

Overview

This Standard is about planning titles, credits, live action graphics and nameplates and placing them in the film. Production graphics may involve graphics superimposed on already shot material, graphics, animation or graphics superimposed on specially shot material and music or other sound. Creating production graphics involves generating and pooling ideas and helping to realise the vision.

This Standard should apply to anyone who is involved with the creation of production graphics.

Performance criteria

You must be able to:

1. obtain information on the schedule, workflow, budget and role of production graphics from reliable sources
2. agree the techniques and methods to be used with relevant decision makers
3. develop and propose styles of production graphics that match or enhance the genre, mood and production profile
4. develop ideas that tell the title story
5. agree the required look and feel with clients that takes account of their vision and ideas
6. select or design styles that are consistent with the required look
7. agree the selection of sequences from productions with relevant people when graphics are to be superimposed
8. commission film sequences or animation consistent with the style and role of titles and credits
9. adjust colour, image sharpness and other textural enhancements to fit the required look and feel using colour grading and other artists when needed
10. make sure production graphics are legible in format and duration and comply with relevant statutory regulation
11. make critical judgements about audio and visual quality against expected artistic standards
12. maintain security for files and other materials in line with company requirements

Knowledge and understanding

You need to know and understand:

1. types of production graphics
2. techniques of superimposition
3. graphics techniques
4. typefaces and their impact
5. sources of information about role of production graphics, workflow, budget and schedule and how to access them
6. how to collaborate and cooperate with clients in creative conversations
7. how to adjust colour, image sharpness and other textural enhancements, including digital diffusion and softening
8. how to discuss the role of production graphics and interpret these in graphical/visual terms
9. how to assess video and audio quality to expected artistic standards
10. current statutory regulation, viewing standards and professional, national and international standards of delivery and expressions of best practice for the range of platforms and content
11. company procedures relating to file storage, back up and security

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