

## Overview

This standard is about creating effects to help present, enhance or complete material. It involves a range of techniques, including improving 'the look' and visual appearance of material and remedying problems, building shots through the manipulation of two-dimensional (2D) images, and creating three-dimensional (3D) images that interact seamlessly with live footage.

It also includes manipulating objects or images to give them different characteristics of movement, scale or mass. In each case, it involves interpreting clients' ideas and finding effective ways to realise them.

This standard is for anyone who is involved with creating effects.

## Performance criteria

### *You must be able to:*

1. identify required effects, their purpose and design parameters
2. develop ideas to help tell the story visually or solve a visual problem that complies with filming and editing decisions
3. agree with clients how effects can highlight or enhance their material that take account of their vision and ideas
4. identify techniques to meet the clients' visions
5. agree the schedule and time to be spent on effects with relevant people
6. obtain footage suitable for creating effects
7. give feedback on footage that impacts on the success of effects to relevant people
8. share ideas with colleagues working on related effects, colour grading and audio using appropriate communication channels
9. create and incorporate effects that show material to viewers in line with clients' visions
10. check and confirm that the created effects leave material free of unwanted images or distortions
11. create effects that are consistent with any real or research references and match other effects or live action shots
12. assess the visual quality against agreed artistic or technical quality standards, repairing any visual problems within your remit
13. 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. sources of information on effects requirements including script, review of existing material and client requirements
2. how to collaborate and cooperate with clients in creative conversations
3. generation and use of paint, tracking, grading and compositing tools
4. use of plates and clean plates
5. generation and use of computer-generated imagery (CGI)
6. the techniques for repairs, retouching, rig removal, shot enhancement, stabilisation and other improvements in visual quality
7. operation of software for effects
8. how objects reflect, refract and absorb light in a range of conditions
9. the nature of footage that is amenable to creating 3D effects and how to advise on filming
10. manipulation of digital material to enable or enhance effects
11. how to communicate on technical matters with clients who do not have technical knowledge
12. costing and time estimation for effects work
13. viewing standards and professional, national and international industry standards of delivery and best practice for the range of platforms and content
14. choice and use of graphics and text
15. how to assess video quality against expected artistic and technical standards
16. regulatory and organisational requirements for confidentiality, storage, back up and security of files and other materials

SKSPP7

Create effects



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