

Overview

This Standard is about proactively seeking out information about emerging practice in the animation industry and evaluating and improving your own practice. It includes understanding the theory and practice of the animation sector and developments within it and keeping up-to-date with things that will affect your work, such as emerging technologies, laws, technical innovations or emerging markets.

It also covers knowing about your role on each production and how it relates to other roles and departments, in order to carry out your job effectively.

This standard is for you if you work in animation.

Performance criteria

You must be able to:

1. identify reliable sources of information to keep up-to-date with changes in animation techniques, products and processes
2. maintain an ongoing understanding of global, traditional, current and emerging animation theories and practice
3. monitor and interpret information about the market and your competitors at regular intervals
4. adapt to, trends, technological advancements, new innovations and developments that will benefit your work
5. use reliable information to keep up-to-date with the laws, regulations, codes of practice, standards and guidelines that govern animation and how they affect your work
6. maintain an awareness of the current priorities, constraints and opportunities of your work at all times
7. identify the information you need to carry out your work to expected standards on each production
8. get regular and useful feedback on your performance from those who are in a good position to judge it and to provide objective and valid feedback
9. ensure that your performance is consistent in meeting or exceeding agreed requirements
10. review and evaluate own skills, knowledge and practice against current performance requirements
11. undertake regular professional development to maintain your knowledge in order to effectively carry out your work

Knowledge and understanding

You need to know and understand:

1. the principal animation techniques and the processes associated with them and an awareness of other methods, such as ink and paint, sand, pixilation and cut out
2. the target audiences for animation
3. the history of animation, both nationally and internationally, and the variety of animation styles and genres
4. film literacy and genre
5. cinematic style, techniques and methods
6. the dynamics of the animation sector and current and future trends in animation
7. how developments in other creative disciplines can strengthen your work in animation
8. the production and distribution process and variety of departments and job roles involved and how you fit within it
9. the focus of different organisations offering production services
10. the brand, market position, departments, communication methods, financial processes, culture and ways of working for productions you work on
11. the commercial goals and priorities of productions you work on and how these impact on budgets and schedules
12. the different functions in the productions you work on, the responsibilities of the people within them and what aspects of your work you need to liaise with them about
13. the responsibilities of your own role and how your work relates to and impacts on the work of others and contributes to the vision and activities of the overall production
14. legal and industry standards and codes of practice and reliable sources of information about how to interpret them
15. how to evaluate the current requirements of a work role and how the requirements may evolve in the future
16. how to evaluate the quality of your work against requirements and plans
17. how to identify and use good sources of feedback on your performance
18. identified gaps in your current knowledge, understanding and skills
19. how to identify development needs to address any identified gaps

between the requirements of your work role and your current knowledge, understanding and skills

Improve own knowledge and performance in animation

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