

## Overview

This standard is about planning titles, credits, live action graphics and nameplates and placing them in the film. Production graphics may involve graphics superimposed on already shot material, graphics, animation or graphics superimposed on specially shot material and music or other sound.

Creating production graphics involves generating and pooling ideas and helping to realise the vision.

This standard is for anyone who is involved in the creation of production graphics.

## Performance criteria

### *You must be able to:*

1. obtain information on the schedule, workflow, budget and role of production graphics
2. agree on the techniques and methods to use with decision-makers
3. develop and propose styles of production graphics that match or enhance the genre, mood and production profile
4. develop ideas that tell the title story
5. agree the required look and feel with clients that takes account of their vision and ideas
6. select or design styles that are consistent with the required look
7. agree the selection of sequences from productions with relevant people when graphics are to be superimposed
8. commission film sequences or animation consistent with the style and role of titles and credits
9. adjust colour, image sharpness and other textural enhancements to fit the required look and feel using colour grading and other artists when needed
10. check and confirm production graphics are legible in both format and duration, and comply with statutory regulation
11. assess and evaluate audio and visual quality against expected artistic standards
12. maintain security and confidentiality of files and other materials in line with regulatory and organisational requirements

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## Knowledge and understanding

### *You need to know and understand:*

1. types of production graphics
2. techniques of superimposition
3. graphics techniques
4. typefaces and their impact
5. the sources of information about role of production graphics, workflow, budget and schedule and how to access them
6. how to collaborate and cooperate with clients in creative conversations
7. how to adjust colour, image sharpness and other textual enhancements, including digital diffusion and softening
8. the role of production graphics
9. how to interpret production graphics in graphical or visual terms
10. how to assess video and audio quality against expected artistic standards
11. viewing standards and professional, national and international industry standards of delivery and best practice for the range of platforms and content
12. regulatory and organisational requirements for confidentiality, storage, back up and security of files and other materials

SKSPP6

Create production graphics



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