

## Overview

This standard is about helping a potential client achieve a realistic understanding of what can be achieved for their project within time, budget and technical feasibility. You will need to collaborate with clients to agree production plans, workflow, budget and schedules. It entails explaining to them what is possible, and it also involves anticipating the various ways in which the project can be developed.

This standard is for anyone in post production who liaises with clients on potential work.

Advise a potential client on a post production project

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## Performance criteria

*You must be able to:*

1. clarify your understanding of requests, enquiries or possible projects using information from reliable sources of expertise
2. identify what clients need to know about cost, time and technical requirements in order to progress projects
3. estimate what is available for post production using information from clients' overall budgets
4. identify possibilities in terms of technical feasibility, workflows, sustainability, costs and timings which are consistent with what clients wants to achieve
5. explain possibilities, implications and constraints to clients in positive ways
6. seek information from the relevant client-side stakeholders to determine requirements, preferences and the overall creative vision
7. find alternative solutions that meet clients' needs and that have features and benefits that will be attractive to them when requirements cannot be met
8. provide information to clients as required
9. maintain security and confidentiality of information in line with regulatory and organisational requirements and in compliance with contractual obligations

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## Knowledge and understanding

*You need to know and understand:*

1. the technical capabilities of the facility and the people available or required for example freelancers
2. viewing standards and current professional, national and international industry standards of delivery and best practice for the range of platforms and content
3. sources of expertise about possible projects and how to access them
4. how long different processes and workflows take and their costs
5. the overarching workflow and pipeline feeding into post production and delivery
6. the problems and risks associated with different kinds of projects
7. how to identify changes in production and post production workflow that could make savings in terms of cost and environmental impact
8. creative contributions and proposals for concepts, approach and methodology
9. who to consult for further information or guidance on different types of project and technical requirements
10. how to understand potential clients' needs beyond their initial request
11. how to identify if clients' expectations on delivery are achievable
12. how to determine the best processes to follow to produce the main delivery requirement
13. how to present answers to questions and proposals in ways that potential clients will understand
14. regulatory and organisational requirements, and contractual obligations for confidentiality, storage, back up and security of files and other materials

SKSPP2



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