

## Overview

This standard is about successfully communicating the visualisation of the brief and its achievement to the production team and others, including the art department and contractors.

It is about ensuring that they are conversant with and fully understand the visualisation of the brief and their roles and responsibilities in achieving it.

It also involves ensuring that you discuss the impact of any changes outside of your control and how they can be addressed.

This standard is for those working as a Production designer, an Art director, an Assistant Art director and a Standby Art director.

## Performance criteria

### *You must be able to:*

1. present information about visualisation to the production team
2. use visual interpretations when required to aid others' understanding of the creative vision
3. use a full script breakdown, where a script is available, to provide further visualisation
4. check that people understand the agreed visualisation
5. discuss and agree the practicalities of the agreed visualisation and the type of materials, equipment, and locations that will be required
6. communicate the allocation requirements of materials and resources
7. communicate the production requirements of the visualisation using the most appropriate means
8. review suggested additions or amendments to the visualisation and present the change to the relevant people
9. inform production team of the impact and implications of any changes, issues or problems which may affect to the production schedule on the visualisation of the design
10. monitor changes to the production schedule and ensure relevant people report any problems or issues to you

## Knowledge and understanding

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

1. the importance of communicating with people in a timely manner so they can contribute information or adapt their working schedules
2. how to explain the agreed visualisation and its rationale
3. how to create visual representations to present a suitable interpretation
4. how to undertake a script breakdown
5. how to check that others understand visualisation
6. the practicalities of achieving the agreed visualisation
7. the allocation requirements of resources
8. the importance of having effective communication systems in place to ensure that the visualisation is clearly communicated to everyone involved
9. amendments or additions to the visualisation that may be suggested and whether they should be brought to the attention of others
10. the implications of changes to production schedules on the design

Plan and present the design visualisation

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**Originating Organisation** ScreenSkills

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**Relevant Occupations** Arts, Media and Publishing, Associate Professionals and Technical Occupations, Crafts, Creative Arts and Design, Design Associate Professionals, Media and Communication

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**Suite** Production Design

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