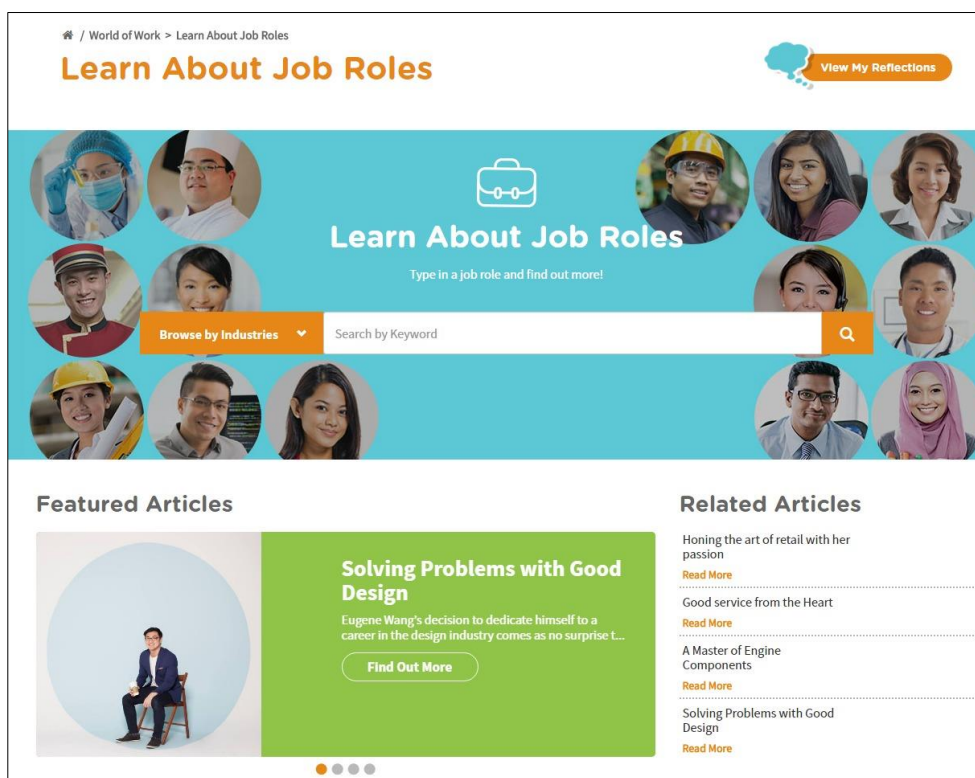


Figure 3-1: Learn About Job Roles (World of Work)

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”.

The screenshot shows the 'Learn about Job Roles' page. At the top, there is a header with the title 'Learn about Job Roles' and a search bar. Below the header, there are several circular profile pictures of diverse individuals. The main content area is titled '6 job roles found in Advertising'. It displays a grid of six job roles, each with a title, typical education, a brief description, and the industry. Each job role card includes 'Add to Favourite' and 'Add to Compare' buttons. The job roles listed are:

- 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...

At the bottom of the page, there is a legend for the 'Add to Favourite' and 'Add to Compare' buttons.

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 (Based on 190 hours): \$2,542.00 - \$3,763.00

**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 depict 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