Description of Eligible Media Job Roles

No.	Job role	Description
1.	Director (e.g. Film Director, Art Director, Creative Director, Director of Photography)	The Director is responsible in setting and maintaining the style and creative structure of the media content and his/her role may differ in different capacities to make crucial decisions in accordance to the creative direction. The Film Director makes decision on the cast, crew, location as well as refining the script. During production and post-production, he/she then composes shots, directs rehearsals and the performances of the cast, leads the technical aspects such as camera, sound, special effects and video editing to ensure the look, sound and feel are faithful to the creative style and structure. The Director of Photography (DOP) creates the visual identity, or look, of the media content by working with the Director, camera crew, lighting department and production design department. He/she manages all aspects of filming: from deciding the equipment required, making decisions on lighting, framing and camera movement to reviewing and enhancing the footage. The Creative Director works closely with producers and designers to develop proof of concept and proposals to pitch for creative briefs. He/she also oversees the creative process which includes planning of advertising and promotion activities. The Art Director defines, guides and promotes the visual and artistic direction, keeping the consistency throughout the project, and works with the Creative Director to ensure the direction is aligned with client requirements.
2.	Writer (e.g. Screenwriter, Copywriter, Author, Publishing/ Advertising Editor)	The Writer researches, fact-check and conceives original ideas for characters, content, and narratives which acts as the skeleton and blueprint of the creative vision for the story. He/she then develops their ideas into an outline, crafts dialogues and then a script. He/she may be involved in the editing and proofreading of content such as script, features, articles and copies for different platforms in alignment to the subject matter, writing style and content strategy.
3.	Audio/ Sound Designer (including Sound Engineer / Audio Engineer / Audio Artist / Sound Artist / Creative Sound Designer / Technical Sound Designer)	The Audio/Sound Designer plans, acquires, chooses and provides the sound effects in the media content, including music, hence in charge of the soundscape of the content that changes, evolves and enhances the overall impact of the narratives. He/she work closely with the Director to align the soundscape to the style and creative structure of the content. He/she also work closely with the audio/sound crew who are in charge of the technical and mechanical aspects of music and sound, such as recording, mixing and reproducing.
4.	Production Designer for Film/TV (e.g Set	The Production Designer for Film/TV is responsible for the visual concept of a film or television production. He/she defines and manages the design style for sets, locations, graphics, props, lighting, camera

	Designer, Set Decorator, Prop Master, Art Department Assistant)	angles and costumes, while working closely with the director and producer. He/she studies, recommends visual elements through idea boards, sketches and drawings to the relevant prop department, and assess whether special or visual effects should be used instead.
5.	Editor (eg. Art Editor - Film or TV Editor, Sound Editor, Online Editor)	The Editor (e.g. Art Editor, Film or TV Editor) is responsible for assembling recorded raw material to select the best takes, check for mistakes and edit into a finished product that is suitable for broadcasting. Material may include camera footage, dialogue, music, sound effects, graphics and special effects.
6.	Project Managers of Media IP (eg. Assistant Director, Production Manager, Line Producer, Post-Production Supervisor)	The Project Manager is responsible for all the operational aspects of production to make sure the project run smoothly, meet deadlines and stay within budgets. His/her reports to the Producer and Executive Producer with duties including estimating budgets during pre-production, assisting producers to recruit production team, engage suppliers, negotiate engagement agreements, rent and/or procure materials and resources, drawing up and keeping to the production schedule, supervise and report expenses, and enforce compliance to regulations and agreements.
7.	Production Crew (e.g Grip, Gaffer, Lighting Assistant, camera operator, Production Assistant, Data Wrangler)	The production crew carries out the technical aspects to providing the visual and audio elements of the TV and film content. They report to various heads of department in charge of camera, production, sound, art/set/production design etc.

For instance, crew members in the camera department work closely with the Director of Photography and Director to prepare and maintain camera equipment as well as operating the equipment to achieve the desired shoots. Lastly, they are responsible in transferring the raw footages to the Editor without any data loss or corruption. |
| 8. | Online Creator Online Video Content Creator | The Online Video Content Creator researches, conceptualises, produces and markets his/her original video content for consumption and distribution on digital platforms. He/she is able to take n different job tasks such as cinematography, production, directing and editing to take ownership of the content from beginning to completion of content creation. He/she connects with his/her fan base who regularly consumes their content on the digital platforms, and convey the narratives behind the brands/content they create and/or represent to the fan base and masses beyond. |
| 9. | Artist, Modeller, Visual Effects Designer, Animator (e.g. Game Artist, 3-D Modeller, 2-D Artist, 3-D Artist, Creative | Artist, Modeller, Visual Effects Designer and Animator (e.g. Game Artist, 3-D Modeller) typically work in unison to create the visual elements (concept art, storyboards, prototypes, characters, objects, textures, environment, and game levels) in the development of screen media content. This illustrates the narrative, and forms the overall look and mood of the content. Modellers also create character skeletons, which animators then control. The role of a 3-D Modeller may occasionally extend beyond creating visual elements solely for games |

	Supervisor/ 3D Art Supervisor)	and animation.
10.	Games Designer (e.g Level Designer)	They devise what a game consists of and how it plays. They plan and define all the elements of a game: its setting; structure; rules; story flow; characters; the objects, props, vehicles, and devices available to the characters; interface design; and modes of play.
11.	Multimedia & Games Developer	They research, analyse and evaluate requirements for existing or new games and multimedia applications. They also design, develop, test and maintain games and multimedia solutions to meet requirement. They are responsible for establishing a link between the artistic vision of the game and its technical implementation. Thereafter they play-test the game in a systematic way, analysing the game's performance against the designer's intentions, identifying problems and suggesting improvements. Job scope: • Researching and identifying the purpose, functionalities and content of games and multimedia applications • Visualising, designing and codifying how systems work to run the game and multimedia applications, incorporating and adapting any ready-made code libraries and writing custom code as required • Designing and developing digital animations, imaging, presentations, games, audio and video clips and internet applications using multimedia software, tools and utilities, interactive graphics and programming languages • Testing the code and fix bugs, and also develop customised tools for use by other members of the development team. • Consulting with users concerning maintenance of games and multimedia applications • Assessing, developing, upgrading and documenting maintenance procedures for games and multimedia applications.
12.	User Interface (UI) User Experience (UX) Designer (e.g Game UX Designer)	The UI/UX designer applies subject matter knowledge in the design, development, documentation, debugging and support of the user interface for a variety of applications (including Augmented Reality/Virtual Reality formats) to have best possible engaging user experiences. With clear understanding of business requirements and user needs, he/she articulates, develops and models the end user experience including the visual design of applications, to make user interaction simple, efficient and consistent. He/she is involved in the development of process flows, wireframes, and prototypes as well as establish upward communication channels to effectively conceptualise and convey high-level design strategies within organisations, He/she assesses and optimises the performance of new and exisitng features by actively participating in usability testing and use research, and interpreting analytics data.
13.	Executive Producer, Producer,	The Executive Producer/ Producer acts as project supervisors of the media content to ensure the project is completed on time and on budget. Their duties can range from administration for presales and

	Advertising Account Executive/Manager	distribution agreements, production scheduling, securing finances and rights to supervision and quality control of the content to meet industry and market specifications. The Advertising Account Executive/Manager develops, manages and expands businesses with his/ her portfolio of accounts, and seeks to achieve or over-achieve clients' objectives by monitoring sales forecasts, formulating holistic marketing plans and suggesting enhancements to existing advertising efforts. He/she oversees all aspects of the project flow, participate in strategy development and ensure smooth progress at every stage and that campaigns are delivered on brief and on time.
14.	Marketing and Publicity Executive/Manager of Media IP	The Marketing and Publicity Executive/Manager of Media IP is responsible for enhancing the media content's visibility and raising the public or target audience's awareness and demand of the content across different medium and platform, eg. online/ social media. Taking consideration of the clients/distributors/partners' needs and requirements as well as markets' preferences, his/her duties includes analysis of market trends, planning and implementation of sales, marketing and product customisation plans/campaigns/activities, overseeing creation and delivery of press and publicity releases as well as marketing collaterals/assets.
15.	Sales and Distribution of Media IP and Advertising Inventory	The Sales and Distribution Executive/Manager of Media IP and Advertising Inventory look for distribution and marketing opportunities by developing plans, liaising and negotiating with sales and distribution agents or companies to expand the reach to more target audiences. He/she must provide regular financial evaluation and updates for their clients, including a breakdown of expenses, revenue forecast and breakdown for each media IP and advertising inventory.