

THIS IS A CREATIVE OVERVIEW

HOW GOOD DO YOU
WANT TO BE?

ABOUT WDA

CI WSQ FRAMEWORK

HOW GOOD DO YOU WANT TO BE?

It's great that you want to be good at what you do.

But really, how good do you want to be?

Talent can only get you so far.

What will get you further are knowledge and skills.

Ideas are just ideas if you don't have the right knowledge and skills to make them happen.

In this fast-changing world, even creative individuals need to upgrade their skills and knowledge.

Staying current and relevant is the key to career and business success anywhere, including in the Creative Industries.

So aim to be the best, and get there through Continuing Education and Training (CET).

WDA, together with industry partners, has developed the Creative Industries Workforce Skills Qualifications (CI WSQ), a national credentialing framework to help the Creative Industries workforce upgrade through CET and be recognised for the competencies.

You may be working in the Arts & Culture, Design, or Media & Communications sector.

Or someone seeking a career switch to the Creative Industries.

And you can embark on progressive qualification pathways, enhancing your career opportunities with each qualification attained.

If you are an employer, sending your employees to CI WSQ training ensures that they are put through structured and industry-driven training.

It can only mean better business.

SHAPING A COMPETITIVE WORKFORCE FOR SINGAPORE

To remain competitive and employable in today's fast-changing workplace, our workforce must have both knowledge and skills that are relevant, current and sought after by employers to meet the changing needs of Singapore's economy.

The **Singapore Workforce Development Agency (WDA)** leads and drives workforce development in response to these changing needs. Its mission is to enhance the employability and competitiveness of all in the workforce, whether young or old, rank-and-file or professionals, managers and executives.

CREATIVE INDUSTRIES WORKFORCE SKILLS QUALIFICATIONS (CI WSQ) FRAMEWORK



Arts & Culture

Creative Practice
Events
Heritage
Performing Arts
Technical Theatre
Visual Arts



Design

Architecture
Exhibition
Industrial
Interior
Visual Communication



Media & Communications

Advertising
Animation
Broadcast
Direct and Interactive Marketing
Film and TV
Games
IP Management
Library and Information Services
Media
Music
Printing
Publishing
Public Relations

THIS IS CREATIVE PRACTICE WSQ

STAMP

ARTS
... AND ...
CULTURE

TRAINING PROVIDER

Emily Hill Institute for Creative Enterprise

WEBSITE

www.emilyhill.org/EHICE/EHICE.php

WSQ COURSES

WSQ Diploma and WSQ short courses in Creative Entrepreneurship – Financial Basics, Legal Basics, Managing & Implementing Projects and Marketing; WSQ Diploma in Arts Management

THE BUSINESS OF CREATIVITY

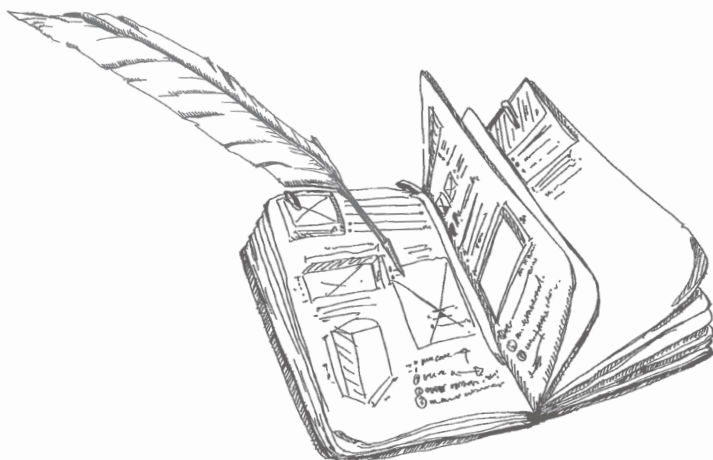
When it comes to managing a creative person, there is probably no one right method.

But things are a little different when it comes to the business of creativity.

It takes more than intuition.

You will need knowledge of strategies, leadership, legal basics, recruitment and selection, financial basics, marketing, project planning and implementation.

To get your creative enterprise in the flow state, equip yourself with the necessary knowledge through **Creative Practice WSQ training**.



THIS IS TECHNICAL THEATRE WSQ

STAMP

ARTS
... AND ...
CULTURE

TRAINING PROVIDER

The Esplanade Co.

WEBSITE

www.esplanade.com

WSQ COURSES

WSQ Higher Certificate and WSQ short courses in Technical Theatre — Basic Stagehand, Health & Safety, Rigging and Working at Height

TRAINING PROVIDER

Republic Polytechnic

WEBSITE

www.rp.edu.sg/ace_wsqa.aspx

WSQ COURSES

WSQ Programmes in Technical Theatre — Lighting, Sound and Stagecraft

THE SPOTLIGHT IS ON THE BACKSTAGE

A theatre production goes beyond acting.

To put up a good production, we need creative and technically skilled individuals who shine behind the scenes.

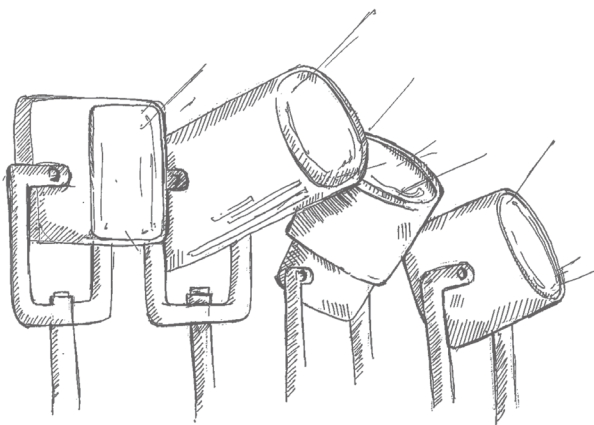
Singapore looks forward to becoming a distinctive global city of culture and the arts with the establishment of new venues like The Star Performing Arts Centre, Aliwal Arts Centre and the National Art Gallery.

There's no better time to be in the Technical Theatre industry than now.

In recent years, we have also hosted many international visiting productions, big musicals and long-running shows. Local arts companies have also gained increasing recognition with their own productions.

If you have a passion for the performing arts and an aptitude for technical matters, it's time for you to step into the spotlight.

Get equipped with the essential skills through **Technical Theatre WSQ training**.



THIS IS DESIGN WSQ

STAMP

ARCHITECTURE
EXHIBITION
INDUSTRIAL
INTERIOR
VISUAL COMMUNICATION

DESIGN

TRAINING PROVIDER

Design Thinking and Innovation Academy

WEBSITEwww.designsingapore.org**WSQ COURSES**

WSQ programmes in Design Thinking and Professional Practice

TRAINING PROVIDER

FZD School of Design

WEBSITEwww.fzdschool.com**WSQ COURSES**

WSQ Diploma and WSQ short courses in Industrial Design — Concept Art & Illustration, Digital Production Painting, Entertainment Design and Product Production Design

TRAINING PROVIDER

First Media Professional Learning Centre

WEBSITEfmplc.com.sg**WSQ COURSES**

WSQ short courses in Visual Communication — Colour Theory, Graphic Visuals Development and Illustrations

TRAINING PROVIDER

Singapore Institute of Architects

WEBSITEwww.sia.org.sg**WSQ COURSES**

WSQ short courses in Architectural Practice, Basic Detailing and Specifications

TRAINING PROVIDER

SFIC Institute

WEBSITEwww.sficinstitute.com**WSQ COURSES**

WSQ Advanced Certificate in Industrial Design and WSQ short courses - Design Thinking, Material Trends, Negotiation Skills, Production Knowledge and Product Sales Opportunities

GOOD DESIGN IS NOT JUST ABOUT MAKING SOMETHING LOOK GOOD

Good design communicates a story. It zooms in on the small details to tell the big picture.

With the national drive towards raising the value-added contribution of the Design sector from S\$3.4 billion in 2008 to S\$5 billion by 2015, and with Design being recognised as a key ingredient towards improving productivity and competitiveness among organisations, things are really looking good for the Design sector.

Get creative and stay ahead of the curve.

Jump-start your career and develop that business advantage through **Design WSQ training**.



THIS IS DIRECT & INTERACTIVE MARKETING AND PUBLIC RELATIONS WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

DIRECT AND
INTERACTIVE
MARKETING

PUBLIC
RELATIONS



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

TRAINING PROVIDER

Hyper Island Institute of Higher Education

WEBSITE

www.hyperisland.com

COURSES

Short courses in Digital Media — Creative Data (Analytics), Digital Creativity, Mobile, Social, Technology Trends and User Experience

TRAINING PROVIDER

Institute of Public Relations of Singapore

WEBSITE

www.iprs.org.sg

WSQ COURSES

WSQ short courses in Public Relations – Crisis Communications, Events Management, Integrated Marketing Communications for Events, Media Relations Management and Public Relations Communications

CAST YOUR AUDIENCE AS KING AND THE WORLD WILL BE YOUR STAGE

In the fast-paced world of digital media and public relations, you have to know your audience well.

Know what they care about. Learn their lingo. Hang out at their favourite places and catch their attention.

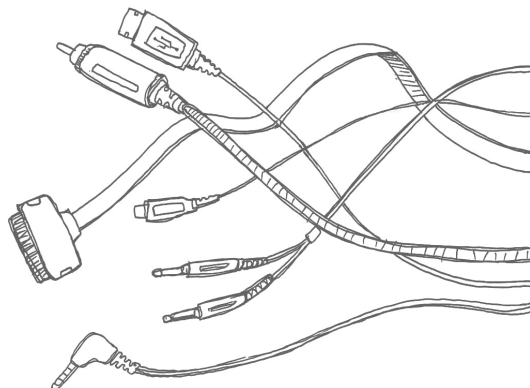
Craft your message.

Finally, deliver an innovative message they care about in their lingo.

Treat your audience like kings.

But how do you do all of the above when the hot topics, lingo, hangout spaces and the attention span of your audience are evolving all the time?

Equip your employees and yourself with essential communication tools for both online and offline media platforms through **Direct & Interactive Marketing and Public Relations WSQ training**.



THIS IS ANIMATION WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER
3dsense Media School

WEBSITE
www.3dsense.net

WSQ COURSES

WSQ Diploma in Animation and WSQ short courses – 3D Modelling, 3D software, Character Animation, Digital Design and Visual Effects

TRAINING PROVIDER
CG Protégé Animation School

WEBSITE
www.cgprotege.com

WSQ COURSES

WSQ Diploma in Animation – Character Animation, Modeling/Texturing and Visual Effects

REAL ANIMATORS DON'T SETTLE FOR “REAL” LIFE

There's a better life that exists in the minds of animators.

So they hone their craft and share what's on their minds through virtual reality.

Singapore is ready for that better life.

Our animation industry is on the cusp of gaining global recognition for producing quality and interactive content.

Local set-ups such as Tiny Island Productions, Monstrou Studio and Witching Hour Studios, and international companies such as Lucasfilm Animation, Double Negative and Southern Star Entertainment have established their presence in Singapore.

If you're an aspiring animator or computer graphic artist who is keen to upgrade your skills or enter the exciting digital media sector, you can do that through **Animation WSQ training**.

Don't be limited by “real” life.



THIS IS GAMES WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER

DigiPen Institute of Technology Singapore

WEBSITE

www.singapore.digipen.edu

WSQ COURSES

WSQ Diploma, WSQ Advanced Certificate and WSQ short courses in Games & Animation — 2D & 3D Game Development, Casual Games, Game Design, Game Support, iPhone & Facebook Game Development, Programming in C++ and Traditional Arts & Design.

TRAINING PROVIDER

MAGES Institute of Excellence

WEBSITE

magesinstitute.com

WSQ COURSES

WSQ short courses in Games Development — Software Tools

A CHEAT CODE FOR THE NEXT LEVEL?

Nobody wants to remain a “n00b”.

What if you could turn your hobby into a serious career path?

If you're a budding game artist, game designer or game programmer looking to master a job in Singapore's promising games industry, this is the right time for you.

Renowned international employers such as Ubisoft, Southern Star, Gumi Asia and Konami have made Singapore their home now.

WDA has rolled out several **WSQ training programmes for the Games industry** to equip interested game professionals with the essential skills.

It's not a cheat code, but it'll get you to the next level.

And very possibly a job with the giants.



THIS IS LIBRARY AND INFORMATION SERVICES WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER

Library Association of Singapore

WEBSITE

www.las.org.sg

WSQ COURSES

WSQ Higher Certificate and WSQ short courses in Library and Information Services – Acquisitions & Serials Work, Bibliographic Control, Collection Maintenance, Reference & Enquiry Services, Loans & Membership Services

TRAINING PROVIDER

NLB Academy

WEBSITE

www.nlba.gov.sg

WSQ COURSES

WSQ Advanced Certificate and WSQ short courses in Library and Information Services – Acquisitions & Serials Work, Bibliographic Control, Circulation & Membership Services, Collection Maintenance Services, Reference & Enquiry Services, Promotion & Outreach

ADDING THE HUMAN TOUCH TO DATA

There's an ocean of content, systems and services in Singapore's libraries.

To be more precise, we have over 140 public, academic, private and specialised libraries that deliver convenient access to information and knowledge content.

We depend on strong infrastructural platforms to deliver this humongous wave of content.

But that is not enough.

Absolutely nothing replaces the human touch.

Library para-professionals who have both the heart for service and mind for knowledge systems are hard to come by.

And when they do, they are highly valued. With the right skills, you can be sure of greater employability for years to come.

How can you be a highly valued librarian para-professional?

Equip yourself with the essential skills through **WSQ Library and Information Services training**.



THIS IS MEDIA WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER

Singapore Media Academy

WEBSITEwww.esma.sg**WSQ COURSES**

WSQ Specialist Diploma in Interactive Media (Business Management), WSQ Diploma in Film & TV (Production) and WSQ short courses in Media — Broadcast Journalism, Camera & Sound Operation, Lighting, New Media, Producing & Directing, Script Writing and Video Editing

DIS-CONTENT-MENT

Singapore is evolving into a trusted media hub.

There is a huge demand for high-quality media content and digital media engagement.

To support this demand, Singapore needs skilled media talents who can create great content on both traditional and new media platforms.

If you're discontented with the media content you create or come across, it might mean you have high standards.

It will also likely mean that you'll be able to create amazing media content when given the right training.

Keep your standards high, get equipped with **Media WSQ training**.



THIS IS MUSIC TRAINING

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER
FM Pop Music School

COURSES
Programmes in Song Writing – Lyrics and Melody

WEBSITE
www.fmpopmusicsschool.com.sg

TRAINING PROVIDER
Ocean Butterflies Music

COURSES
Programmes in Music Arrangements and Song Writing

WEBSITE
www.obmusic.com.sg

DOES THIS STRIKE A CHORD?

Singapore's music industry looks set to reach a crescendo.

Increasingly, there has been talk composed on the need for a major boost to it.

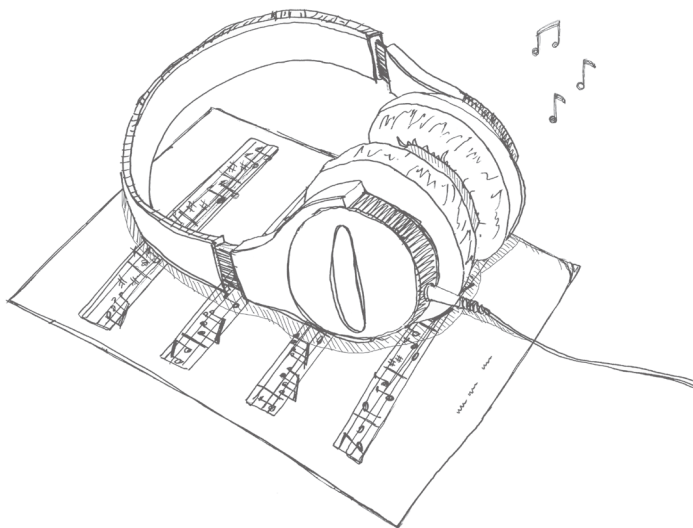
This means that more will be done to sustain and build up the capabilities of local music talents.

Does this make your heart skip a beat?

If it does, don't refrain from getting equipped in music scoring, composing and arranging.

You can do that through **industry-based Music training**.

Let your song rise!



THIS IS PRINTING WSQ

STAMP

MEDIA
..... AND
COMMUNICATIONS

TRAINING PROVIDER
SCI Technology Institute

WEBSITE
www.sci-institute.edu.sg

WSQ COURSES
WSQ Higher Certificate in Printing and WSQ short courses — Colour Management, Digital Workflow Management, Pre-Press Graphic Design and Print Control

LEAVE YOUR PRINT

Singapore's print industry is booming.

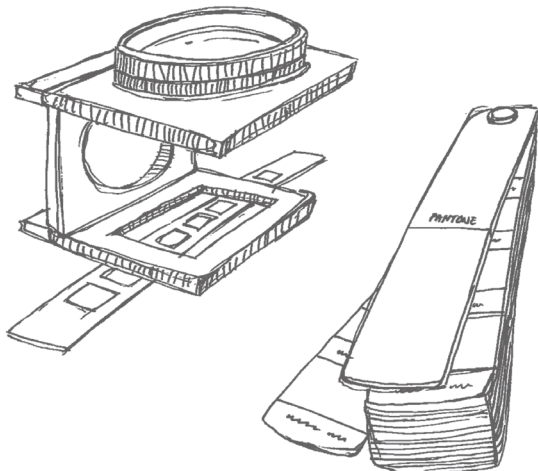
We are home to more than 800 printing companies, employing 18,000 workers.

Increased foreign investment has kept the sector competitive, and local firms are adding exciting new capabilities that require printing employees to be skilled and flexible.

If you'll like to be a part of this essential industry, you'll need the relevant knowledge and skills.

Arm yourself or your employees with the essential skills from **Printing WSQ training**.

Leave your print on Singapore.



THIS IS CREATIVE INDUSTRIES APPRENTICESHIP SCHEME

STAMP

CREATIVE
INDUSTRIES
WSQ



TRAINING PROVIDER CG Protégé Animation School	OCCUPATION IDM Professionals	DURATION 2 years	WEBSITE www.cgprotege.com
TRAINING PROVIDER Institute of Public Relations of Singapore	OCCUPATION Public Relations Executives	DURATION 7 months	WEBSITE www.iprs.org.sg
TRAINING PROVIDER Republic Polytechnic	OCCUPATION Technical Theatre Technicians	DURATION 3 months	WEBSITE www.rp.edu.sg/ace_wsqa.aspx
TRAINING PROVIDER SCI Technology Institute	OCCUPATION Pre-Press Technicians	DURATION 3 months	WEBSITE www.sci-institute.edu.sg
TRAINING PROVIDER SFIC Institute	OCCUPATION Furniture Designers	DURATION 6 months	WEBSITE www.sficinstitute.com
TRAINING PROVIDER Singapore Media Academy	OCCUPATION Media Professionals	DURATION 3-6 months	WEBSITE www.esma.sg

LEARN WITH THE GIANTS

The Creative Industries (CI) Apprenticeship Scheme lowers the employment barriers for entry CI jobs by increasing employers' receptiveness to hire new entrants. Entrant professionals, managers and executives will be able to acquire hands-on industry experience, thereby boosting their employability.

If you're the employer:

- You enjoy savings through salary and course fee subsidies; and
- You boost your organisation's productivity by focusing on its core business instead of investing extra resources to facilitate in-house training.

The Apprenticeship Scheme is open to employers in the Creative Industries only.

If you're the apprentice:

- You earn a salary during training;
- You work alongside experienced CI practitioners to gain job-specific skills;
- You receive industry-relevant training that is accredited under the nationally recognised Creative Industries Workforce Skills Qualifications (CI WSQ) framework.

How it works:

The scheme consists of two components, namely CI WSQ training programme and on-the-job training component. The total duration of the apprenticeship programme can last between 3 and 12 months.

The CI WSQ training programme is administered by training partners appointed by WDA. Apprentices will undergo a structured training programme that is delivered by these appointed training partners. Apprentices will also be involved in actual hands-on work assigned by the company and receive on-the-job training under the supervision of qualified and skilled staff.

Application:

Interested individuals can contact the relevant training providers directly or email ci_wsqa@wda.gov.sg.

THIS IS CREATIVE INDUSTRIES FREELANCERS ENHANCED SUPPORT FOR COURSES

STAMP

CREATIVE
INDUSTRIES
WSQ



GET FUNDED TO EXCEL

Are you a freelancer within the Creative Industries? If yes, you can now enjoy higher course fee funding of up to 90% under the Creative Industries Freelancers Enhanced Support for Courses (CI FRESCO) when you sign up for CI WSQ courses.

You are eligible if:

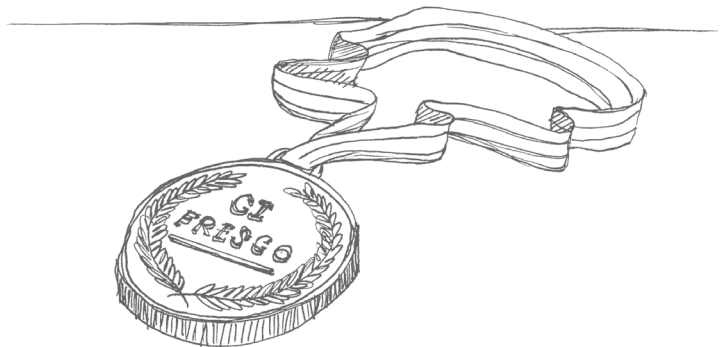
- a. You have worked as a freelancer in the same or related specialisation over the past 12 months;
- b. You have embarked on freelance project(s) or have completed at least 6 cumulative months of freelance project(s) within the past 12 months.

If you do not meet the criteria, you can still enjoy the prevailing course fee subsidy of up to 70% from WDA.

Application:

Interested freelancers can apply directly to the respective CI WSQ training providers and will be evaluated on their eligibility accordingly.

For more information on CI FRESCO, please visit www.wda.gov.sg/ci_wsq or email ci_wsq@wda.gov.sg.



THIS IS CET QUALIFICATION AWARD

STAMP

CREATIVE
INDUSTRIES
WSQ



A LITTLE EXTRA CASH REWARD

Get rewarded for upgrading your skills. The new CET Qualification Award (CQA) aims to encourage you to attain full qualifications, so that you will be equipped in more ways than one.

You are eligible if:

You are a Singapore citizen who attained full qualifications for the first time from 1 March 2011.

Your cash awards:

- If you successfully complete and are awarded a subsidised part-time Diploma at the Polytechnics or a WSQ Diploma/Specialist Diploma, you are eligible for a CET Qualification Award (CQA) of \$1,000.
- If you successfully complete and are awarded a WSQ Certificate/Higher Certificate/Advanced Certificate or a part-time NITEC/Higher NITEC, you will also be eligible for a CET Qualification Award (CQA) of \$200.

Application:

Login with your SingPass at www.skillsconnect.gov.sg.

Please apply for your CET Qualification Award after you have received your printed certificate.

