

## Overview

This Standard is about creating effects to help present, or complete, material. It can include:

- improving the look of material and remedying problems
- building shots through manipulation of two dimensional image
- creating 3D images that interact with live footage
- manipulating objects or images to give them different characteristics of movement, scale or mass.

In each case it involves interpreting clients' ideas and finding ways to realise them.

This Standard should apply to anyone who is involved with creating effects.

## Performance criteria

*You must be able to:*

1. identify required effects, their purpose and design parameters from reliable sources
2. develop ideas to help tell the story visually or solve a visual problem that comply with filming and editing decisions that have already been made
3. agree approaches with clients about how effects can highlight or enhance their material that take account of their vision and ideas
4. identify techniques to be used that will best achieve your agreements with clients
5. agree the schedule and time to be spent on effects with relevant people
6. obtain footage suitable for creating effects from appropriate sources
7. give feedback on footage that impacts on success of effects to relevant people
8. share ideas with colleagues working on related effects, colour grading and audio using appropriate communication channels
9. create and incorporate effects that show material to viewers as authentically as has been agreed in line with clients' visions
10. check that effects you create leave material free of unwanted images or distortions
11. create effects that are consistent with any real or research references and match other effects or live action shots
12. make critical judgements about visual quality against agreed artistic or technical quality standards; repairing any visual problems within your remit
13. maintain security for files and other materials in line with company requirements

## Knowledge and understanding

*You need to know and understand:*

1. sources of information on effects requirements including script, review of existing material and clients requirements
2. how to collaborate and cooperate with clients in creative conversations
3. generation and use of paint, tracking, grading and compositing tools
4. use of plates and clean plates
5. generation and use of computer generated imagery
6. techniques for repairs, retouching, rig removal, shot enhancement, stabilisation and other improvements in visual quality
7. operation of software for effects
8. how objects reflect, refract and absorb light in a range of conditions
9. the nature of footage that is amenable to creating 3D effects and how to advise on filming
10. manipulation of digital material to enable or enhance effects
11. how to communicate on technical matters with clients who do not have technical knowhow
12. costing and time estimation for effects work
13. current viewing standards and current professional, national and international deliverable standards and expressions of best practice for the range of platforms and content
14. choice and use of graphics and text
15. how to assess video quality to expected artistic and technical standards
16. company systems for storage, back up and security

## Create effects

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**Developed by** Creative Skillset

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**Suite** Post Production

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