

Advise a potential client on a post production project

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**Overview**

This Standard is about helping a potential client achieve a realistic understanding of what can be achieved for their project within time, budget and technical feasibility. It entails explaining to them what is possible honestly and without criticising their request. It also involves anticipating the various ways in which the project can be developed.

This Standard could apply to anyone in post production who liaises with clients on potential work.

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## Performance criteria

*You must be able to:*

1. clarify your understanding of requests, enquiries or possible projects using information from reliable sources of expertise
2. identify what clients need to know about cost, time and technical requirements in order to progress projects
3. estimate what is available for post production using information from clients' overall budgets
4. identify possibilities in terms of technical feasibility, workflows, costs and timings which are consistent with what clients wants to achieve
5. explain possibilities, implications and constraints to clients in positive ways
6. seek technical advice from relevant colleagues when necessary to advise clients
7. find solutions that meet clients' needs and that have features and benefits that will be attractive to them, when there are obstacles to them achieving what they want
8. provide information to clients that is valid, complete and relevant
9. maintain security for information in line with company requirements

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## Knowledge and understanding

*You need to know and understand:*

1. the technical capabilities of the facility and the people available
2. current viewing standards and current professional, national and international standards of delivery and expressions of best practice for the range of platforms and content
3. sources of expertise about possible projects and how to access them
4. how long different processes and workflows take and their costs
5. workflow planning and choice
6. the problems and risks associated with different kinds of project
7. how to identify changes in production that could make significant savings in post production
8. creative contributions that the people available can make to a project
9. who to consult for further information or guidance on different types of project and technical requirements
10. how to understand potential clients' needs beyond their initial request
11. how to identify if client's expectations on delivery are achievable
12. how to determine the best processes to follow to produce the main delivery requirement
13. how to present answers to questions and proposals in ways that potential clients will understand
14. company systems for storage, back up and security

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**Developed by** Creative Skillset

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**Version Number** 2

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**Date Approved** January 2017

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**Indicative Review Date** January 2020

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**Validity** Current

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**Status** Original

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**Originating Organisation** Creative Skillset

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**Original URN** SKSPP02

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**Relevant Occupations** Post Production Professionals

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**Suite** Post Production

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**Keywords** post production; production; film; tv; client

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