
Overview

This standard is about obtaining, analysing, and interpreting the design brief and production information to identify the overall framework, requirements, and parameters for your work.

It is also about ensuring that the design brief has the appropriate style and impact.

This standard is for those working as an Art director or Standby Art director.

Performance criteria

You must be able to:

1. obtain and analyse information on requirements and parameters, including any special requirements, factors and opportunities which will impact upon the nature and function of the design
2. determine requirements for continuity
3. clarify and confirm visual style and intended impact with the decision makers
4. identify physical characteristics from design information and specifications
5. obtain specialist advice when problems are identified which are beyond your expertise
6. identify and assess existing design and technical solutions
7. evaluate design and technical solutions to determine their constraints and opportunities
8. develop a design philosophy and specification which meets the production requirements
9. check and confirm that the cost of resources required to realize the design meet budgetary requirements
10. confirm changes requested by decision makers and incorporate them into requirements
11. identify opportunities to use designs to enhance the creative and commercial success of the production

Knowledge and understanding

You need to know and understand:

1. the design brief and production requirements and how to obtain these
2. the objectives for the design and the artistic intentions
3. who the decision makers are and how to clarify requirements, visual style, and parameters with them
4. how to adapt requirements in the light of changes required by decision makers, and what action to take when request for change cannot be met
5. how the design can present opportunities for commercial success of the production
6. significant points for planning, realising, and budgeting and how these impact on the design process
7. sources of information on existing design and technical solutions
8. capabilities and limitations of available and projected design and technical solutions
9. how to evaluate existing design and technical solutions and potential conceptual solutions for relevance
10. the continuity requirements

SKSPD4

Agree requirements and parameters for design activity for productions



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