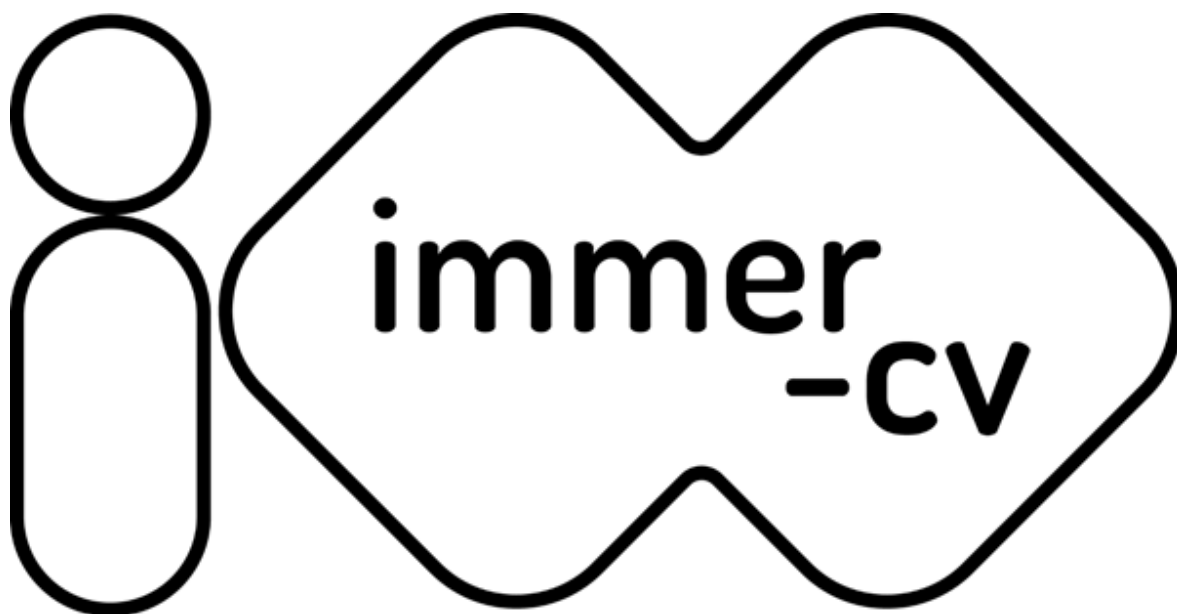




IMMER-CV: Curriculum development for Management of Immersive technologies by Professionals in Cultural and Creative Sectors

Title: Skills and competencies framework infographic report

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Table of contents

1. Introduction	8
2. Objectives and methodology	8
3. Results	10
3.1. Immersive Experience Creation Process	10
3.2. Professional Ecosystem	11
3.3. Competence Framework for Immersive Technology	16
3.3.1. Knowledge Domains and Competencies	16
3.3.2. Competency Assessment Results	21
4. Career Development Model	23
ANNEX 1. Infographic report (EN)	26
Cover	26
Infographic 1	27
Infographic 2	29
Infographic 3	30
Infographic 4	31
Infographic 5	32
Infographic 6	33

EXECUTIVE SUMMARY

This report presents the outcomes of Activity 2 of the Immer-CV project, which aimed to identify and map the specific skills and competencies required for the effective use and management of immersive technologies within the Cultural and Creative Sectors (CCS).

Through a practical research approach combining expert interviews which included a competency assessment survey, we have developed a proposal of a Career Development Model to guide professional growth in the sector. The model introduces four proficiency levels and career progression stages, offering a practical reference for individuals and organizations to plan training, recruitment, and workforce development in the evolving field of immersive experiences.

1. Introduction

The rapid advancement of immersive technologies—including Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and interactive installations—has opened up a wide range of opportunities for innovation within the Cultural and Creative Sectors (CCS). Tools such as multi-touch interfaces, wall projections, and motion tracking systems are becoming increasingly present in artistic and cultural contexts, resulting in new ways of producing and consuming cultural and artistic experiences.

This technological shift brings a critical challenge: the need to train cultural professionals to confidently navigate these new tools. Artists, curators, producers, and managers must now acquire competencies that go beyond their traditional expertise to include an understanding of immersive systems, their technical requirements, and associated tools. Nonetheless, the learning exchange is mutual: Technology professionals also benefit from understanding the values, processes and approaches of artists and cultural practitioners, especially when it comes to creating emotionally resonant experiences.

As immersive technologies continue to gain relevance in museum, heritage, and performing arts contexts, the need for professionals who can act as bridges between technological and artistic disciplines is increasingly relevant, requiring a mix of competences from different domains.

This document presents the findings of our investigation in a structured format. It includes an overview of the methodological approach, a detailed account of the production process for immersive experiences, an analysis of the professional ecosystem, a categorization of knowledge domains and core competencies, a catalogue of tools and methods, and finally, a proposed Career Development Model tailored to immersive technologies in the CCS.

The annex contains the full set of infographics (Infographic Report) developed as part of the activity, in english (spanish and greek translations are available in the project website).

2. Objectives and methodology

This research activity was guided by a central purpose: To identify and define the necessary elements required to effectively design and produce immersive experiences within the Cultural and Creative Sectors (CCS).

To achieve this, we focused on three guiding questions:

- **How are immersive experiences produced?**

Aim: Understand the production process, workflows, and methodologies involved in creating immersive cultural experiences.

- **What knowledge, skills, tools, and methods are needed?**

Aim: Identify the key competencies required for successful use of immersive technology in cultural and artistic contexts.

- **Who are the professionals involved?**

Aim: Map the diverse roles emerging in this interdisciplinary field.

Our approach was grounded in the European e-Competence Framework (e-CF), adapting its structure to the specificities of the CCS. We defined four cross-cutting domains :

- Technology
- Creativity and Arts
- Instrumental/Managerial Skills
- Personal Behavioral Abilities

The definition of these domains was also informed by relevant sectoral analyses, such as the [Informe de la Industria XR 2023](#) published by INMERSIVA XR. These reports highlight the growing complexity of the XR ecosystem, the demand for interdisciplinary profiles, and the practical challenges companies face in recruiting skilled professionals. The proposed domains align with the European Qualifications Framework (EQF) and provide a structured foundation for competence identification.

After defining these domains, we conducted six **semi-structured interviews** with professionals occupying diverse roles (technical, artistic, and managerial). The interviews focused on the practical dimensions of immersive experience development, such as team composition, tools used, production workflows, and the key competencies necessary for successful outcomes.

Based on the interview results and sectoral reports, we curated a list of 20 competences (5 per domain) and proceeded to a **competency assessment survey** with the aim of rating the relevance of each competence to the immersive experience production, and afterwards we invited the interviewees to evaluate the list.

Although not originally planned, the survey was made also available in the website (immer-cv.eu) as a means to maintain data collection for possible future developments, allowing professionals and students to share their perception (Note: these data were not used in the report, only the 6 experts' assessment were considered).

3. Results

The following section presents the main findings of the research conducted as part of Activity 2. Drawing on expert interviews and competency assessments, the results provide a structured overview of how immersive experiences are produced in the Cultural and Creative Sectors, who is involved in their development, what tools and methodologies are used, and what skills and competencies are essential for their success.

3.1. Immersive Experience Creation Process

The creation of immersive experiences is a multifaceted process that requires coordination between creative vision, technical feasibility, and user-centered design. Interviews with professionals across different disciplines revealed a shared structure across projects, typically organized in five key phases. These phases form the backbone of immersive production workflows, shaping how teams collaborate and make decisions throughout the development process.

Phase 1: Research

The initial phase focuses on understanding user needs and evaluating its potential feasibility. A critical finding was that clients often have expectations without fully understanding the complexities of immersive experience production, thus requiring several interactions to re-shape their expectations. This phase requires extensive communication and pedagogical efforts to align client expectations with technical possibilities and available resources.

Phase 2: Design

Once project viability is established, teams develop initial concepts and present them to clients while defining the project workflow in parallel. This phase demands intensive collaboration between creative and technical professionals to translate abstract ideas into actionable plans that balance artistic vision with technical implementation.

Phase 3: Prototype & Iteration

This transformative phase converts ideas into tangible prototypes. Teams build and test early versions while integrating feedback from both clients and end-users. The iterative nature of this process proves essential for identifying problems early and refining both technical implementation and creative content until achieving the final version.

Phase 4: Production & Validation

This phase refers to the installation or implementation of the final setup, including final adjustments and calibrations based on real-environment testing. Success requires precise coordination and communication skills, particularly when external staff from clients or subcontractors perform specific steps and processes.

3.2. Professional Ecosystem

Immersive technology projects within the Cultural and Creative Sectors involve a wide range of professionals and organizational roles, requiring collaboration across diverse areas of expertise, from artistic creation to technical development and managerial coordination. These internal profiles are increasingly hybrid, with individuals often working across creative and technical boundaries. Through our interviews, we identified three main categories of actors involved in immersive projects:

A) Internal Core Team

This group represents the heart of immersive production. These professionals work closely together throughout the various phases of the project and often form the project's main development unit. Their roles typically include:

- **Creative roles:** UX/UI designers, 3D modelers, digital artists, and content creators who shape the artistic vision and aesthetic experience of the project.
- **Technical roles:** Programmers, systems architects, and technical directors responsible for the functional viability and integration of the applications.
- **Managerial roles:** Project managers and production coordinators who facilitate collaboration, timeline adherence, and resource allocation.

B) Strategic External Partners

Many immersive experiences rely on contributions from highly specialized professionals, which are mostly contracted externally. These partners provide technical services or content expertise that fall outside the scope of the internal team. Identified roles include:

- **Specialized technical services:** Experts in areas such as photogrammetry, 360° imaging, sensor-based installations and other IT services.
- **Cultural domain experts:** Historians, curators, or archaeologists providing support for content accuracy and cultural relevance.
- **Installation technicians:** Professionals who handle the physical setup and environmental adaptation of immersive systems in museums, galleries, or

performance venues.

- **Content support roles:** Voice-over artists, translators, and other services intended to enhance the experience.

C) Clients and End-Users

Immersive projects are not developed in isolation from their audiences and stakeholders. In fact, user-centered design and participatory approaches are many times applied and they are key to their success. Key roles in this category include:

- **Cultural professionals and curators:** Often play a dual role as clients and content contributors, shaping the thematic and interpretive dimensions of the experience.
- **Venue managers:** Oversee the operational and technical feasibility of immersive installations on site.
- **End-users:** Provide essential feedback during prototyping and evaluation stages, helping teams refine the experience to enhance relevance and usability.

If we consider the production phases previously outlined (i.e. Research, Design, Prototype & Iteration, Production & Validation, and Delivery) it becomes clear that each stage requires distinct professional contributions. The following table provides a simplified mapping of key professional roles across these five phases. While some specialists may only be involved during specific stages, others such as project managers, creative leads, or technical directors may contribute throughout the entire process. This distribution highlights the need for flexible, interdisciplinary teams capable of navigating both technical and creative demands. The following table presents the immersive experience production process and a sample of professionals involved for each phase.

Table 1. Role distribution across the production process (based on interviews).

Phase	Key Activities	Main Professional Roles Involved
Research	Needs analysis, feasibility studies, user research	Project Manager, Curator, UX designer, Cultural Expert, Client/User

Design	Concept development, storytelling, visual/UX planning	Creative Director, 3D Artist, UX/UI Designer, Technical Director, Content Creator
Prototype & Iteration	Early builds, testing, feedback loops	Programmer, Immersive UX Specialist, Sound/Lights Designer, Client/User
Production & Validation	Implementation, installation, fine-tuning	Technical Director, Installation Technicians, VR/AR Developer, QA Specialist
Delivery	Launch, support, evaluation	Communication Staff, Event Planner, Venue Manager, Maintenance personnel

Professional landscape

The interview analysis revealed a highly diverse professional ecosystem surrounding immersive experience production, comprising at least 39 distinct roles. These were grouped into three broad categories: creative professionals, technical experts, and managerial profiles. Creative roles included choreographers, content creators, UX designers, and artistic directors, while technical profiles ranged from programmers and 3D modelers to systems architects and installation technicians. Managerial functions, such as project managers and venue coordinators, ensured cohesion across teams and aligned projects with strategic goals.

This wide spectrum of contributors, often working collaboratively in interdisciplinary teams, highlights the complexity of immersive production and the pressing need for a structured framework to define and support the development of key competencies.

In terms of tools and methodologies used, the development of immersive experiences relies on a wide range of digital platforms, hardware systems, and structured approaches that support collaboration, iteration, and implementation. These resources are selected according to project needs, available expertise, and the creative and technical goals of the team.

Professionals across domains frequently combine tools such as Unity, Unreal Engine, Blender, and Adobe Suite for design and development, while also relying

on projection systems, sensors, and real-time interactive platforms like TouchDesigner and MadMapper. These are complemented by methodological frameworks such as Agile, Design Thinking, or User Journey Mapping, which structure the development process and foster user-centered, iterative design. The table below offers a summary of commonly used tools and methods, grouped by their function and the competencies they typically support:

Table 2. Summary of tools and methodologies used in immersive experience creation (based on interviews).

Tools	Type	Purpose	Related Skills
Brainstorming and Mind maps	Methodology	Generate and organize creative ideas	Creativity and problem-solving mindset
Inspiration Moodboard (e.g. Pinterest, Miro, Illustrator...)	Software	Collect and visually present inspiration and design concepts	Creativity and problem-solving mindset
Adobe Suite: After Effects, Illustrator, Photoshop	Software	Create and edit 2D and 3D visual content	Modeling and rendering
Cinema4D, Blender, Maya	Software	Develop and render 3D video effects	Modeling and rendering
Touchdesigner, AAASeed, Millunim	Software	Design and execute interactive digital installations and showrooms	Interactive software knowledge
MadMapper	Software	Map video content onto different surfaces (e.g. Screen, wall...) to create immersive visual experiences	Interactive software knowledge, Videomapping

Waterfall model	Methodology	Plan and execute projects in a linear and sequential manner	Project management and leadership
Sensors and tracking devices (e.g. Kinect cameras)	Hardware	Capture motion and interactions for real-time feedback and control	Immersive/Interactive hardware knowledge
Graphic engines: Unreal, Unity, Angular	Software	Develop and render interactive 3D environments	3D app development, programming
Projectors, screens	Hardware	Display visual content on large surfaces for audience engagement	Immersive/Interactive hardware knowledge
User Journey Mapping (Analysis of client needs)	Methodology	Analyze and document the client's needs and expectations throughout the user journey	User requirement research, UX/UI design
Agile	Methodology	Manage projects with iterative and flexible approaches to accommodate changes and improvements	Project management and leadership
Mockup presentation (UX/UI design and prototyping)	Methodology	Create visual representations of user interfaces to test and validate design concepts before implementation	UX/UI design, prototyping

These tools and practices reflect the interdisciplinary and hybrid nature of immersive cultural production. Selecting the right combination depends not only on technical feasibility but also on aesthetic goals, user expectations, and logistical constraints.

3.3. Competence Framework for Immersive Technology

To understand the capabilities required in immersive cultural projects, we developed a competence framework that captures the core knowledge areas, skills, and behaviors involved. This framework is based on the analysis of expert interviews and aligned with established European standards. It defines four domains of expertise and identifies 20 key competencies that reflect the interdisciplinary nature of immersive experience design and implementation.

3.3.1. Knowledge Domains and Competencies

While some professional roles specialize in a single domain (e.g. Database architect), many roles require competencies from different domains (e.g. 3D modelers, Project managers...). The ability to navigate across these domains is increasingly valuable in immersive project environments.

Based on our analysis, we developed a categorization of knowledge and skills required in immersive technology projects, which were grouped in 4 Knowledge domains (Technology, Creativity and arts, Instrumental and Personal/Behavioral abilities). The combination of skills across these domains forms the foundation for generating immersive and culturally meaningful experiences.

Technology Domain

The Technology domain encompasses all technical competencies required to effectively use immersive technologies such as VR, AR, and MR in cultural contexts:

- **Hardware expertise:** Understanding and operating immersive technology equipment
- **Software proficiency:** Mastering specialized tools for creating immersive content
- **Systems integration:** Ensuring technical compatibility and seamless operation
- **Performance optimization:** Fine-tuning systems for optimal user experience

Creativity and Arts Domain

The Creativity domain focuses on artistic vision and creative expression necessary for developing culturally significant and emotionally resonant immersive experiences:

- **Creative storytelling:** Crafting compelling narratives suited for immersive platforms
- **Aesthetic design:** Creating visually appealing and culturally authentic environments
- **Concept development:** Generating innovative ideas that leverage immersive capabilities
- **User experience design:** Designing engaging, interactive experiences that captivate audiences

Instrumental Domain

The Instrumental domain provides complementary expertise that enhances immersive technology implementation without being directly related to content creation:

- **Project management:** Planning, coordinating, and delivering immersive projects effectively
- **Business strategy:** Aligning immersive initiatives with organizational objectives
- **Market knowledge:** Understanding audience needs and industry trends
- **Supply chain management:** Coordinating with external partners and service providers involved in the production process

Personal/Behavioral Abilities Domain

This transversal domain encompasses interpersonal and personal competencies essential for working effectively in multidisciplinary immersive technology teams:

- **Communication skills:** Facilitating clear information exchange across diverse teams
- **Leadership capabilities:** Guiding cross-disciplinary teams toward common goals
- **Adaptability:** Responding flexibly to the rapidly evolving immersive technology landscape
- **Problem-solving mindset:** Addressing challenges creatively and proactively

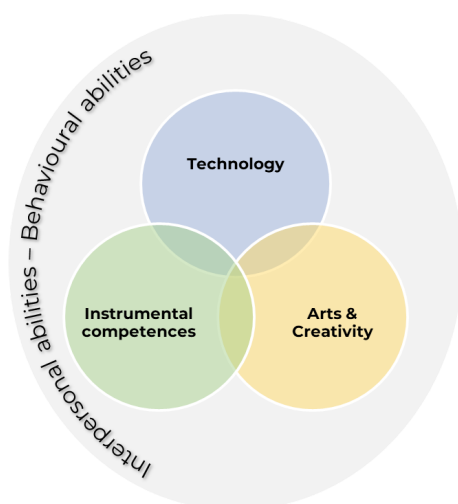


Figure 1. The four knowledge domains of immersive experience production

The knowledge domains are conceptualized as a Venn diagram (Fig 1) where Technology, Creativity, and Instrumental domains represent three overlapping specialized knowledge areas, while Personal/Behavioral Abilities operates as a transversal domain that underlies and connects all other competencies. Each domain contains five specific competencies, creating a comprehensive framework of 20 core competencies. The overlapping nature of the three specialized domains reflects the interdisciplinary reality of immersive cultural projects, where professionals often need hybrid skills combining technical expertise with creative vision and strategic management capabilities.

Each knowledge domain comprises five competencies, which have been proposed from the interviews. It should be noted that this is not an exhaustive list, as it is based on the perspectives of the 6 interviewees. Nonetheless, the list was made in order to assess the types of competencies that are considered most relevant in the field of immersive technologies. The competencies list is shown in the following table:

Table 3. List of competences for each knowledge domain, and related skills.

Domain	Competences	Skills
Technology Domain	1.1 Development and integration of Immersive Systems	Programming & coding knowledge (C++, Python, Lua..), API integration

	1.2 Software expertise for Immersive Applications	Use of 3D software for rendering and 3D modeling, use of interactive and immersive software (e.g. Touchdesigner, Blender)
	1.3 Optimization and performance tuning	Adjusting settings and calibration for optimal performance
	1.4 Systems integration and technical testing	Ensuring interoperability, troubleshooting, and deploying solutions
	1.5 User Experience Engineering for Immersive Technology (UX)	Designing user-centered interactions within immersive environments
Creativity/ Artistic Domain	2.1 Creative storytelling for immersive content	Developing narratives that resonate with audiences
	2.2 Aesthetic and visual design for immersive content	Creating visually engaging environments and experiences
	2.3 Concept development and ideation	Innovating creative concepts and themes for projects
	2.4 Creativity in designing interactive user experiences (UX)	Implementing interactive and participatory design

	2.5 Multimedia production	Utilizing sound and lighting effectively for immersive experiences
Instrumental Domain	3.1 Project management tools and methods	Managing project timelines, budgets, and resources
	3.2 Managing technical and functional design of immersive experiences	Planning and implementing immersive projects
	3.3 Managing relations with external partners and suppliers	Handling supply chain processes and maintaining partnerships
	3.4 Integration of immersive technologies into business objectives	Aligning immersive projects with strategic goals
	3.5 Market knowledge and trend analysis	Identifying market opportunities and sales strategies
Personal/ Behavioral Abilities Domain	4.1 Effective communication	Articulating ideas and translating technical concepts to various stakeholders
	4.2 Leadership of cross-disciplinary teams	Leading teams with diverse technical and creative expertise
	4.3 Empathy and interpersonal skills	Building positive relationships and fostering collaboration

	4.4 Adaptability and problem-solving mindset	Quickly adapting to new technologies and finding solutions to unexpected challenges
	4.5 Critical thinking and analytical mindset	Assessing challenges and opportunities to make informed decisions

3.3.2. Competency Assessment Results

Expert evaluation revealed significant variations in competency importance across domains:

- **Highest-rated competencies** (9.0+): Creative storytelling, aesthetic design, effective communication, and project planning
- **Technical competencies** averaged 7.6, with UX engineering and systems integration rated highest
- **Instrumental competencies** showed wide variation (6.6-9.0), highlighting the diverse business requirements
- **Personal abilities** consistently rated highly, emphasizing the collaborative nature of immersive projects

Through expert evaluation, we assessed the importance of specific competencies across the four domains. The following table presents the average scores (on a scale of 1-10) provided by industry professionals. The following table presents the results of the assessment:

Table 4. List of competences for each knowledge domain, and related skills.

Domain	Competence	Expert Rating
Technology	Development and integration of Immersive Systems	6.8
	Software expertise for Immersive Applications	7.8
	Optimization and performance tuning	7.6

	Systems integration and technical testing	8.2
	User Experience Engineering for Immersive Technology	8.0
Creativity & Arts	Creative storytelling for immersive content	9.0
	Aesthetic and visual design for immersive content	9.0
	Concept development and ideation	8.6
	Creativity in designing engaging user experiences	8.8
	Multimedia production	7.8
Instrumental	Project management tools and methods	7.0
	Managing technical and functional design	9.0
	Managing relations with external partners	6.6
	Integration into business objectives	8.0
	Market Knowledge and Trend Analysis	7.6
Personal Behavioral	Effective communication	9.8
	Leadership of cross-disciplinary teams	8.2
	Empathy and interpersonal skills	8.6
	Adaptability and problem-solving mindset	8.2
	Critical thinking and analytical mindset	6.6

4. Career Development Model

The results of this research outline a nuanced view of immersive project development in the Cultural and Creative Sectors. The interviews provided extensive insights with regard to the immersive experience production: We have examined the phases that structure the production process, identified the diverse professionals involved and their evolving roles, reviewed the tools and methodologies they employ, and afterwards we proposed a structured framework to classify the competencies that support this work, with a competence assessment by the experts. Expert assessment confirmed the importance of a wide range of skills, cutting across creative, technical, managerial, and interpersonal dimensions.

Taken together, these insights lay the groundwork for a practical resource aimed at supporting professionals and institutions in navigating this complex and rapidly evolving field.

This section introduces a Career Development Model designed to guide skill progression and career planning in the immersive technology sector. Inspired in the European e-Competence Framework (e-CF), we propose a career development model specifically adapted for immersive technology professionals. The model operates through four key dimensions:

Framework Structure

1. **Domain:** Broad areas of expertise (Technology, Creativity, Instrumental, Personal Behavioral)
2. **Competence:** Ability to apply knowledge and skills autonomously in professional contexts
3. **Skill:** Specific methods, tools, and techniques required for competence execution
4. **Proficiency Level:** Mastery levels corresponding to career advancement stages

The model builds directly upon the competence framework presented in the results section, which defined four knowledge domains (Technology, Creativity, Instrumental, and Personal Behavioral), along with a set of 20 core competences and their associated skills. To this structure, we have added a dimension of proficiency levels, inspired by the European e-Competence Framework (e-CF), as shown in the following table.

Table 5. Proficiency level description.

Level	Description	Typical Roles
-------	-------------	---------------

Level 1 - Basic	Understands concepts, follows instructions, executes simple tasks under supervision	Junior Developer, Assistant Designer, Project Assistant
Level 2 - Intermediate	Applies skills independently in familiar scenarios, adapts to project needs, solves routine problems	3D Artist, UX Designer, Project manager, Research technician
Level 3 - Advanced	Leads complex tasks, solves new challenges, makes informed decisions, mentors junior staff	Immersive Experience Designer, Project coordinator, Team Lead
Level 4 - Expert	Innovates, defines strategies, leads large teams, develops new methodologies and technologies	Creative Director, Innovation Strategist, CTO

In this adaptation, Levels 1 and 2 of the e-CF have been merged to better reflect the progression patterns observed in immersive technology careers, resulting in a streamlined four-level scale that aligns with professional responsibilities and typical roles across the sector.

In parallel, the model outlines **four broader stages of career progression**, independent of any single competence. These stages reflect a typical evolution from entry-level learning to strategic leadership, and help contextualize where professionals may position themselves within the immersive field, as shown in Table 6.

Table 6. Career progression levels.

Stage	Description	Key Responsibilities
Entry-Level (Junior)	Early career focused on learning foundational skills under supervision	Assisting in project execution, learning tools and methods, supporting team tasks

Mid-Level (Specialist)	Develops deeper expertise, works independently, contributes to decision-making	Managing independent tasks, adapting skills to projects, collaborating with teams
Senior-Level (Lead/Manager)	Leads teams or projects, takes ownership of strategic tasks, mentors junior staff	Leading teams, making strategic decisions, ensuring quality and innovation
Expert-Level (Strategist/Director)	Industry leader shaping innovation and influencing strategic direction	Defining industry standards, driving innovation, advising organizations

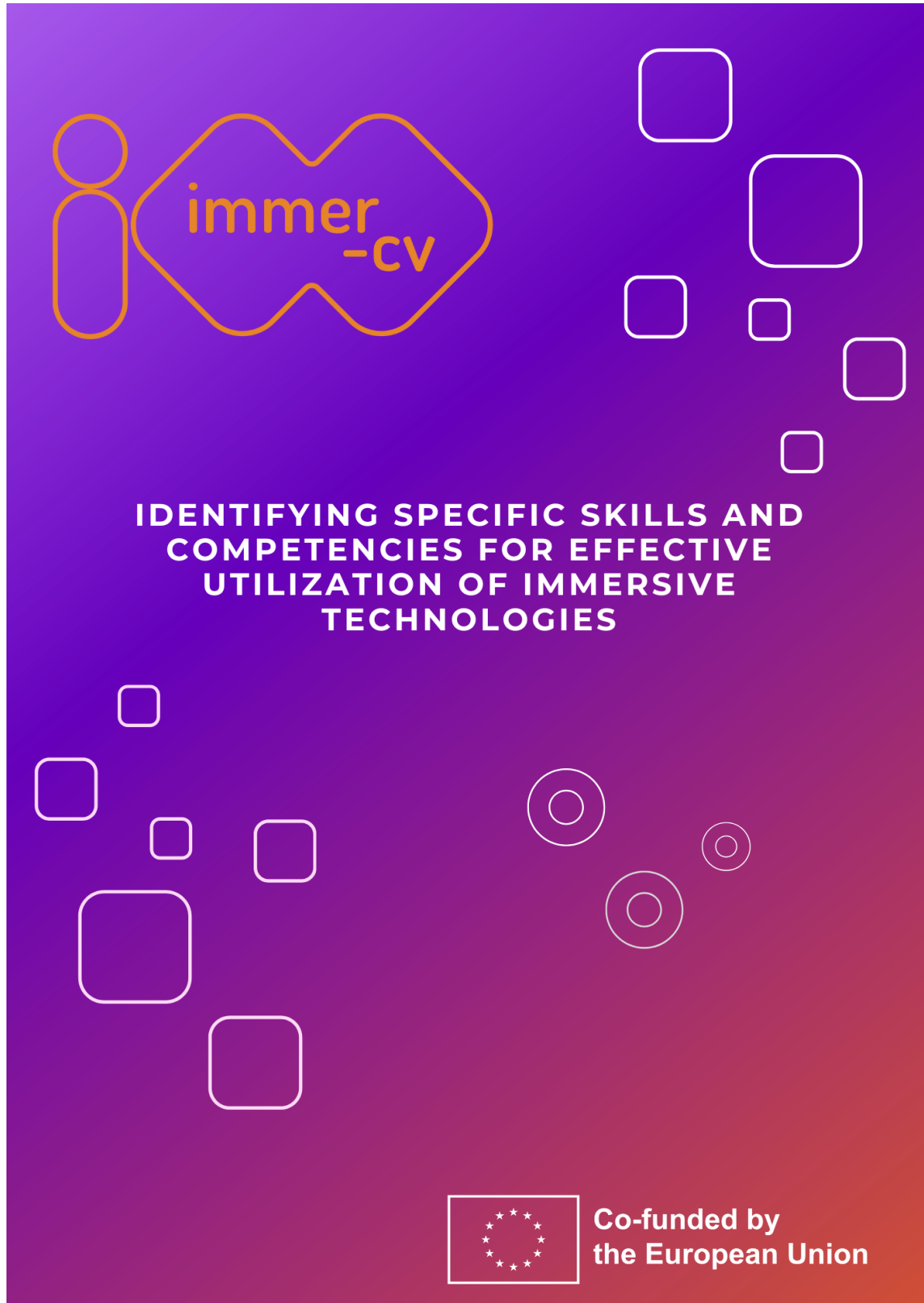
This Career Development Model provides a foundational structure for understanding and planning professional growth in the immersive technology sector. As it stands, it outlines the key dimensions (i.e. domains, competencies, skills, and proficiency levels) that underpin the sector's complexity and interdisciplinarity.

This structure would help future researchers and educators in the field, serving as the basis for a comprehensive competence mapping. To fully operationalize the model, further development is needed to classify and evaluate the specific competencies to the distinct professional roles emerging in the field. Doing so would allow for clearer definition of career pathways, facilitate the design of role-specific training programs, and support more targeted workforce planning. The model also opens the door for future tools such as interactive career guides or self-assessment platforms, helping professionals visualize potential trajectories and plan their development in a rapidly evolving landscape.

This model is intended as a practical guide for multiple stakeholders. For professionals, it provides a roadmap to identify their current position, reflect on areas for growth, and plan their skill development strategically. For educators and training providers, it offers a structure to design learning pathways aligned with real-world project demands. For organizations, it helps clarify the range of competencies needed at different responsibility levels, making it easier to plan team composition, recruitment, and professional development strategies. As immersive technologies continue to evolve, this model remains adaptable, offering a flexible structure that can be updated as new roles, tools, and contexts emerge.

ANNEX 1. Infographic report (EN)

Cover



Infographic 1



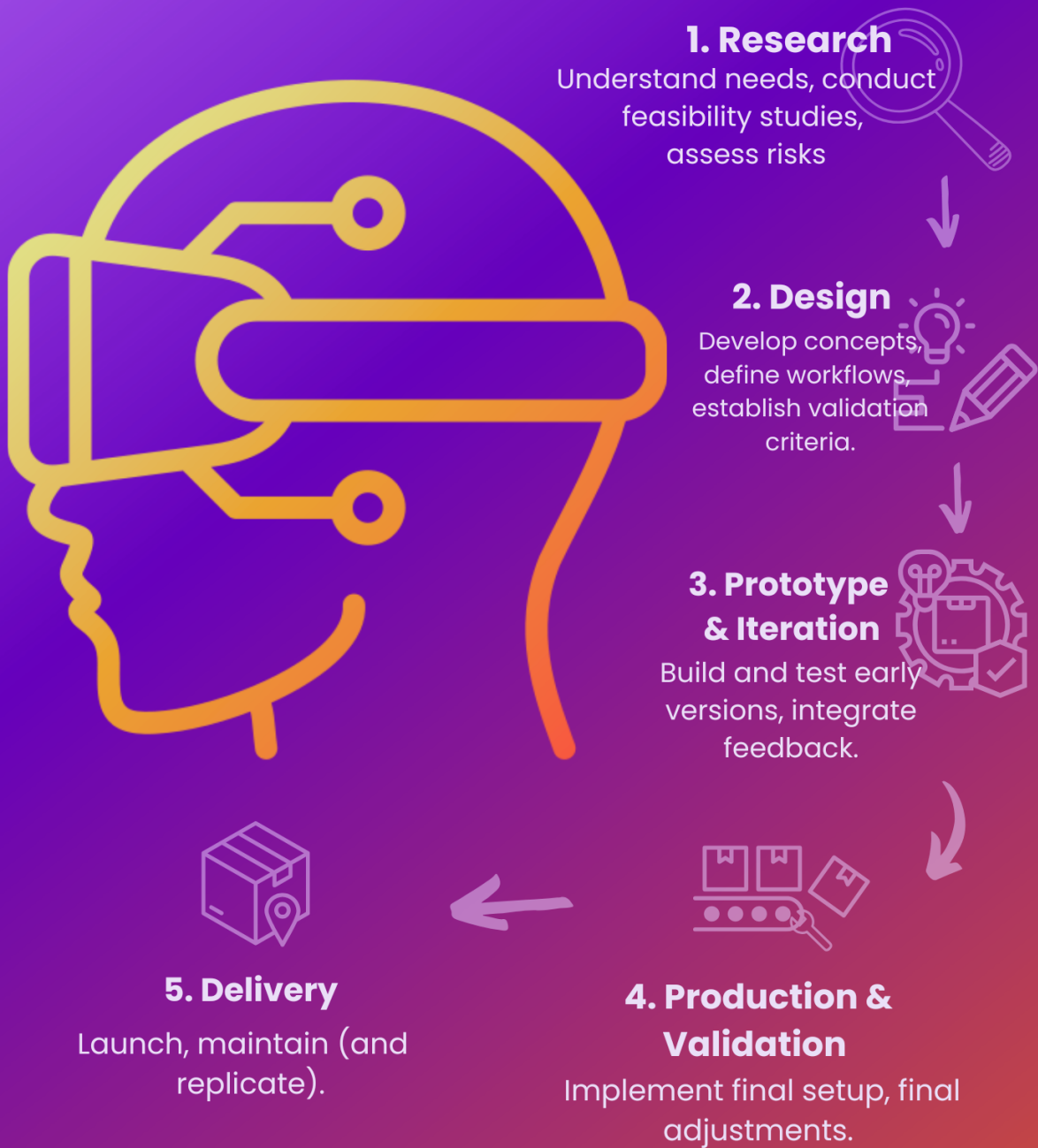
Expertise domain	Competences	Average score
 TECHNOLOGY DOMAIN	Development and integration of immersive systems (Programming, API integration).	6,8
	Software expertise for Immersive Applications (Rendering, 3D modeling).	7,8
	Optimisation and performance tuning (Adjust settings, calibration).	7,6
	Systems integration and technical testing for immersive environments.	8,2
	User Experience Engineering for Immersive Technology (UX).	8,0
 CREATIVITY & ARTS DOMAIN	Storytelling for immersive content (Narratives).	9,0
	Aesthetic and visual design for immersive content.	9,0
	Concept development and ideation.	8,6
	Creativity in designing engaging and interactive user experiences.	8,8
	Multimedia production (Sound, lighting).	7,8
 INSTRUMENTAL DOMAIN	Project management tools and methods.	7,0
	Managing technical and functional design of immersive experiences.	9,0
	Managing relations with external partners and suppliers.	6,6
	Integration of immersive technologies into business objectives.	8,0
	Market Knowledge and Trend Analysis (Sales strategy).	7,6
 PERSONAL ABILITY DOMAIN	Effective communication.	9,8
	Leadership of cross-disciplinary teams.	8,2
	Empathy and interpersonal skills.	8,6
	Adaptability and problem-solving mindset.	8,2
	Critical thinking and analytical mindset.	6,6

Infographic 2



Infographic 3

How are immersive productions created?



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Infographic 4

IMMER-CV

TRANSFORMING CULTURAL EXPERIENCES THROUGH IMMERSIVE TECHNOLOGY

Immersive technologies have opened a new paradigm, transforming the landscape of Cultural and Creative Sectors (CCS)



Heritage & Museums

Enhance visitor engagement with culture and art through

- Interactive virtual tours
- Historical environment recreation
- Immersive digital exhibitions
- 3D Artifacts interaction

Expand creative possibilities for live performances and attract new audiences

- Virtual elements in live performances
- Remote performances
- 360° virtual environments
- Interaction with digital avatars



Performing Arts

The immersive revolution has begun, yet...

How can CCS professionals use immersive technologies?

How are immersive experiences made?

What knowledge and tools are needed?

What opportunities do they offer?



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Infographic 5



Infographic 6

