

Overview

This standard is about creating, maintaining, and modifying graphic elements, composing graphic sequences, and verifying and presenting graphic designs.

This includes identifying requirements from specifications, understanding the limitations of the design process related to graphic sequences and developing graphic elements aesthetically to meet the technical requirements of the production within given resources. It also includes consulting appropriate people at different stages; including discussing potential problems and negotiating alternative solutions where the required sequence is not feasible within the production limitations. Finally, it is about referencing and storing them in the appropriate manner.

Note: Graphic elements might include backgrounds, images, logos, objects.

This standard can be used in many contexts including drafting ideas and storyboarding.

Performance criteria

You must be able to:

1. identify the nature, style, content, and creative intention of the graphic elements from the design specification and supporting information
2. identify requirements and limitations of the design process related to graphic elements
3. develop graphic elements aesthetically to meet the production's style requirements within the limitations specified
4. match graphic elements to the technical requirements for production
5. handle, distribute and store graphic elements to maintain them to production quality and reference them for ease of retrieval
6. circulate work in progress and final graphic elements within agreed deadlines and budgets
7. select and combine graphic elements, images, and sound aesthetically in a way which is consistent with the production values and style requirements specified
8. match the graphic sequences to the technical requirements for production
9. suggest alternatives when the required graphic sequence is not feasible within all the parameters specified
10. check and confirm that the graphic designs meet the requirements of the original design brief and subsequent modifications
11. give decision makers opportunities to ask questions and seek clarification
12. acknowledge objections to proposed designs, or suggested variations to them
13. explain the implications of rejecting or changing design solutions

Knowledge and understanding

You need to know and understand:

1. design specifications and supporting information such as the nature, style, content, and creative intention of the graphic elements
2. requirements and limitations of the design process related to graphic elements
3. technical standards and requirements and how to match the creation of graphic elements to meet them
4. how to create graphic elements to achieve aesthetic effect, and factors which affect this
5. the importance of correct handling, storage and referencing
6. the importance of approvals and work in progress updates
7. when checks, clearances and approvals may be needed, and how to obtain them
8. the factors which influence the selection and combination of images, sound, graphic elements and the dynamics of the movement and what effect these have on aesthetic composition
9. the capabilities and limitations of equipment and expertise available
10. how to present and gain agreement on graphic design solutions

SKSPD9



Create graphics for productions

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