SKSANIM5

Create storyboards, animatics or other preparatory visualisations

Overview

This Standard is about using visual storytelling to dramatise a narrative, plan shots and demonstrate action. This may be used to guide production or to present ideas when pitching. You may use a storyboard, layout, animatic or previsualisation to achieve this. You may be working from a brief or a script. You must clearly communicate shot composition, action, timings, transitions and camera moves, and any required sound or special effects. You must appreciate the need for visual and narrative continuity. This standard is for you if you create storyboards, animatics or other preparatory visualisations.

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Performance criteria

You must be able to:

1. create outputs that dramatise the brief or script in a way that will

    appeal to the intended audience

2. use appropriate drawing skills or computer software to

communicate the message or story visually

3. agree with relevant people what constitutes each sequence

4. plan the sequences, scenes, shots and action that are needed to

communicate the narrative

5. make sure your plans take into account shot composition, timings,

transitions, camera moves, sound track, scratch dialogue, music,

sound effects, special effects, pacing and rhythm

6. make sure that your visual story meets the proposed design

constraints, technical requirements, facilities and production

process for the production

7. adapt narratives to meet the different design, technical and

production requirements that are needed

8. ensure visual, narrative and performance continuity

9. liaise with the director and other colleagues at regular intervals to

facilitate the creative process and delivery of required outcomes

10. Take direction and be able to implement feedback quickly and

effectively

Knowledge and understanding

You need to know and understand:

You need to know and 1.

how to read a creative brief, usually provided by the director,

production designer or department head

2. the technical requirements of the production, such as screen ratio and frame rate

3. the intended production process including outsourcing

4. the facilities that are available for production

5. the target audience of the production

6. any budgetary or design constraints applying to the production

7. the expected format for visual storytelling

8. the relationship between visualisation and production design

9. film structure and conventions for editing and composition

10. the conventions for producing outputs that visually tell stories

11. the conventions of the production pipeline such as complying with shot naming protocols etc.

12. how to time action for performance and narrative

13. key character poses and expressions that effectively illustrate the brief or script

14. how to visualise a 2D board into a 3D environment

15. the influence that sound track and animation process have on each other

16. the necessary drawing skills for perspective and anatomy that are

required to follow an established design, which can range from rough to

very clean

17. how to use relevant computer software, if required, to follow an

    established design

18. how good, timely communication can contribute to productive

    working relationships

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