

Overview

This Standard is about the process of directing animation during the entire production process including the direction of voice talent, if appropriate.

The Director is looked to for guidance, leadership and of course direction on the overall concept, its theme, content, characters, narrative and visual style. It is essential that the Director can articulate his/her requirements to the entire creative and technical team. It is also incumbent upon the Director to encourage and make use of the professional skills and experience of each member of the team to ensure the agreed standard and quality of the production.

This standard is for you if you direct animation productions.

Performance criteria

You must be able to:

1. establish clear communication channels that meet production requirements
2. communicate your agreed vision and desired look of the production to key people in the team
3. articulate the aim of standards of work that match the available budget and timescale
4. communicate desired means of working and the importance of team work with all team members
5. allow sufficient time to enable team members to analyse how your vision can be met by their expertise
6. enable team members to discuss, review and develop ideas with you at appropriate times
7. make sure decisions about new developments regarding the creative aspects of the production are communicated to all relevant people, either by yourself or others as instructed
8. ensure that any major changes agreed upon are recorded in appropriate formats and distributed to relevant people
9. liaise with the producer at key points during production
10. identify where camera technique, lighting and design will relate to the theme of the production
11. ensure that those responsible for camera, lighting and visual effects are aware of your plans and the effect that they will have upon their work
12. ensure, through your direction, that appropriate use is being made of camera and lighting techniques during pre production and production
13. work with storyboard and pre-visualisation artists at appropriate times to establish the mood, feel and style of cinematography
14. liaise with appropriate people at regular intervals to ensure the desired visual theme is being realised
15. direct the work of performers and animators to ensure the animation meets the brief

Knowledge and understanding

You need to know and understand:

1. the principles of key animation and visual effects techniques
2. the key stages involved in developing animations
3. the dramatic essence of the production, its message or point, its narrative structure, emotional significance and the relationships of its principal characters and themes.
4. how to plan for and achieve effective material reuse
5. the budget, schedule and desired standard of the production
6. your relationship with the people commissioning the animation
7. the intended visual style for the production
8. the precise role of every major member of the creative team in delivering and reinforcing the production
9. how good, timely communication can contribute to productive working relationships
10. how the development of a unique signature style can impact on the animation
11. the impact the script, voice recording, sound editing, and music can have on the production.
12. the effects of camera positions, angles, lens types and lighting in relation to objects and environments
13. the theory and importance of colour, lighting and cinematography
14. how to give direction to the people involved that will achieve your desired effect in the production
15. how to analyse acting and performance
16. how to create a working atmosphere that encourages creativity
17. how to effectively work alongside all the people involved
18. the impact of cultural and linguistic differences when working with animation directors in other countries.
19. the difference between the ideal and the acceptable and when to pass a shot in order to keep on schedule and budget

Direct animation productions

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Relevant Occupations Director

Suite Animation

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