

Incorporate visual effects and graphics in live footage

Overview

This Standard is about combining graphics and VFX with live footage in the way envisaged by the client and the graphics and VFX designers.

Work must be consistent with the quality and format requirements of the product.

This Standard could apply to anyone involved with incorporating media in live footage.

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Performance criteria

You must be able to:

1. check that live footage is shot in ways that enable effects and graphics to be added
2. obtain visual material to be used from reliable sources
3. check that scripted effects can be incorporated within time and budget
4. incorporate material that matches clients' requirements for the live footage it is intended for
5. make critical judgments about audio and visual quality, graphics, visual effects and text against artistic and technical standards
6. propose changes that make your work more technically or commercially viable
7. make sure that the work of different artists combines to create the impact, tone and mood that clients wish to achieve
8. check that material you incorporate has compatible technical attributes to the live footage you are working with
9. incorporate material in the timescale required
10. incorporate material that is compatible with intended distribution media and viewing platforms
11. maintain security for files and other materials in line with company requirements

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Knowledge and understanding

You need to know and understand:

1. the look and feel intended by clients
2. how to interpret technical and format requirements for masters to be produced
3. sources of information about visual material to be used and how to access them
4. file formats for graphics and VFX and their compatibility with live action formats
5. current viewing standards and current professional, national and international standards of delivery and expressions of best practice for the range of platforms and content
6. filming that enables visual effects to be added
7. creation of plates
8. how to assess video quality to expected artistic and technical standards
9. the place of graphics and VFX in post production workflow
10. operation of equipment for incorporating graphics and VFX
11. critical assessment of graphical elements
12. acceptable and unacceptable short cuts
13. company systems for storage, back up and security

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