



# My SKILLSfuture

User Guide on World of Work  
(Secondary)

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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

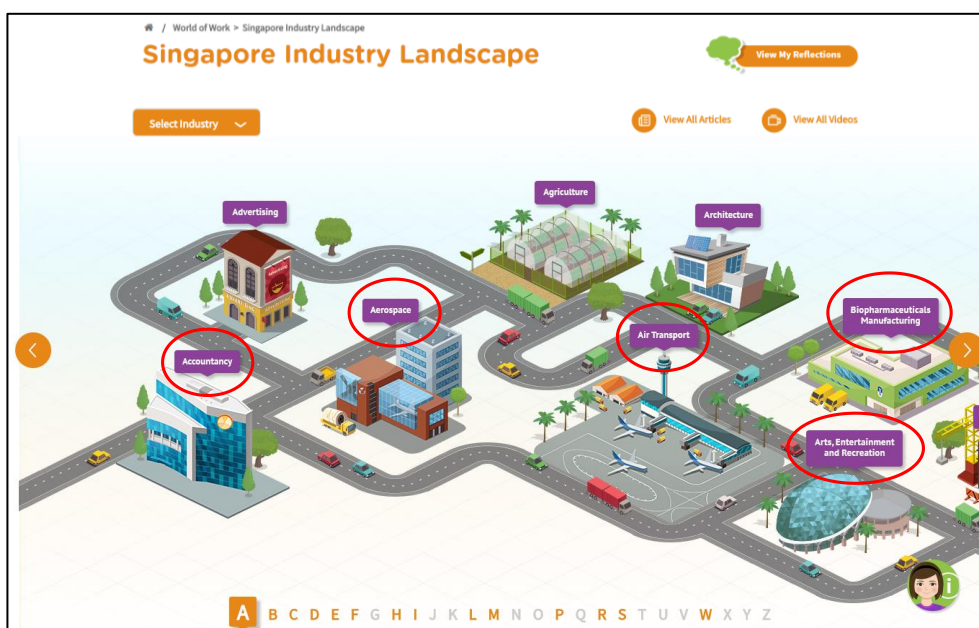





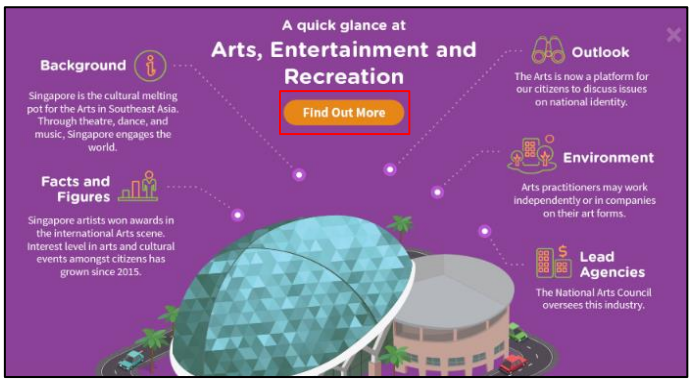


Figure 1-1: Singapore Industry Landscape (World of Work)

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  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	+
<b>Facts and Figures</b>	-
Outlook	+
Environment	+
Images	+
Videos	+

Singapore's artists has been garnering acclaim overseas, making considerable headway in the international arts scene. Contemporary artists such as Ming Wong had received a Special Mention Award at the Venice Biennale 2009, being the first award for Singapore; Charles Lim was also given a Special Mention for his work at the Venice Film Festival in 2011; and June Yap was selected to be the first curator for the Guggenheim UBS MAP Global Art Initiative in 2012.

The Dance industry in Singapore is increasingly vibrant with various dance groups, collectives and independent artists performing in a wide variety of genres. In just less than a decade, the number of dance performances have increased three-fold from 500 to 1500. There are over 50 dance companies, institutions and societies in Singapore currently, including a growing pool of independent dance artists.

The local Music scene, comprising professionals, community groups, and student participants observed significant growth in recent years. The Singapore Symphony Orchestra, Singapore's leading professional symphonic orchestra, plays over 100 well-attended concerts annually, and Wind Bands are common Co-Curricular Activity groups in our schools. In addition, there are over 40 Chinese choral groups, 15 Western choral groups, and 200 school choirs currently.

The local Traditional Arts scene is lively, with more than 1,400 performances and other community engagement activities held yearly. There are more than 100 active Traditional Arts groups being supported by the National Arts Council (NAC). Singapore also saw an increasing number of young practitioners in traditional dance and music in recent years.

**OVERALL INTEREST IN ARTS AND CULTURE**  
Interest in local arts and cultural events has significantly increased and is at its highest since 2005.

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



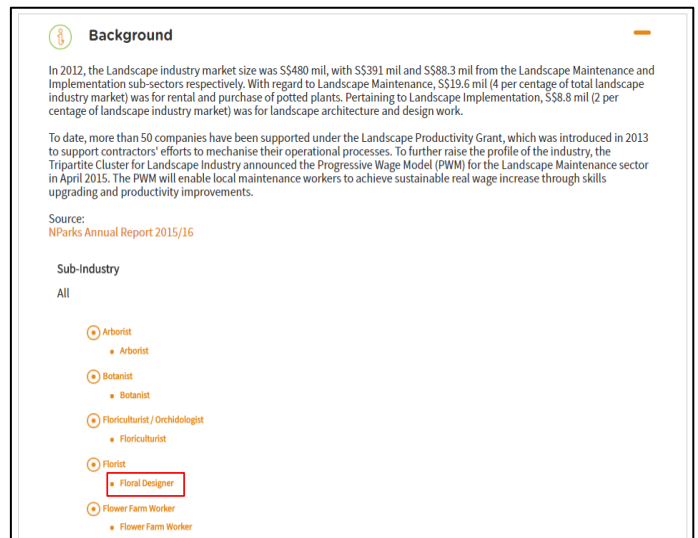
5. Another way to access the Singapore Industry Landscape Detail page is to click “Select Industry” on the Singapore Industry Landscape page.

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.

**Floral Designer**  
Landscape

**Job Role Key Information**

- Alternate Job Title
- Sub-Industry: Nursery
- Track: Horticulture
- Fields of Study: Horticulture
- Qualification: At least 1 GCE 'O' Level pass
- Monthly Salary (Gross by Year): Not Available (percentage)

**Job Role Description**

The Floral Designer selects flora and foliage necessary for arrangements. He/She replicates the bouquets in the organisation's product catalogue. He/She plans arrangements according to customer's requirements. He/She also assists customers to select design patterns within price guidelines to ensure department profitability. He/She works independently and must be able to stand for long hours. He/She must be creative and have an interest for floral designing. He/She must be able to work overtime during peak festive seasons.

**Tasks**

- Clean and maintain work areas, equipment, display cases and shelves.
- Display merchandise and keep displays and shelves full.
- Interact with customers and take flower orders.
- Order, receive and unpack merchandise.
- Pack, wrap, date and price completed arrangements.
- Trim materials and arrange bouquets or other items.

**Compatibility**

Interest Type	Score
R	50
S	56
I	50
A	50
S	23
E	50
C	67
C	50
C	29

**Career Progression Pathway**  
Floral Designer

**Course / Programme Listing**  
Not applicable

## 1.2 LEARN ABOUT JOB ROLES

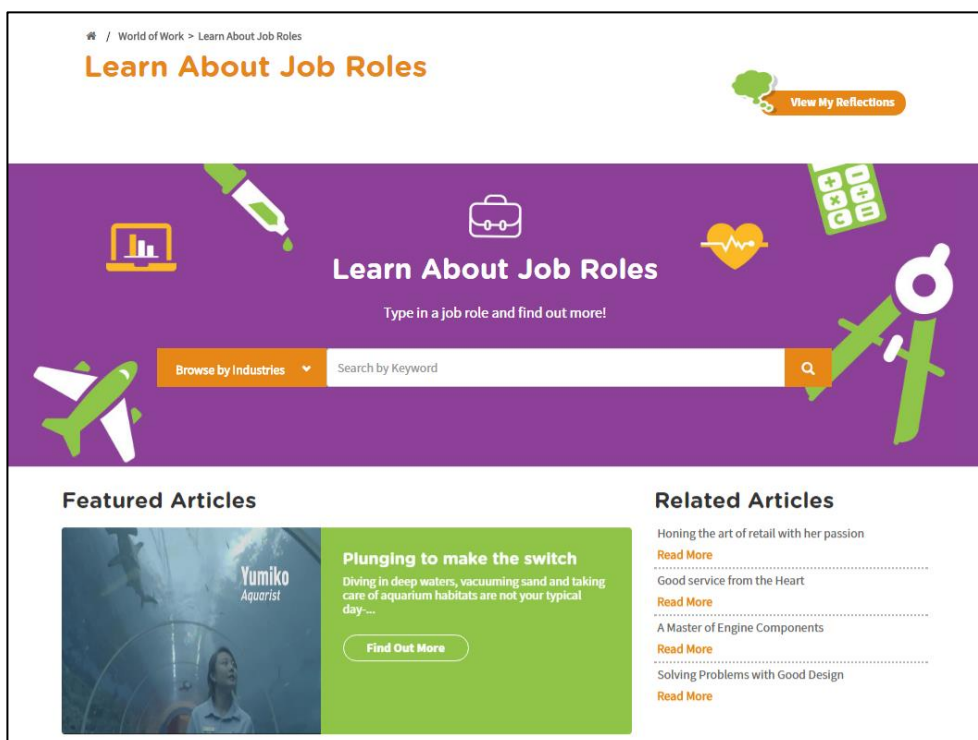

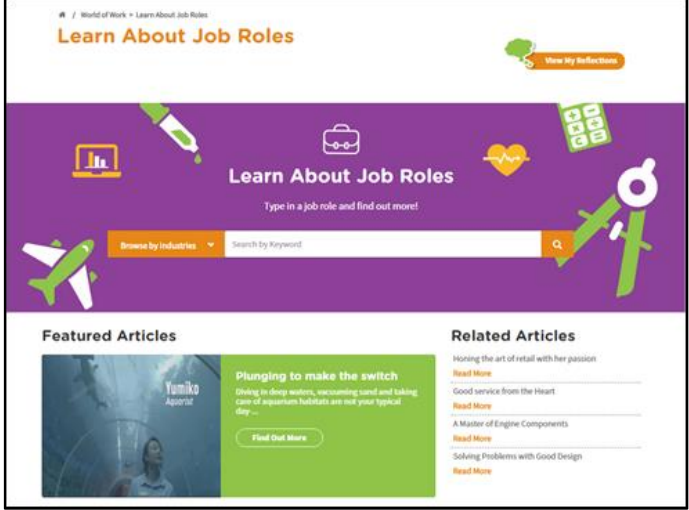
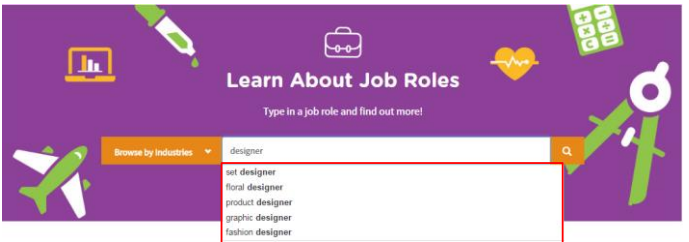
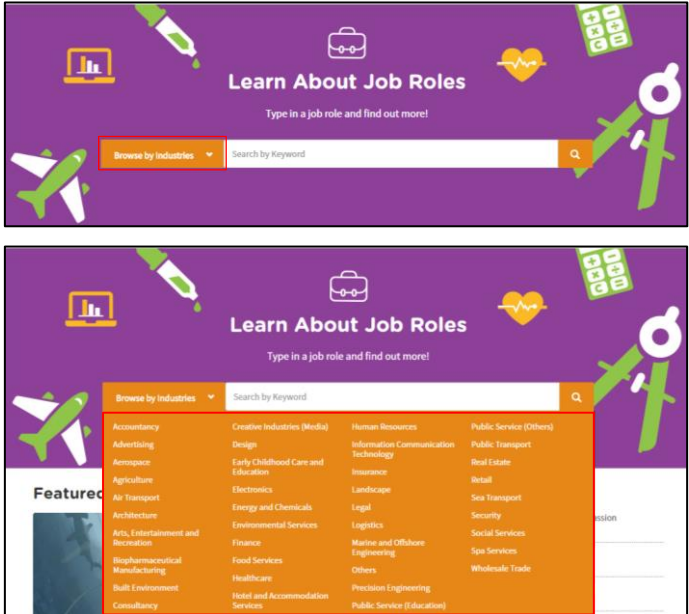


Figure 1-2: Learn About Job Roles (World of Work)

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**

Job Role	Typical Education	Fields of Study
ADVERTISING ACCOUNT EXECUTIVE	BACHELOR'S OR EQUIVALENT	ADVERTISING
ADVERTISING ACCOUNT MANAGER	BACHELOR'S OR EQUIVALENT	ADVERTISING
ADVERTISING SALES REPRESENTATIVE	POLYTECHNIC DIPLOMA	ADVERTISING
ADVERTISING COPYWRITER	POLYTECHNIC DIPLOMA	MASS COMMUNICATION (INCLUDING RADIO AND TV BROADCASTING)
JUNIOR STORYBOARD ARTIST	POLYTECHNIC DIPLOMA	GRAPHIC AND MULTI-MEDIA DESIGN (EG VISUAL COMMUNICATION COMMUNICATION DESIGN)
MARKET RESEARCH ANALYST	BACHELOR'S OR EQUIVALENT	MARKETING

Legend | Add to Favourite | Add to Compare

5. The selected Job Role Detail page is displayed.

**Junior Storyboard Artist**

Advertising

**Job Role Key Information**

- Alternate Job Title: Storyboard Artist
- Sub-Industry: Commercial
- Track: Artwork
- Fields of Study: Graphic and Multi-Media Design (Eg Visual Communication, Communication Design)
- Qualification: Polytechnic Diploma
- Monthly Salary (\$1k to 15th percentile\*): \$2,512.00 - \$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 and produces drawings of scenes. He/she creates these drawings that depict the activity and emotion of the scenes. He/she has regular meetings with the story team and director of advertising, making quick sketches of ideas during these meetings. After the meeting, he/she makes more detailed, full drawings in his/her office.

**Tasks**

- Create drawings that portray the essence of the plot, scene structure and characters' emotions.
- 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 and director to come up with ideas.
- Refining, deleting or creating dialogue where needed by the story team.
- Solve story and structure problems.
- Translate story ideas into drawings to create visual scenes.

**Compatibility**

Letter	Your Career Interests	This Job Role's Interest Type
R	50	87
I	50	29
A	50	50
S	50	18
E	50	39
C	50	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**.

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