Korean Content Industry and NCS development

Focusing on movie contents

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Korean Content Industry Overview
Achievements of Korean content industry focusing on hallyu

- Korean content industry has seen significant results in diverse areas
  - Korean movies are invited and awarded by various international film festivals and recognized for their works, garnering attention from the world
  - As <Squid Game> won the award at last year's International Emmy Awards and went viral around the world, global OTT platforms such as NETFLIX have expanded investment and distribution for Korean video contents.

Korean movies' awards from the top 3 best international film festivals (2019-2022)

Invitation year	Title	Director	Name of festival-awards
2019	Parasite	Bong Joon-ho	72th Cannes film festival-Palme d'Or
2020	The Woman Who Ran	Hong Sang-soo	70th Berlin International Film Festival-Best director
2021	Introduction	Hong Sang-soo	71th Berlin International Film-Best screenplay
2022	Decision to Leave	Park Chan-wook	75th Cannes Film Festival-Best director
	Broker	Hirokazu Koreeda	75th Cannes Film Festival-Best actor prize
	The Novelist's Film	Hong Sang-soo	72th Berlin International Film-Grand jury prize

Squid Game on Netflix TOP 10 TV Shows

Korean Content Industry Overview
Growth background of the Korean content industry

- Great talents are attracted
  - Ease of social biases → talented creators are attracted
  - Growth of the educational institutions → foundation for nurturing talents are established

- Digital innovation and 'detour'
  - Game: PC package → MMORPG **(Multiplayer Online Role-Playing Game)**
  - Cartoon : published cartoons → webtoon (digital cartoon-platform-participation of amateurs)
  - Music: Album-centered → complex industry (sound source + performance + merch)
  - Animation : 2D subcontract → 3D creation

- Opportunities to gain popularity through Internet
  - Global platform innovation: K-pop is garnering attention together with the growth of YouTube
  - Mobile innovation expansion: Z-generation gets more access to contents and participation rate is on the rise

➡ (1) Establishment of the domestic industry foundation

(2) Acceptance of innovation and utilization

(3) Change of media environment

Current Status of Korean Content Industry
Sales of Korean content Industry and export volume trend

Sales and export volumes have seen constant rise and they have shown the high growth rate of exports during the COVID-19 in 2020, and Korean content has potential to become the key export item.
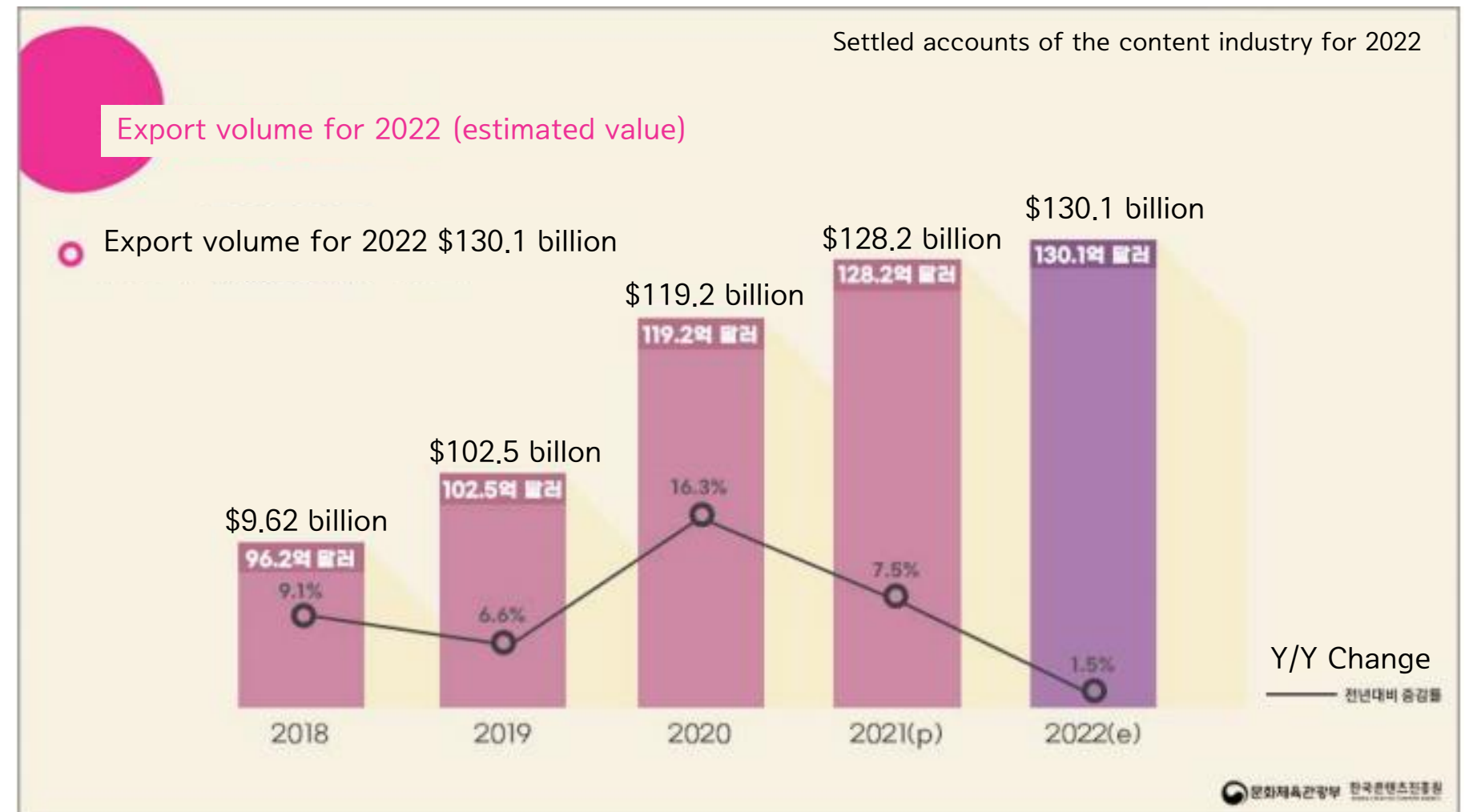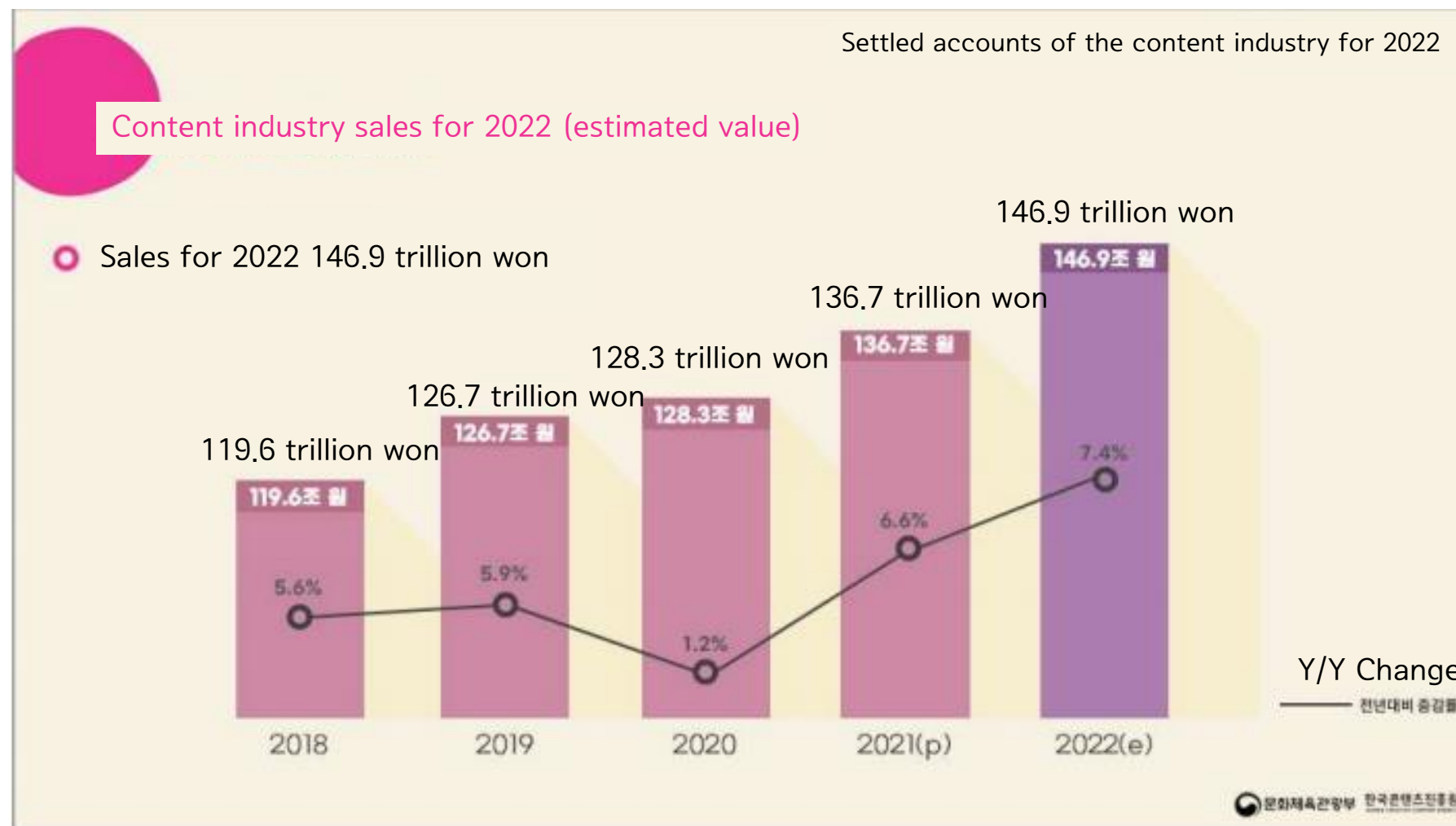
Source: Korea Creative Content Agency (2022.12). Settlement of content industry 2022 and 2023 prospect seminar factbook

Current Status of Korean Content Industry
Market size and export scale by area

Sales scale of Korean content industry (2019-2021)

(Unit: 1 million won, %)

Category	2019	2020	2021	Y/Y
Publication	21,341,176	21,648,849	24,697,753	▲14.1
Cartoon	1,337,248	1,534,444	2,132,149	▲39.0
Music	6,811,818	6,064,748	9,371,728	▲54.5
Game	15,575,034	18,885,484	20,991,342	▲11.2
Movie	6,432,393	2,987,075	3,246,109	▲8.7
Animation	640,580	553,290	755,520	▲36.6
Broadcast	20,843,012	21,964,722	23,970,709	▲9.1
Advertisement	18,133,845	17,421,750	18,921,883	▲8.6
Character	12,566,885	12,218,076	5,003,908	▼59.0
Knowledge Information	17,669,282	19,373,367	19,946,243	▲3.0
Content Solution	5,360,990	5,635,230	8,470,614	▲50.3
Sum	126,712,264	128,287,034	137,507,958	▲7.2

Export scale of Korean content industry (2019-2021)

(Unit: 1 million won, %)

Category	2019	2020	2021	Y/Y
Publication	214,732	345,960	428,379	▲23.8
Cartoon	46,010	62,715	81,980	▲30.7
Music	756,198	679,633	775,274	▲14.1
Game	6,657,777	8,193,562	8,672,865	▲5.8
Movie	37,877	54,157	43,033	▼20.5
Animation	194,148	134,532	156,835	▲16.6
Broadcast	539,214	692,790	717,997	▲3.6
Advertisement	139,083	119,935	258,167	▲115.3
Character	791,338	715,816	412,990	▼42.3
Knowledge Information	649,623	691,987	660,850	▼4.5
Content Solution	227,881	233,196	244,527	▲4.9
Sum	10,253,881	11,924,284	12,452,897	▲4.4

Source: Ministry of Culture, Sports and Tourism (2023.1). Content industry survey as of 2021

Current Status of Korean Content Industry
Current status of workers involved in content industry by area

Current status of workers who are involved in
Korean content industry (2019-2021)

(Unit: people, %)

Category	2019	2020	2021	YoY (Year on Year)
Publication	185,270	185,444	175,898	▼5.1
Cartoon	11,079	11,230	10,825	▼3.6
Music	77,149	65,464	59,583	▼9.0
Game	89,157	83,303	81,856	▼1.7
Movie	32,566	10,497	13,240	▲26.1
Animation	5,436	5,472	6,131	▲12.0
Broadcast	51,006	50,239	50,160	▼0.2
Advertisement	73,520	68,888	74,485	▲8.1
Character	37,521	36,505	16,597	▼54.5
Knowledge Information	89,286	93,182	87,704	▼5.9
Content Solution	30,655	31,863	38,256	▲20.1
Sum	682,644	642,086	614,734	▼4.3

Source: Ministry of Culture, Sports and Tourism (2023.1). Content industry survey as of 2021

Characteristics of Korean Content Industry
Content industry started to focus on Intellectual Property (IP)

The virtual cycle of turning contents into dramas

Web novels → webtoon → fandom has expanded

by turning contents into drama

(ex) What's Wrong with Secretary Kim:
      web novels(2014), 50 million views
   → webtoon(2016), 200 million views, 5.8 million subscribers (as of 2018)
   → drama(2018), highest ratings 8.7%

Web novels and webtoons are promoted simultaneously while streaming the drama
 → Fans who are attracted by video contents are increasingly consuming web novels and webtoons

   (ex) The Uncanny Counter (2020): 70 million views before the drama

   aired → 140 million views after the drama was over
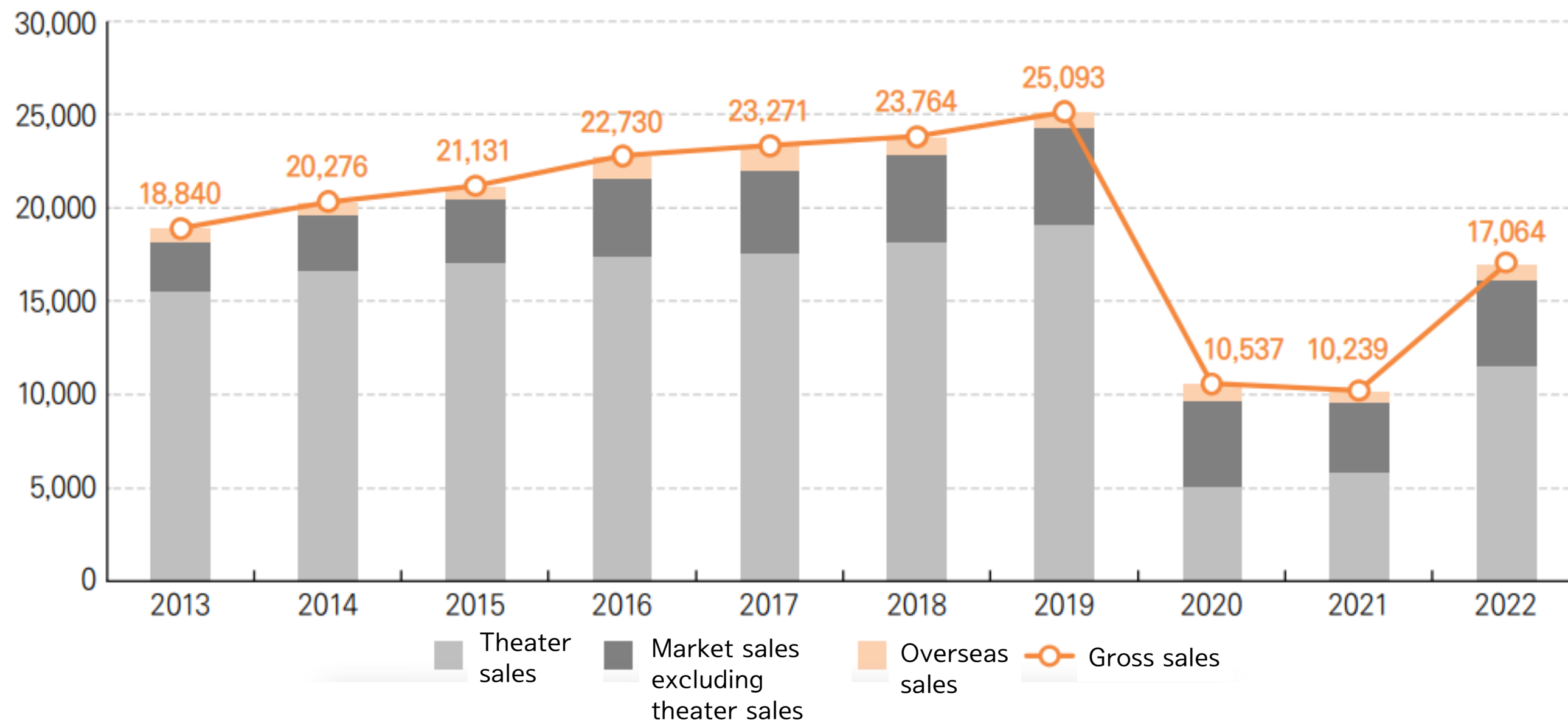
                     (As of January 2021)

Image Source: KakaoPage, Kakao Webtoon, OCN

Korean Movie Contents Industry Overview
Market size of Korean movie contents and current status

※ Korea ranks top 7 in terms of sales in the global theater market

Sales progress of key content areas in the Korean movie industry (2013-2022)

(Unit: 100 million won)

Source:
Korean Film
Council (2023).
Settlement
of Korean movie
industry in 2022

■ Theater sales	■ Market sales excluding theater sales	■ Overseas sales	—○— Gross sales

Gross sales values: 18,840 (2013), 20,276 (2014), 21,131 (2015), 22,730 (2016), 23,271 (2017), 23,764 (2018), 25,093 (2019), 10,537 (2020), 10,239 (2021), 17,064 (2022)

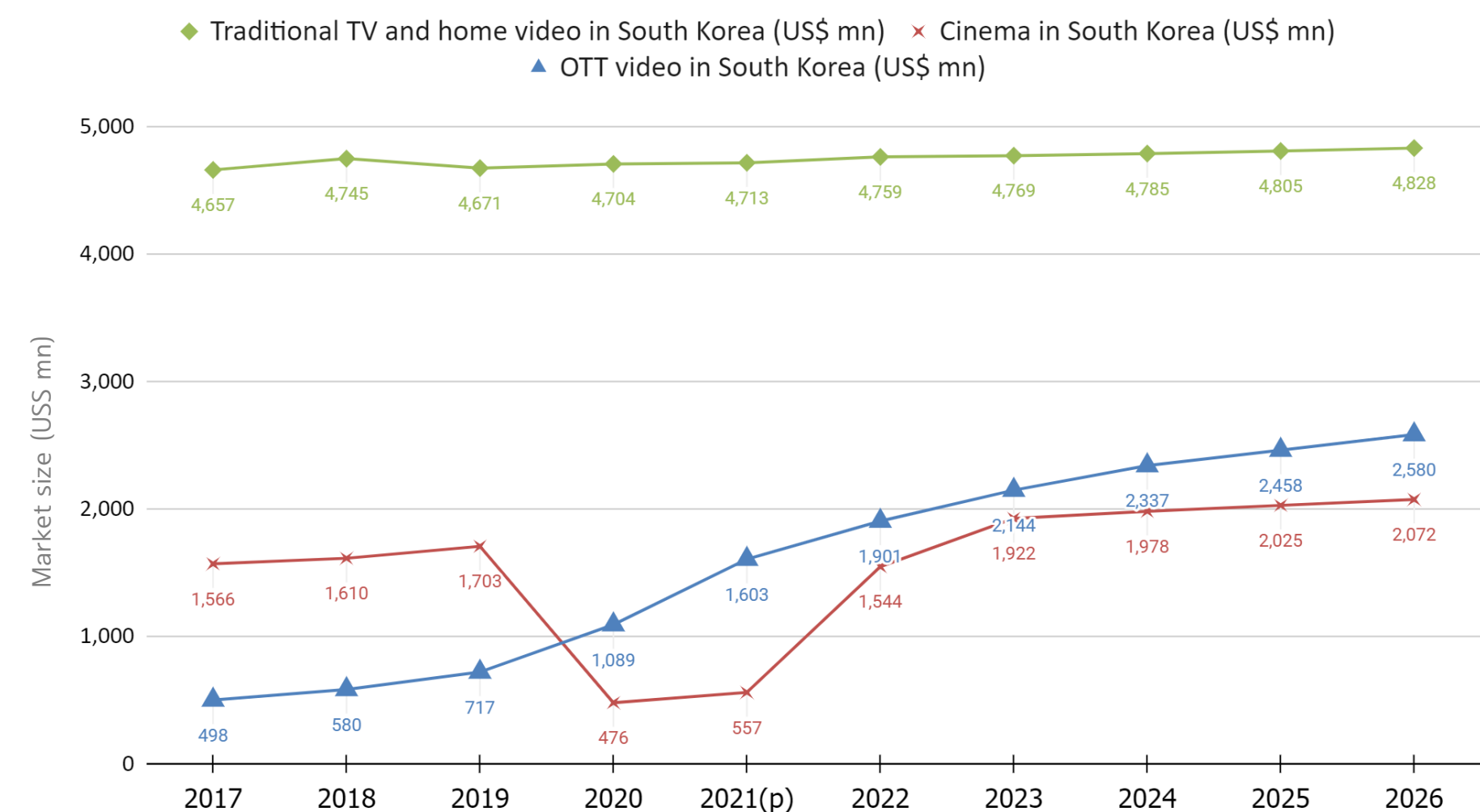# Key Issues in Korean Movie Contents Industry
Convergence and transition of video industry with the growth of online streaming service

The growth of OTT(SVOD) services in global and domestic market are being accelerated since COVID-19, and it is expected that its scale will surpass the movie market scale centered around theaters

Trend Change in Global Traditional TV and home video-Cinema-OTT video Market (PWC 2022-2026)
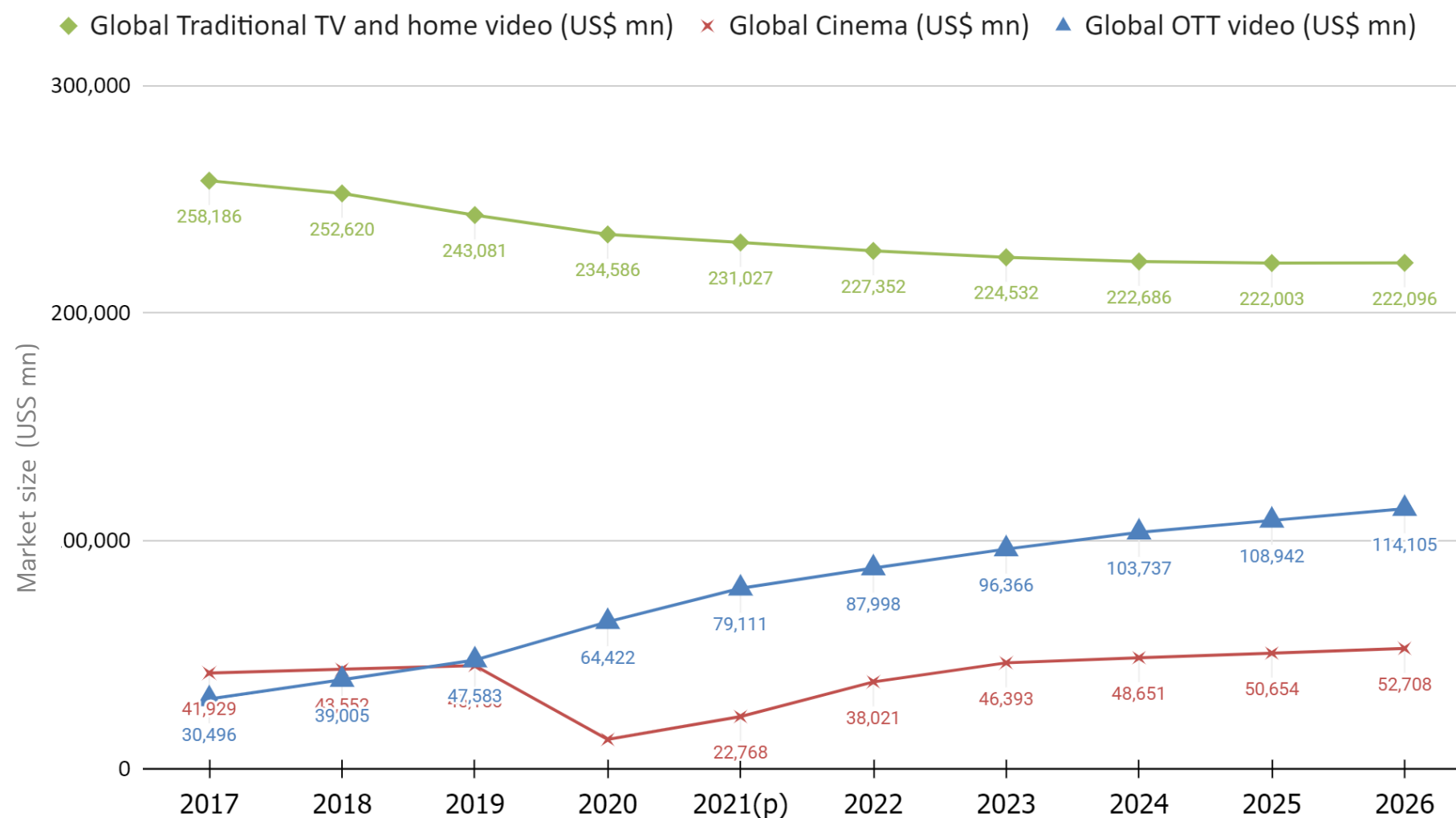
Trend Change in Korean Traditional TV and home video-Cinema-OTT video Market (PWC 2022-2026)

source : PWC(2022), Global Entertainment & Media Outlook 2022-2026.

# Key Issues in Korean Movie Contents Industry
Convergence of movie-broadcast market triggered by OTT

- **Media convergence triggered by streaming service**
  - Transform videos into a (full-scale video) streaming service:
    Video content channels have been integrated through online streaming service
  - Boundaries of the existing video industry have weakened and convergence has been expanded:
    Boundaries between video contents - broadcast - movies are blurred
    → According to the convergence of digital media,
  boundaries between medias are blurred and services are
connected
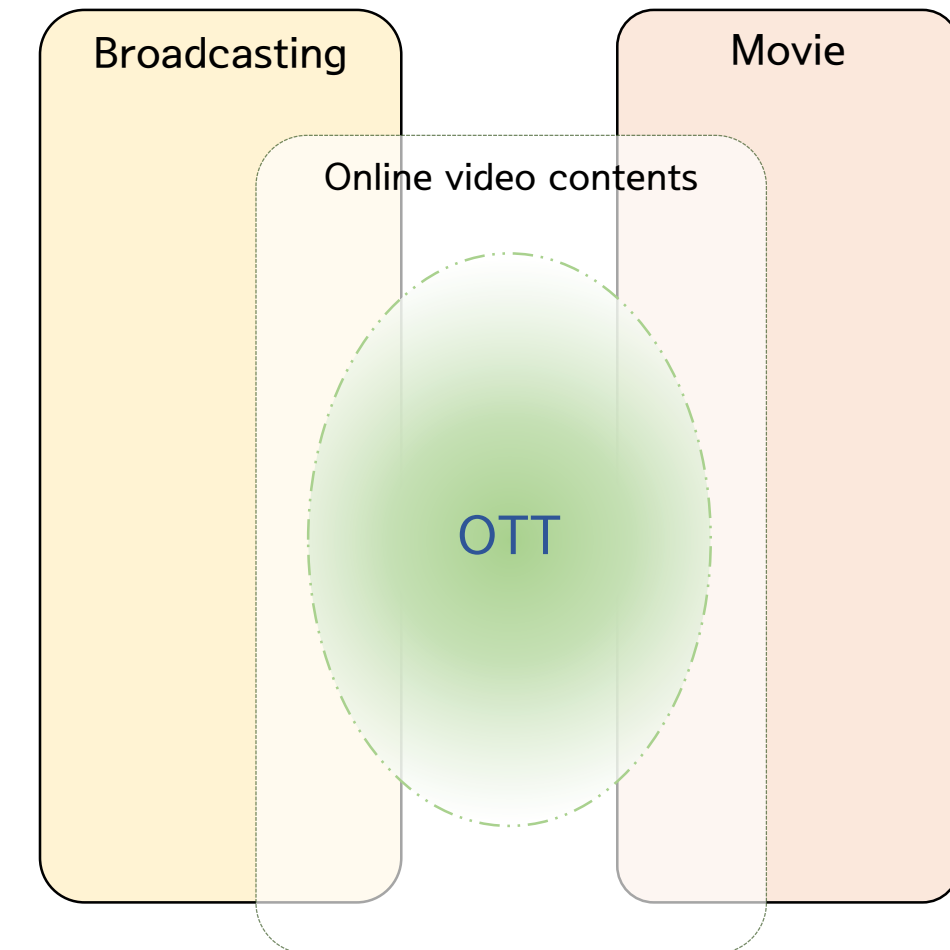
Broadcasting

Movie

Online video contents

OTT

Key Issues in Korean Movie Contents Industry
Change in video contents manufacturing environment - virtual production

Virtual Set (LED Wall)

Physical Set

REAL-TIME ENVIRONMENT FOR LED VOLUME
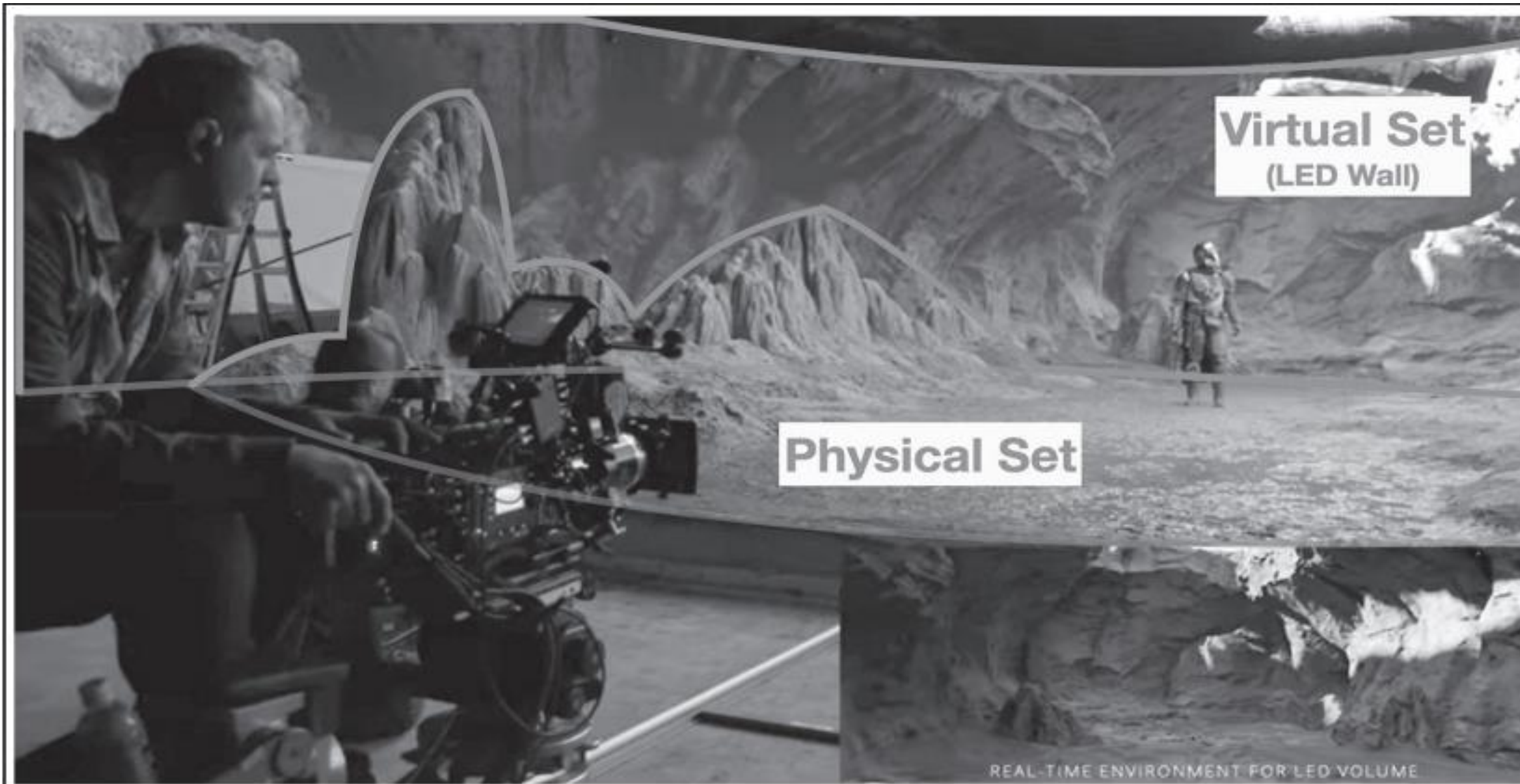
- Producers are increasingly trying to respond to the increase in video contents demand during the COVID-19 period
  - → Virtual production has become the new alternative as it reduces the time and cost to produce video contents and allows directors to shoot without having to move locations

- Demand increase in new labor force and facilities
  - It is important to establish the foundation to utilize new production techniques such as In-camera VFX and CG works utilizing the game engine called Unreal

Source: Korea Film Council (2023.2). Current status and prospects of virtual production from home and abroad
Material source: https://www.youtube.com/watch?v=gUnxzVOs3rk&t=62s

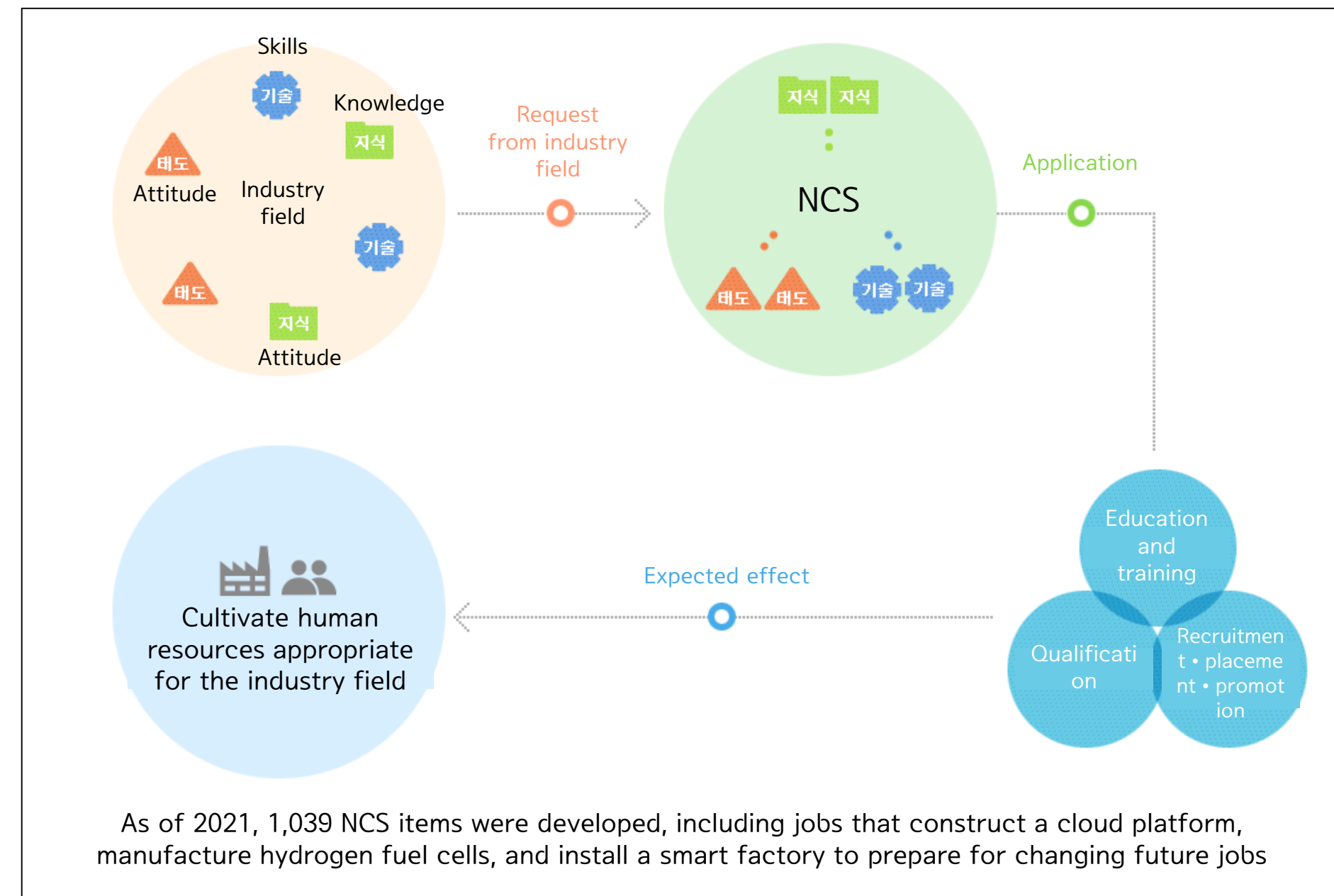# Key Issues in Korean Movie Contents Industry

Change in video contents manufacturing environment – virtual production

- Opinions from the Korean video content industry

  - "Considering the increasing demand for drama contents, we are seeing a shortage of professional writers in quality and quantity."

  - "We need to nurture planning and production manpower who can expand IP into webtoons, web novels, and games as well as videos."

  - "It's crucial to educate existing manpower in accordance with the current trend where planning and distribution are integrated into the entire video industry."

  - "In the past, the video industry was categorized into planning, production, direction, and distribution. We need more workers who can respond to such integration where planning and distribution are included."

Source: Korea Creative Content Agency (2022). Research paper on establishing the 6th medium-and long-term plan for the broadcast video industry promotion

Overview of NCS Development for Producing Movie Contents

Concept of NCS

- **NCS(National Competency Standards)**
  - NCS is the government-designed competency standard for capabilities (knowledge, techniques, attitude) that are required to carry out duties in industrial site
  - NCS helps industries to nurture talents by allowing them to utilize NCS in education and qualification
- → NCS is the systemized standards to nurture talents based on manpower demand in industrial sites

As of 2021, 1,039 NCS items were developed, including jobs that construct a cloud platform, manufacture hydrogen fuel cells, and install a smart factory to prepare for changing future jobs

Source: NCS website

Overview of NCS Development for Producing Movie Contents

Classification and composition of NCS

- (Classification) Classification of NCS is the step-by-step structure of NCS focusing on occupational types
  - NCS classifies jobs based on KECO (Korean Employment Classification of Occupations)
  - Classification structure consists of 'major groups (24) → sub-major groups (81) → minor groups (271) → unit groups (NCS, 1,083)'

- (Structure) NCS is developed as unit groups
  - Competency unit is the sub unit of NCS and is the basic element of utilizing NCS
  - NCS competency unit consists of competency unit code, competency unit description, competency unit element (performance criteria, knowledge, skills, and attitude), application range and working situation, assessment guide, core competency, etc.

- (Level System) NCS's level system is the systematized levels of jobs in industrial fields and evaluates the level by competency unit and competency unit element according to the eight-level system

Competency unit

National Competency Standards (NCS) are developed as unit groups
The competency unit is the sub-unit of NCS and is the basic element of utilizing NCS

Composition of NCS

The competency unit consists of the competency unit code, competency unit description, competency unit element (performance, knowledge · skills · attitude), coverage and working condition, assessment guide, and core competency, etc.

Overview of NCS Development for Producing Movie Contents

NCS development process

- NCS development process
  - Environment analysis → NCS development → on-site inspection → government announcement

- Key tasks per stage (reference: NCS development example of producing drone - toy contents)
  - Environment research and analysis: analyze environmental elements such as industry - education - qualification
  - NCS development: organize developers - researchers, and develop NCS through workshops and industrial examination
    - More than 6 times engaged workshops, more than 4 times utilization package workshops, more than 6 times examination meetings
  - On-site inspection: collect opinions from the education sector (school, etc.)-industrial sector (company, etc.)
    - Collect opinions from more than 2 schools, and 120 companies (face-to-face study)
  - Government announcement: related educational institutions and qualification institutions utilize NCS

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Overview of NCS Development for Producing Movie Contents
Environment analysis

- Identify industrial environment and demands for NCS development jobs (unit groups)
  - Identify whether the job needs to develop NCS
    - Growth potential of the industry, the current status of the market, the need to introduce competency standards
    - In case of existing development areas, reform should be considered (environmental change in duties and markets)

  - Analyze the labor market of the area
    - Current status of the areas such as major duties, business, and the number of workers, etc.
    - Current status of manpower production and training / analysis of qualification status

Overview of NCS Development for Producing Movie Contents
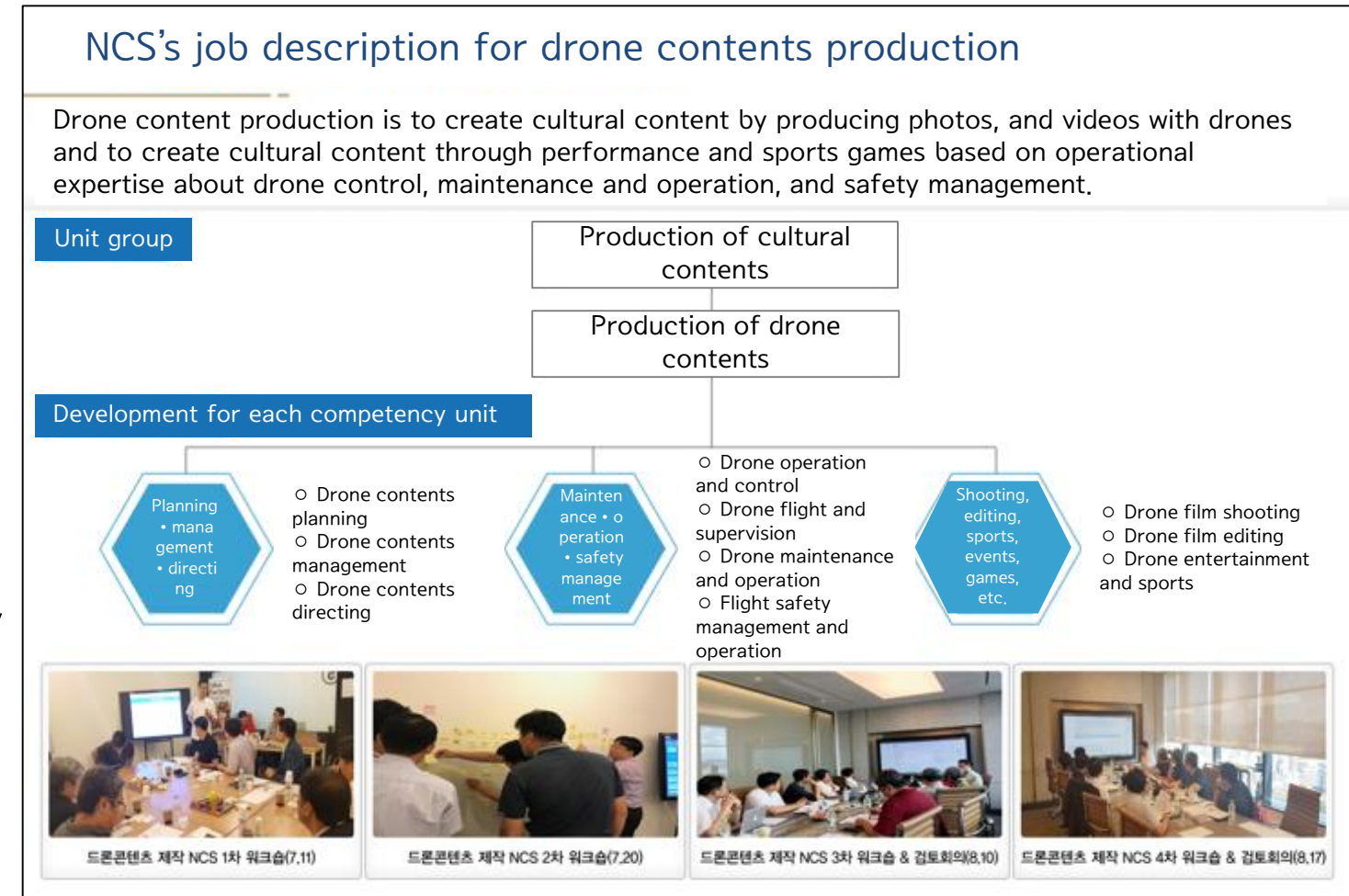
Composition of development committee

- Strategy on the composition of development committee (example of drone-toy contents)
- Composition (proportion)
  : Industrial site experts (7) – training experts (3) – qualification/job analysis experts (1) – MC (1)

  - Industrial site experts
    - Representatives of related firms, on-site workers (practical affairs, management)
  - Training experts
    - Researchers from policy research institutions, professors from related majors/education institutions
  - Qualification/job analysis experts
    - Researchers from policy research institutions, consultants from related private research institutions, etc.
  - MC
    - Person in charge from research institutions

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Overview of NCS Development for Producing Movie Contents

Practical business of development: define jobs through engaged workshops

- Operate engaged workshops
  - Operate workshops attended by entire development committee members
    - Develop competency units for unit groups
      - Analysis and inducement of the key duties, division of duties, and work procedure regarding the target industry
        - Industrial site experts - provide information about major duties
        - Education/training experts - systemization by competency

    - Develop competency unit element by competency unit
      - Discussion on competency unit level and decision
      - Discovery of competency unit elements and selection

NCS's job description for drone contents production

Drone content production is to create cultural content by producing photos, and videos with drones and to create cultural content through performance and sports games based on operational expertise about drone control, maintenance and operation, and safety management.

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Overview of NCS Development for Producing Movie Contents

Collect opinions from education and training sector

- Collect opinions from the education and training sector
  - Gather opinions from teachers from the target industry and education/training experts
    - Select target institutions and collect opinions
      - Examine institutions demanding NCS (universities, vocational schools, etc.) and select them
      - Collect opinions from target institutions' educators and experts (meetings, etc.)
  - Announce intermediate results and collect opinions
    - Collect opinions about major discussion achievements

	Target institutions to collect opinions about NCS	Related departments
1	Gyeongmun practical vocational school	Department of drones
2	Incheon high-tech high school	Department of drone electronics
3	Angang electronic high school	Department of drones
4	Korea Animation High School	Department of animation
5	Korea Animation High School	Department of video directing
6	Kaywon University of Art and Design	Department of animation

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Overview of NCS Development for Producing Movie Contents

Develop NCS utilization package

- **Operate workshops to develop an NCS utilization package**
  - Confirm levels for each competency unit through discussions with development committee members
  - Discover assessment methods, assessment time, training time, training facilities, related qualifications, etc.

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Overview of NCS Development for Producing Movie Contents

Industrial inspection

- **Operate NCS industry examination**

  - **First and secondary examination**

    (Face-to-face study conducted on industries)

  - **Hold meetings to review opinions about the examination** (attended by development committee members)

  - **Final report after examination, complete development of NCS and utilization package**

    - Launch report (July) → complete development (December) (5 months in total)

NCS examination of the industrial sector

1st examination
(Survey period) August 24 - September 4
(Target company) 20 toy companies, 20 drone companies
(Survey method) Face-to-face survey (personal visit)
(Survey results)
Average point for NCS in toy contents production_4.10 points (job description: 4.00)
Average point for NCS in drone contents production_3.90 points (job description: 4.10)

Second examination
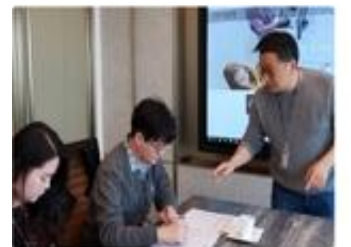(Survey period) November 1 - November 14
(Target company) 40 toy companies, 40 drone companies
(Survey method) Personal visits and survey meetings for strengthening quality assurance
(Survey results)
Average point for NCS in toy contents production_3.95 points (job description: 4.28)
Average point for NCS in drone contents production_4.16 points (job description: 4.45)

2nd review meeting for examining opinions from the industry field
(Date · venue) November 15 (Thu) / Korea Institute of Design Promotion (Participants)
Development members and FT who create drone and toy contents

Final meeting for NCS and utilization package development
(Date) November 30 (Fri) 10 am
(Participants) Examiners, development members, and FT who create drone and toy contents

Completion of NCS and utilization package development (December 11, 2018)

Source: Korea Institute of Design Promotion (2018). Presentation of promising NCS development

Korean Movie Contents and NCS
NCS composition: movie contents production

08. Culture·arts·design·broadcast > 03. Cultural contents > 02. Cultural contents production
 > 02. Movie contents production

Job name: Movie contents production
Job definition: Movie contents production is to discover stories for the purpose of screening movies
In theaters and various medias and make videos through the collaboration of experts from various sectors
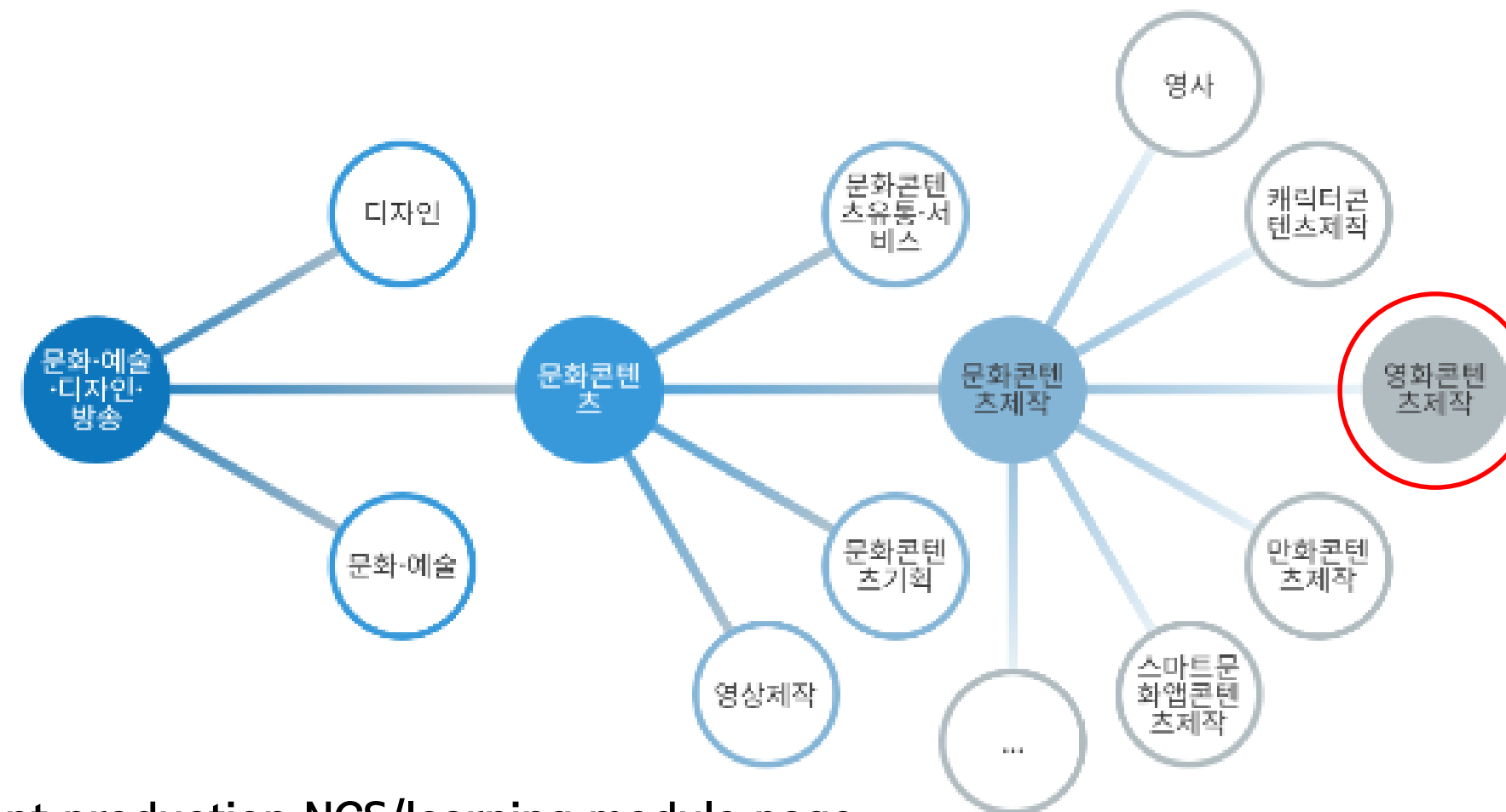
Source : NCS website: movie content production NCS/learning module page

Korean Movie Contents and NCS

NCS composition: movie contents production

NCS and utilization package results : submit reports
→ service is available on website

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS
Composition of NCS: movie contents production

- Composition of NCS report (1/2)
  - Overview: concept, legal basis, composition, level system(1-8 level, definition, knowledge and skills, capabilities, career), classification system
  - Environment analysis
    - Analysis of the labor market
      - Level of job performance in industrial sites (area x performance level-work years)
      - Industry and the number of workers
      - Current status of manpower production (Industry university/technical university, community college, university, graduate school)
      - Job information (Name of job, the number of workers, current status of work-age/wage/academic background/sex ratio/job tenure, related qualification)
    - Analysis of education and training status
      - Current status of education and training institutions, the curriculum of related majors
    - Analysis of qualification status
      - Current status of national technical qualification, the current status of national qualification, the current status of certified private qualification
    - Analysis of overseas cases
      - Composition of job performance, the composition of career development path

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS
Composition of NCS: movie contents production

- **Composition of NCS report (2/2)**
  - NCS and utilization package
    - Name of job: movie contents production
      - Job overview
        - Job definition
        - Competency unit
        - Competency unit element by competency unit
      - Detailed information by competency unit
        - Competency unit element + performance criteria (knowledge, skills, and attitude)
        - Application range and working situation (considerations, data and related documents, equipment and tools, materials)
        - Assessment guide (assessment methods, assessment considerations)
        - Core competency
        - Development and improvement history

Source: NCS website: movie contents production NCS and utilization package (report)

Korean movie contents and NCS
Movie contents production : composition by competency

- **The key task of developing NCS is to classify jobs by competency and discover detailed information**
- **Discover jobs by competency, discover competency unit elements and performance criteria**

Order	Classification number	Name of competency unit	Level
1	0803020201_16v2	Development	6
2	0803020203_22v3	Pre-production	5
3	0803020204_16v2	Pre-production directing	5
4	0803020206_22v3	Post-production directing	4
5	0803020209_22v2	Follow up management	4
6	0803020210_22v3	Scenario production analysis	5
7	0803020211_16v2	Scenario creation	5
8	0803020212_16v2	Production directing	6
9	0803020213_16v2	Cinematography	5
10	0803020214_16v2	Special effect cinematography	6
11	0803020215_16v2	Lighting	4
12	0803020216_16v2	Character design	4
13	0803020217_16v2	Space design	5
14	0803020218_16v2	Production sound	3
15	0803020219_16v2	Audio post production	5
16	0803020220_22v3	Video post production	5
17	0803020221_16v2	Editing	5
18	0803020222_22v3	Special Effect	5
19	0803020223_16v2	Marketing	5

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS

Movie contents production – competency unit case: scenario creation

- Name of competency unit: scenario creation
- Definition of competency unit: scenario creation is the competency to create a story that is suitable for an established project proposal to produce movies

- Competency unit elements
  - Organize synopsis
  - Write scenario
  - Dramatize

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS

Movie contents production - competency unit case: scenario creation

• **Competency unit elements and performance criteria cases (organize synopsis)**

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Competency unit element	Performance criteria
0803020211_16v2.1 Organize synopsis	1.1 Decide key characteristics and genre of movies by discovering suitable materials for the intention of planning and selecting topics 1.2 Select suitable characters that are appropriate for determined characteristics and genre and make stories 1.3 Organize synopsis with a specific character's history and entire story based on a rough story
	【Knowledge】 • Knowledge of the characteristics of each movie genre • Knowledge of the scenario structure • Knowledge of the latest movie industry trend
	【Skills】 • Ability to write a virtual story • Ability to analyze the personality of audiences • Knowledge of the movie technique trend • Knowledge of the society and culture
	【Attitude】 • Observation and attention regarding a social phenomenon • Habits of having an interest in surrounding characters and documentation • Having an interest in current topics and taking notes • Efforts to accumulate various experiences

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS

Movie contents production – competency unit case: scenario creation

- **Competency unit elements and performance criteria cases (write scenarios)**
  →

Competency unit element	Performance criteria
0803020211_16v2.2 Write scenarios	2-1. Create major events that are appropriate for topics based on a synopsis 2-2. Establish a plot including introduction, development, turn, and conclusion based on the knowledge of 3 act plot 2-3. Write texts and lines to maximize conflicts in dramas after establishing a plot
	【Knowledge】 • Knowledge of the 3 act plot and scenario structure • Knowledge of the various conflict elements • Understanding and insights regarding human psychology and social psychology • Knowledge of the humanities including history, society, and culture
	【Skills】 • Ability to set a plot point to develop story • Skills to build characters • Ability to develop creative story • Ability to set up space and materialize it • Ability to understand human psychology depending on the situation and description skills
	【Attitude】 • Open-minded and objective • Interest in various medias • Attitude to understanding characters and relate to them • Passionate and patient attitude to finding related materials

Source: NCS website: movie contents production NCS
and utilization package (report)

Korean Movie Contents and NCS

Movie contents production – competency unit case: scenario creation

- **Competency unit elements and performance criteria cases (dramatization)**

  →

Competency unit element	Performance criteria
0803020211_16v2.3 Dramatization	3.1 Monitor written scenarios and identify problems of the scenario 3.2 Analyze identified problems and make alternatives regarding dramatization direction 3.3 Reorganize the scenario based on alternatives
	【Knowledge】 · Comprehension ability, understanding, and analytical skills · Knowledge of the 3 act plot and scenario structure · Knowledge of the various conflict elements · Understanding and insights regarding human psychology and social psychology · Knowledge of the humanities including history, society, and culture
	【Skills】 · Problem analysis skills · Psychology and situation description skills · Skills to set a plot point to develop story · Ability to write lines reflecting humans' sentiments
	【Attitude】 · Cool-headed and analytical attitude · Determination to give up problematic parts · Positive attitude to making alternatives · Open-minded and objective · Attitude to understand characters and relate to them · Passionate and patient attitude to finding related materials

Source: NCS website: movie contents production NCS and utilization package (report)
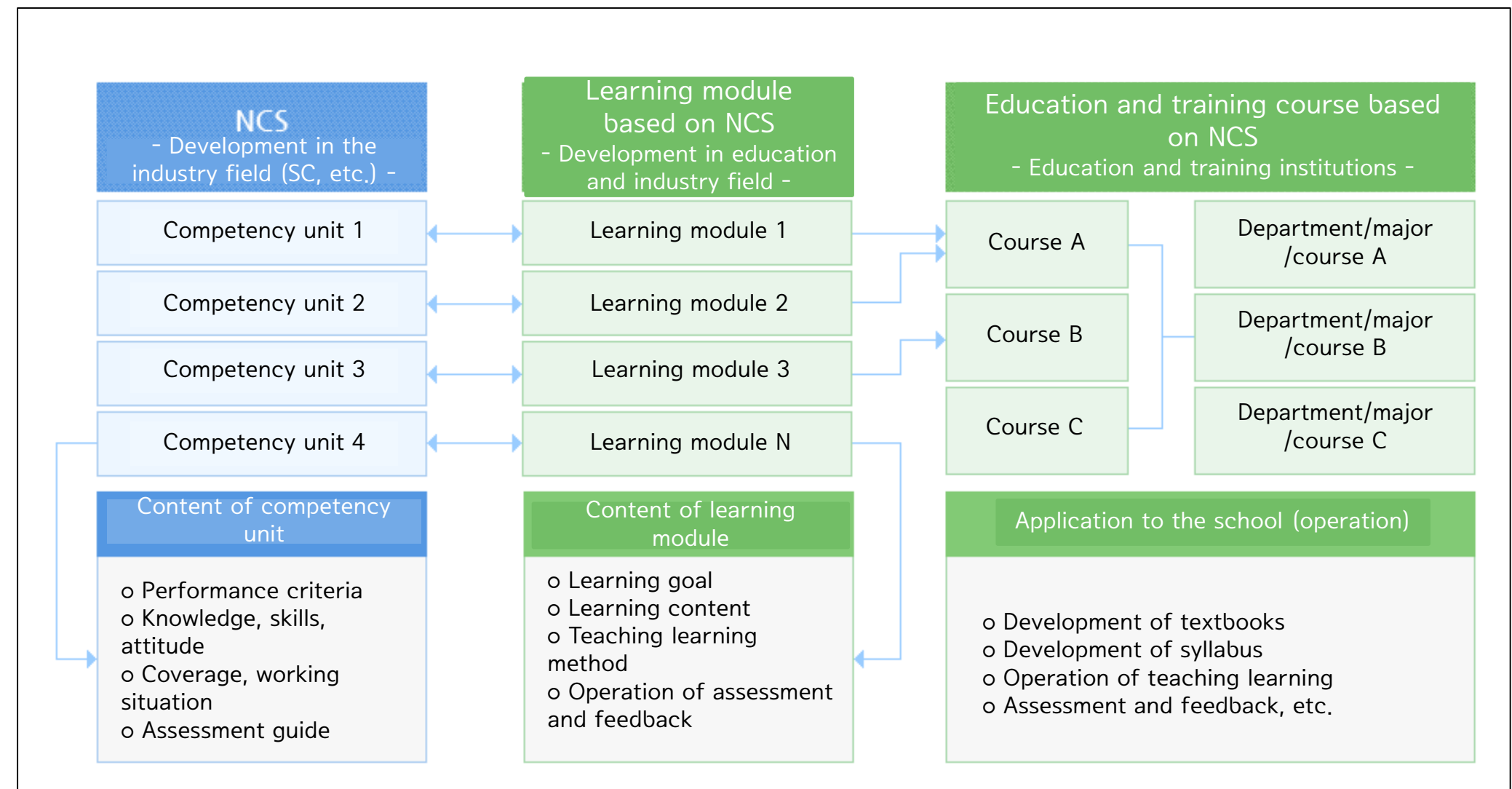
Korean Movie Contents and NCS

Movie contents production - competency unit case: scenario creation

- Application range and working situation

  - Considerations
    : This competency unit is applied to the work to develop story designed to produce movie contents.
  - Materials and related documents: scenario writing, existing scenario, movie industry-related paper, etc.
  - Equipment and tools: computerized equipment, visual equipment, word processing software, etc.
  - Materials: N/A

- Assessment guide

  - Assessment methods
  - Assessment considerations : need to access the ability to build characters, skills to describe the psychology

- Basic competencies

  - Communication skill, problem-solving ability, self development ability, information ability, vocational ethics

Source: NCS website: movie contents production NCS and utilization package (report)

Korean Movie Contents and NCS
Utilization of NCS : development of learning modules

- **Concept of NCS learning materials**
  - If NCS is the 'job request', NCS learning modules are the 'teaching and learning materials' designed to allow educators and trainers to educate competency units of NCS
  - NCS learning modules specify the theories and practical training to help students to learn detailed job information

NCS - Development in the industry field (SC, etc.) -	Learning module based on NCS - Development in education and industry field -	Education and training course based on NCS - Education and training institutions -	
Competency unit 1	Learning module 1	Course A	Department/major /course A
Competency unit 2	Learning module 2	Course B	Department/major /course B
Competency unit 3	Learning module 3	Course C	Department/major /course C
Competency unit 4	Learning module N		

Content of competency unit	Content of learning module	Application to the school (operation)
o Performance criteria o Knowledge, skills, attitude o Coverage, working situation o Assessment guide	o Learning goal o Learning content o Teaching learning method o Operation of assessment and feedback	o Development of textbooks o Development of syllabus o Operation of teaching learning o Assessment and feedback, etc.

Source: NCS website: movie contents production NCS/learning module page

Korean Movie Contents and NCS

Utilization of NCS: learning module case – scenario creation

Overview of learning material on scenario creation

Goal of the learning module
The learning module helps develop a story appropriate for an established project plan to produce movies

Prerequisite course
Movie genre, genre movie, commercial movie

Content of learning module

Learning	Learning content	NCS competency unit element Name of element	
1. 시놉시스 구성하기	1-1. 주제와 소재의 연관성에 따른 장르 규정		
	1-2. 장르에 적합한 인물 설정	0803020211_16v2.1	시놉시스 구성하기
	1-3. 인물, 사건, 배경을 갖춘 배경 설정		
2. 시나리오 집필하기	2-1. 시놉시스를 바탕으로 영화적 플롯 구축		
	2-2. 지문과 대사로 구성된 시나리오 집필	0803020211_16v2.2	시나리오 집필하기
3. 각색하기	3-1. 시나리오의 문제 파악 및 원작 각색 계획 수립		
	3-3. 각색 방향에 대한 대안 수립, 원작 각색 방향 설정 및 집필	0803020211_16v2.3	각색하기

Key words
Genre, topic, message, synopsis, log line, character, event, background, plot, line, text

Learning 1. Organize synopsis
1-1.Define genre based on the association between topics and materials ---- 3
1-2.Set characters appropriate for the genre --- 9
1-3.Organize synopsis with characters, events, and backgrounds -- 17
· Teaching learning method -- 24
· Assessment -- 27

Learning 2. Write scenario
2-1. Construct a cinematic plot based on the synopsis -- 30
2-2. Write a scenario that consists of texts and lines
· Teaching learning method -- 37
· Assessment -- 44

Learning 3. Dramatize the scenario -- 45
3-1. Identify the problems of the scenario and make a plan for dramatizing the original work
3-2. Establish the alternative to dramatization direction, set directions for dramatizing the original work, and write scenario -- 47
· Teaching learning method -- 54
· Assessment -- 62
-- 63

Source: NCS website: movie contents production NCS/learning module page

Considerations for Developing Movie Contents NCS
Considerations for Korean movie industry characteristics and environmental change

- Characteristics of Korean movie industry-talent cultivation system
  - Limit of the practical affairs-on site education in colleges and universities
  - Staffs are mainly trained in the field
  - Role of movie education institution : Korean Academy of Film Arts
  - Absence of professional qualification system

- Considerations for environmental change
  - Considerations for a new job as the movie contents are expanded globally and cooperation is required (cf. Movie cooperation between Korean-ASEAN)
  - With the industrial convergence led by OTT, jobs in broadcast and movies need to be reevaluated (Workers engaging in movies are increasingly entering the drama market)
  - With the development environment (contents IP utilization) and production environment changing, manpower demand should be responded

Korean Content Industry and NCS development

Focusing on movie contents

Thank you!

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