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## Overview

This standard is about your ability to understand and specify the product's high-level creative and commercial requirements and/or purpose.

To carry this out you will liaise with the client or other project sponsors. You need to be able to originate conceptual ideas, usually in consultation with others, combining creative and logical thinking. You will need to produce written or drawn documentation, oversee project teams and specialists and ensure the project's business objectives and creative vision are understood and maintained

You will need to combine expertise in business, management, content, design and technical disciplines. This function has a close relationship with 'pure' project management, but focuses on the project's creative requirements rather than the mechanics of running it however; the two functions are often combined in practice.

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## Performance criteria

- You must be able to:*
- P1 identify and specify relevant design, technical and commercial parameters
  - P2 devise solutions to meet requirements within relevant design parameters
  - P3 select the most appropriate technologies and approaches to achieve the work
  - P4 specify the requirements of the work in a clear and concise way
  - P5 liaise with strategic, creative, technical, project management and management staff to ensure the requirements are understood and can be effectively implemented
  - P6 liaise with external and/or internal project sponsors to clarify their requirements and expectations
  - P7 liaise with the client to obtain approval for the work
  - P8 evaluate and give constructive feedback about creative and technical work produced by others
  - P9 recommend viable design changes when necessary

## Knowledge and understanding

- You need to know and understand:*
- 1 the resources and timescales required to carry out the work
  - 2 the different specialist skills that may be required for a given project
  - 3 the needs and expectations of your organisation's design and production staff
  - 4 the nature of the client's business and the context in which the product is required
  - 5 how to communicate effectively with the different people involved in development
  - 6 how to evaluate creative and technical work to ensure it is fit for purpose and meets requirements
  - 7 how to reconcile client, user and commercial requirements
  - 8 the different technologies, platforms, online services, tools, formats, and creative or technical approaches that are available, and their advantages, disadvantages and implications
  - 9 how to identify which technologies, tools, and creative or technical approaches would be most appropriate to use
  - 10 how to submit work for approval, manage change requests, and obtain sign-off
  - 11 current and anticipated trends in design, concepts and use of technology for the industry
  - 12 the need to consider multi-channel delivery and the impact this may have on design and development
  - 13 the importance of sound project management, including the need to obtain approval for one key stage before proceeding to the next
  - 14 the importance of a strong creative direction and clear lines of accountability in the team
  - 15 project management processes and methodologies

SKSGS17

Provide creative and strategic direction of work in the creative industries



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**Originating Organisation** Screen Skills (formerly Creative Skillset)

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**Original URN** SKSGC1

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**Relevant Occupations** AR/VR Technician; Arts, Media and Publishing; VFX Technician

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**Suite** Creative Media Generic Skills

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**Keywords** Design; Project; Creative; Strategic

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