



My SKILLSfuture

User Guide on World of Work
(Secondary)

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3 LEARN ABOUT JOB ROLES

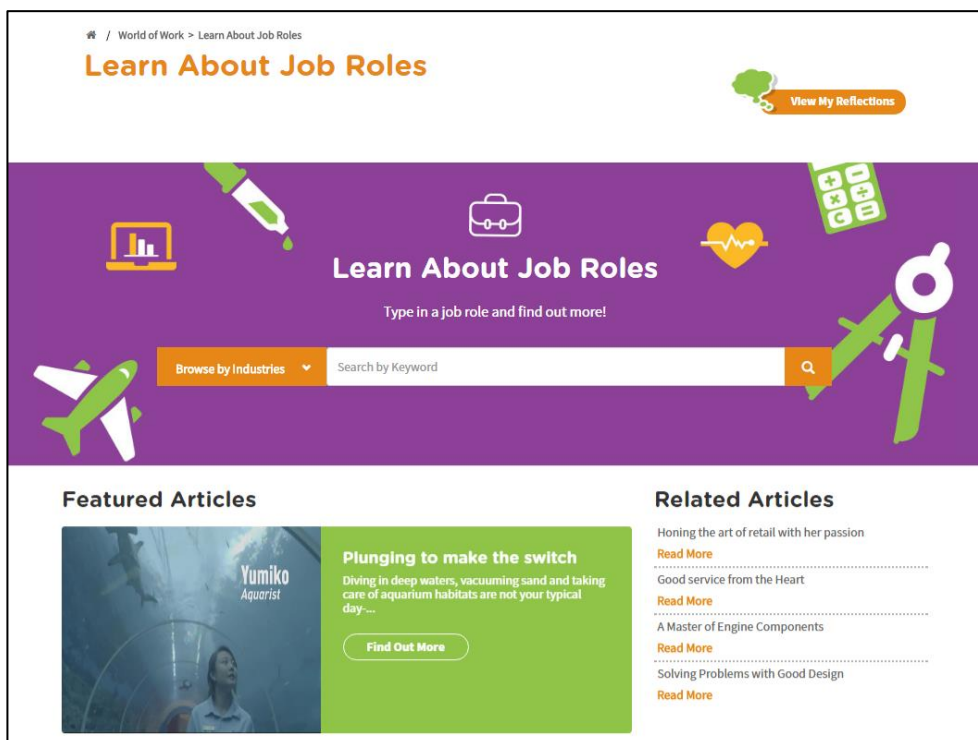

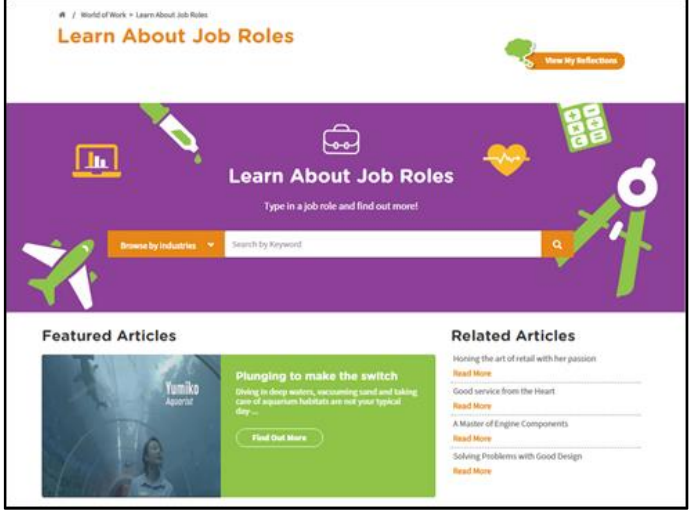
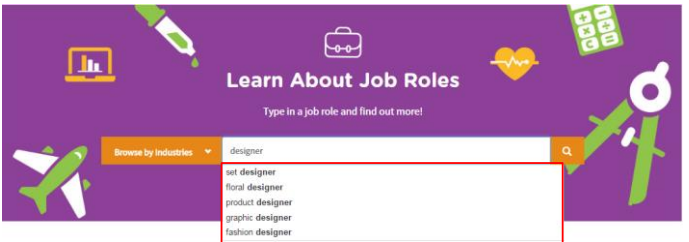
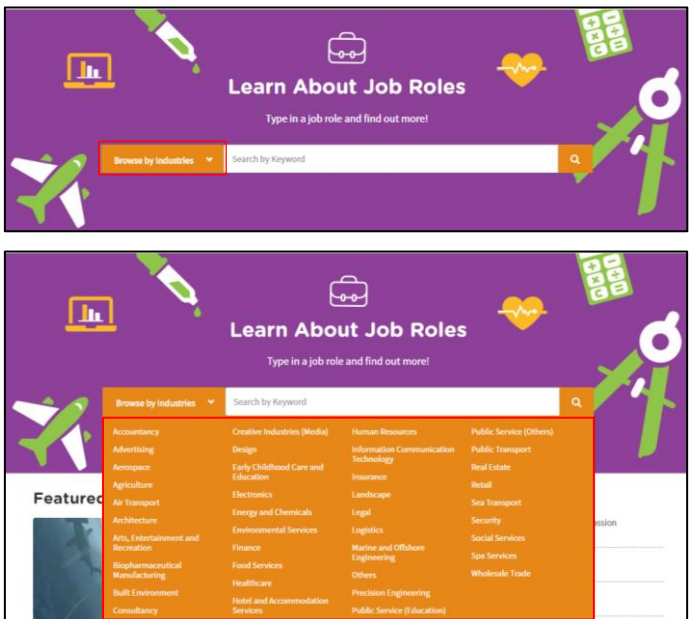


Figure 3-1: Learn About Job Roles (World of Work)

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 World of Work > Learn About Job Roles from the drop-down menu.</p> <p>The Learn About Job Roles 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 Browse by Industries 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' interface. At the top, there's a search bar with 'Browse by Industries' and 'Search by Keyword'. Below this, a table lists 6 job roles found in Advertising. The table has columns for Job Role, Typical Education, and Fields of Study. The 'Junior Storyboard Artist' role is highlighted.

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

5. The selected Job Role Detail page is displayed.

The screenshot shows the detailed page for the 'Junior Storyboard Artist' job role. It includes a 'Job Role Key Information' sidebar, a 'Job Role Description' with an image of a person working at a computer, and a 'Tasks' section. At the bottom, there are sections for 'Compatibility', 'Career Progression Pathway', and 'Course / Programme Listing'.

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	97
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