

OJT LIST OF COMPETENCIES

Course Title: Experiential Design Practice

Level: Work-Study Diploma

Note:

- From the given OJT List of Competencies (Standard), a company must identify at **least 75% of the competencies** that it can provide for training.
- If Company cannot provide at least 75% of the OJT List of Competencies (Standard), it can top up 25% (maximum) of company-specific competencies to form the Agreed OJT List of Competencies. Approval must be obtained from ITE before the company-specific competencies could be implemented.
- Trainees must be trained and assessed in 100% of the Agreed List of Competencies.
- To qualify for a pass in the OJT module, trainees must successfully complete (i.e. attain a minimum score of '2') in at least 75% of the Agreed OJT List of Competencies, as well as attain an overall score of at least 50% for the OJT module.

S/N	List of Competencies (Standard)	Company to indicate '✓' it is able to provide
	Design Brief Development	
1	Determine scope of services	
2	Examine site information	
3	Outline design requirements	
	Brand & Contextual Research	
4	Conduct brand, audience & market research	
5	Establish design benchmarks	
6	Formulate recommendations for technology application	
7	Develop plan for sustainability design integration	
	Concept Development	
8	Establish creative boundaries & key ideas	
9	Develop mood board	
10	Develop user experience storylines	
11	Produce a brand-driven concept board	
	Experiential Design Planning	
12	Develop plan for organisation of spaces & zones	
13	Develop plan for media & digital technology application	
14	Map user journeys with storytelling sequence	
	Design Development	
15	Develop plan for media technology application in experiential design development	
16	Develop an Experiential Design Proposal	
17	Conduct Presentation of Experiential Design Proposals	

	Visuals for Presentation	
18	Produce 3D model of the designed spaces	
19	Generate 3D rendered visuals for presentation	
20	Produce presentation visuals of design intent	
	Design Project Documentation	
21	Prepare coordinated working drawings with specifications	
22	Compile FF&E schedule and specifications	
23	Develop project cost plan & budget	
	Design Project Management	
24	Establish project schedules	
25	Prepare project phases workflows for stakeholders	
26	Develop checklists for project deliverables	
	Design Project Evaluation	
27	Conduct design effectiveness & user experience assessment	
28	Review project management processes	
29	Produce project evaluation & learning report	
	Total No. of Competencies (Standard) that Company Can Provide	
	Company-Specific Competencies	
1		
2		
	Total No. of Company-Specific Competencies Proposed	