Animation Ireland
Competency Framework

Design
Department

Fís Éireann
Screen Ireland

ANIMATION IRELAND
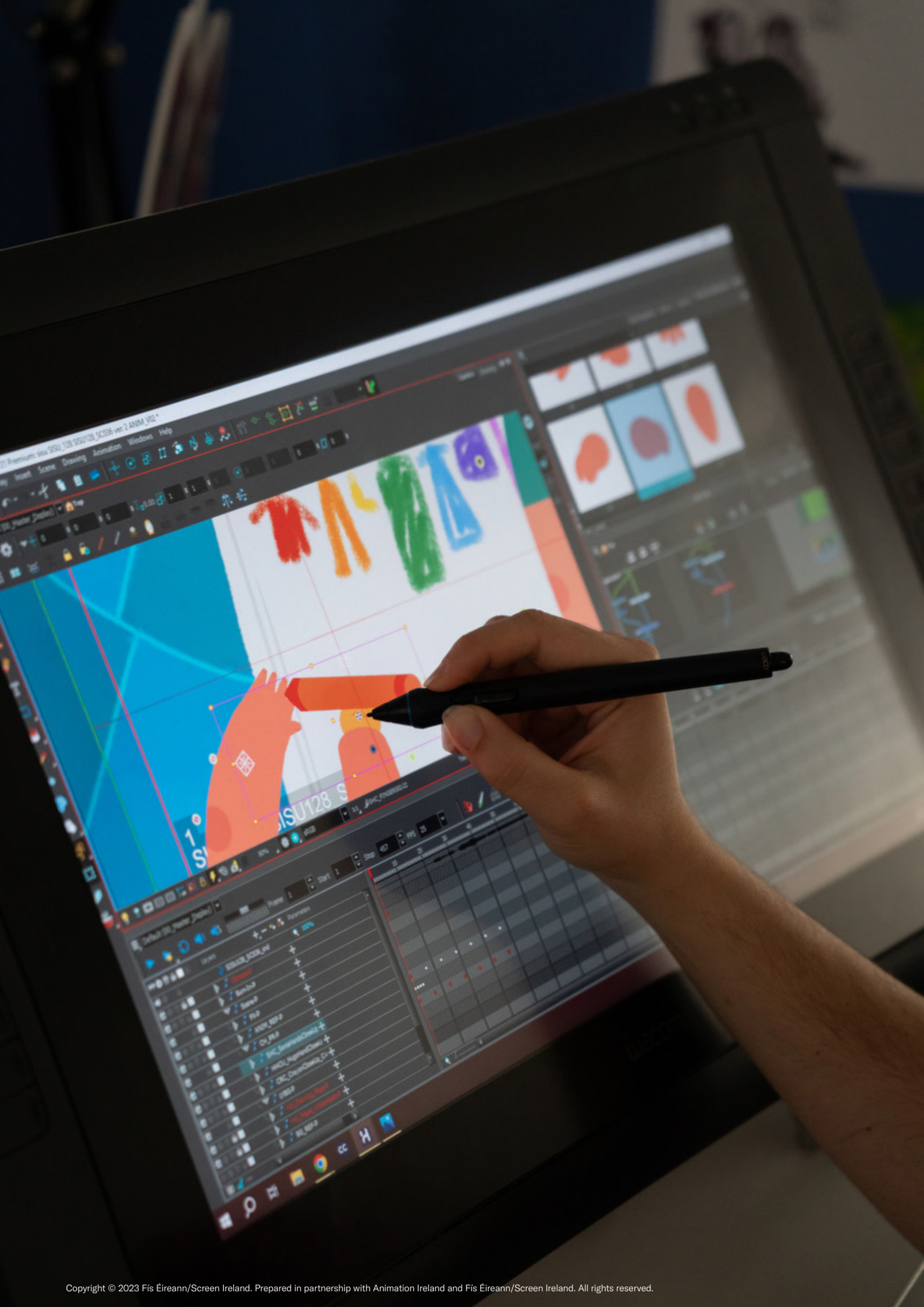
Design
Department

Roles

1. Head of Look Development
2. Art Director
3. Assistant Art Director
4. Scene Prep Artist
5. Layout Supervisor
6. Layout Artist
7. Design Artist
8. Character Artist
9. Background Artist
10. Concept Artist
11. Previs and Layout Artist
12. Look Development Artist (Look Dev)
13. Matte Painter
14. 2D Digital Painter
15. Location Design Artist

Head of Look Development

(May also be known as Look Development Lead)

Role overview:

A Head of Look Development ('Look Dev') or Look Development Lead is a specialised and highly technical role in animation production. The Head of Look Dev is responsible for overseeing the look development, lighting and rendering on a project. They work closely with art directors and directors to ensure the project's visuals adhere to the artistic direction provided. They are responsible for developing tools within the production pipeline to enable artists to quickly achieve the desired look for a scene or shot. They also help define look development best practices and ensure consistency across different departments. Additionally, they may be responsible for the training and mentoring of other members of the team.

Key tasks:

1. Leading assigned departments to achieve effective workflow and pipeline delivery within budget, scope, schedule and creative expectations

2. Collaborating with production management to achieve clarity of deliverables

3. Facilitating effective communication between senior creatives and management relating to assigned departments

4. Managing team development and sustainability

5. Driving innovation and staying up to date with industry trends

6. Building and maintaining collaborative relationships with stakeholders

Task statements

Task statement 1:

Leading assigned departments to achieve effective workflow and pipeline delivery within budget, scope, schedule and creative expectations

Associated activities

- ✔ Manages day-to-day creative operations and long-term strategic management of the Look Dev department
- ✔ Responsible for the technical leadership and delivery of every project within the department to budget, scope, schedule and creative expectations
- ✔ Supports the department supervisors in the effective and consistent implementation of the pipelines across CG shows (where applicable)
- ✔ Leads the department supervisors in the effective running of their departments
- ✔ Leads the development of the technical, artistic and creative capability of the departments
- ✔ Determines appropriate use of software for the departments. Makes recommendations for software tool design and deployment
- ✔ Helps to define look development best practices and ensure consistency across different departments
- ✔ Responsible for monitoring the final delivery of the department, ensuring technical specification and quality control standards are being met at a departmental level

Task statement 2:

Collaborating with production management to achieve clarity of deliverables

Associated activities

- ✔ Liaises with the production team to ensure deadlines and schedules are met

Task statement 3:

Collaborating with production management to achieve clarity of deliverables

Associated activities

- ✔ Works with creative directors to meet the creative and artistic brief with regard to look development
- ✔ Works with concept artists and creative directors early in the design process
- ✔ Works closely with the CG department/FX teams, helping to ensure the project goals are being planned for at a department level

DESIGN DEPARTMENT

Task statement 4:

Managing team development and sustainability

Associated activities

- ✓ Oversees mentorship and training plans
- ✓ First point of contact for all line management needs within the department, helping to appraise, coach and develop all department members

Task statement 5:

Driving innovation and staying up to date with industry trends

Associated activities

- ✓ Keeps up to date with the latest advancements and techniques in look development, lighting, and rendering
- ✓ Explores and implements new technologies, tools, and workflows to enhance the visual quality and efficiency of the production
- ✓ Collaborates with research and development teams to identify and integrate new software or techniques into the production pipeline
- ✓ Participates in industry conferences, workshops, and events to expand knowledge and network with other professionals in the field
- ✓ Provides guidance and recommendations on incorporating emerging trends and techniques into the project's visual development

Task statement 6:

Building and maintaining collaborative relationships with stakeholders

Associated activities

- ✓ Works closely with the art director, director, and other creative leads to ensure the project's visual style and artistic vision are achieved
- ✓ Collaborates with other department heads and supervisors to ensure seamless integration and consistency of look development across different areas of the production
- ✓ Participates in production meetings and provides updates on the progress, challenges, and needs of the look development department
- ✓ Communicates effectively with production management, providing clear and concise information on deliverables, timelines, and resource requirements
- ✓ Collaborates with external vendors or partners as needed, ensuring effective communication and coordination of look development aspects
- ✓ Facilitates open and constructive communication within the look development team, fostering a collaborative and creative work environment

Competencies applicable to Head of Look Development

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Art Director

Role overview:

An Art Director is responsible for overseeing the entire artistic vision of a project, from conceptualising the stories, characters, backgrounds and other visuals to leading a team of animators to bring the vision to life. The Art Director sets the overall aesthetic style of the project by working with concept artists, storyboard designers, background designers and others. The Art Director monitors the progress of the project, making sure that deadlines and budgets are met, and ensures the quality of the final product. Art Directors work with producers and clients to ensure that the project meets their standards and expectations. The Art Director will create a look development bible for the entire production.

Key tasks:

1. Developing the overall visual style and aesthetic for the project

2. Directing and managing animation and design teams

3. Determining how to apply the technical requirements to projects

4. Collaborating with other departments to ensure the desired aesthetic is achieved

5. Overseeing the overall quality of the project

6. Providing creative direction and guidance to the team

Task statements

Task statement 1:

Developing the overall visual style and aesthetic for the project

Associated activities

- ✓ Conducts research on other similar visual styles for inspiration
- ✓ Outlines a palette and colour scheme
- ✓ Creates basic character designs and establishes visual dynamics
- ✓ Develops a variety of environmental settings for the project
- ✓ Sketches and creates digital artwork for the characters and environments
- ✓ Investigates different types of animation and motion techniques
- ✓ Gathers feedback and refines project visuals accordingly

Task statement 2:

Directing and managing animation and design teams

Associated activities

- ✓ Supervises daily tasks of team members and provides feedback
- ✓ Ensures team members are fully aware of, and aligning with, the project's milestones, key dates and deadlines
- ✓ Reviews storyboards, concepts and visuals and provide constructive feedback

Task statement 3:

Determining how to apply the technical requirements to projects

Associated activities

- ✓ Collaborates with editors, animators and technical directors to ensure technical accuracy
- ✓ Evaluates and minimises any technical risks
- ✓ Defines and manages asset storage and project workflow processes
- ✓ Monitors changes in technology

Task statement 4:

Collaborating with other departments to ensure the desired aesthetic is achieved

Associated activities

- ✓ Coordinates with stakeholders to plan aesthetic elements of the production

Task statement 4:

- ✓ Oversees concept art, design and colour story for the production
- ✓ Attends colour calibration, lighting and technical meetings with the wider team
- ✓ Makes recommendations for design, background and layout improvements
- ✓ Evaluates and adjusts design elements based on feedback from other departments
- ✓ Creates and maintains libraries of approved designs
- ✓ Works with compositors to ensure the desired aesthetic is compatible with the production pipeline
- ✓ Assists with final image adjustments necessary to achieve desired results

Task statement 5:

Overseeing the overall quality of the project

Associated activities

- ✓ Communicates with production staff to ensure quality is maintained
- ✓ Reviews animation designs for accuracy and consistency
- ✓ Ensures the visual elements meet the project needs and client expectations
- ✓ Establishes a consistent visual style across all materials associated with the project
- ✓ Creates and revises conceptual artwork to be used as a reference for the animation
- ✓ Liaises with other departments, such as sound and editorial, to ensure all elements work together in a cohesive way
- ✓ Participates in creative discussions and giving creative notes on the project
- ✓ Approves drawings and storyboards to ensure they meet the director's vision
- ✓ Assesses artwork before it is submitted for approval to the client or studio

Task statement 6:

Providing creative direction and guidance to the team

Associated activities

- ✓ Conducts regular meetings with the animation and design teams to communicate the artistic vision, goals, and expectations for the project
- ✓ Provides clear and concise feedback to team members, guiding them on how to improve and align their work with the desired aesthetic
- ✓ Collaborates with storyboard artists, concept artists, and designers to ensure consistency in visual storytelling and style
- ✓ Encourages and inspires the team to explore creative solutions and push the boundaries of their artistic abilities
- ✓ Reviews and approves key creative decisions, such as character designs, background layouts, and colour palettes
- ✓ Works closely with the technical directors and animators to address technical limitations while maintaining the artistic integrity of the project
- ✓ Conducts regular quality checks to ensure that the project's visual elements adhere to the established artistic direction
- ✓ Provides mentorship and professional development opportunities to nurture the skills and growth of team members
- ✓ Actively participates in the artistic development of the project, providing insights, suggestions, and solutions to enhance the overall visual impact

Competencies applicable to Art Director

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Assistant Art Director

Role overview:

An Assistant Art Director works under the lead art director and helps with the organisation and design of all aspects of the animation. The Assistant Art Director monitors, reviews and adjusts the artwork of all team members to ensure consistency and creativity, as well as preparing final references and designs. They may also oversee production meetings and schedules, coordinate with external vendors, and source various resources. Assistant Art Directors are responsible for liaising with artists and producers, as well as mentoring more junior art staff.

Key tasks:

1. Collaborating with the production crew to determine project style, pacing, character design, props, etc

2. Managing and reviewing the work of background painters, character designers, storyboard artists, etc

3. Developing a colour script to ensure consistency in the overall look and feel of the project

4. Ensuring all assets are of the highest quality while meeting project and budget deadlines

5. Providing feedback and guidance to artists on the day-to-day production tasks

6. Assisting in the coordination and communication between departments

Task statements

Task statement 1:

Collaborating with the production crew to determine project style, pacing, character design, props etc

Associated activities

- Analyses notes from previous meetings and discussions about project style
- Works with the art team to create concept art and storyboards for approval
- Selects appropriate asset libraries and materials for the project
- Supervises and art directs the artists and animators while they create the visuals
- Establishes the overall colour palette and graphic design of the production
- Schedules regular review and feedback sessions to ensure the project is running according to plan
- Tests completed visuals against animation benchmarks and ensures accuracy of movement
- Troubleshoots creative problems during the production
- Creates detailed reports to document the project's progress and changes

Task statement 2:

Managing and reviewing the work of background painters, character designers, storyboard artists, etc

Associated activities

- Allocates work and resources to the artists
- Sets standards and deadlines for the completion of tasks
- Monitors the workflow and performance of the artists
- Provides feedback and direction on work
- Solves any artistic issues that arise
- Tracks progress on assigned tasks and reports to the art director
- Creates art boards and reference images to guide the artists
- Reviews the design and layout of assets according to the art director's specifications
- Maintains the production log and ensures that assets are properly organised in digital libraries

Task statement 3:

Developing a colour script to ensure consistency in the overall look and feel of the project

Associated activities

- Utilises the project's colour palette and integrates colours in the 2D/3D animation
- Tests colours and palettes during production to ensure consistency
- Adjusts balance of colours when needed
- Integrates lighting and effects to enhance the overall look and feel
- Collaborates with other departments to ensure the colours match throughout all aspects of the project

Task statements

Task statement 4:

Ensuring all assets are of the highest quality while meeting project and budget deadlines

Associated activities

- ✓ Conducts quality assurance reviews on all assets
- ✓ Researches new techniques and technologies for creating high-quality visuals
- ✓ Keeps records of all assets, production stages and deliverables

Task statement 5:

Providing feedback and guidance to artists on the day-to-day production tasks

Associated activities

- ✓ Evaluates artwork and identifies areas of improvement to suggest changes where necessary
- ✓ Briefs and guides artists to ensure that artwork properly reflects the desired vision
- ✓ Schedules regular check-ins with artists to discuss progress and provide feedback
- ✓ Encourages the use of software and tools to help improve productivity
- ✓ Provides clear communication and instructions to artists
- ✓ Resolves conflicts and disputes with artists

Task statement 6:

Assisting in the coordination and communication between departments

Associated activities

- ✓ Collaborates with the production coordinator and other department leads to ensure smooth communication and workflow between teams
- ✓ Facilitates the exchange of information and assets between the art department and other departments, such as animation, modelling, and lighting
- ✓ Attends production meetings and provides updates on the status of art-related tasks and deliverables
- ✓ Works closely with the production team to track and manage project schedules, milestones, and deadlines
- ✓ Assists in coordinating with external vendors or freelance artists for specific art-related tasks or projects
- ✓ Helps resolve any production-related issues or conflicts that may arise within the art department or between departments
- ✓ Acts as a liaison between the art department and other stakeholders, such as directors, producers, and clients, to ensure their requirements and feedback are effectively communicated to the team

Competencies applicable to Assistant Art Director

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Scene Prep Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Scene Prep Artist

The 4 levels typically are:

1. Junior
2. Role

3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Scene Prep Artist is responsible for creating the assets needed to create an animation. This includes lighting, props, backgrounds, characters and environment. The Scene Prep Artist will also be responsible for integrating any motion graphics or special effects into the animation and making sure the environment is consistent between different shots or angles.

Key tasks:

1. Creating the assets needed to create an animation

2. Integrating any motion graphics or special effects into the animation

3. Working closely with the production manager, the production coordinator and the team leads to ensure an efficient and fast flow of information across the production departments

4. Creating and maintaining technical documentation and guidelines for scene preparation

5. Collaborating with the art director and concept artists to translate concept art into production-ready assets be created and shared

6. Collaborating with the lighting and rendering team to ensure proper lighting and rendering setup for scenes

Task statements

Task statement 1:

Creating the assets needed to create an animation

Associated activities

- ✓ Completes the scene breakdown per episode
- ✓ Sets up scene templates and adjusts the necessary settings to identify each individual scene by number, length, render settings and other identifying qualities
- ✓ Imports assets to the scene such as animatic, character rigs, background layers and props
- ✓ Confirms that all elements required in the scene are present and accounted for
- ✓ Makes any necessary adjustments to scene elements to prepare them for key animation
- ✓ Checks the scene lengths to the animatic and the tracking sheet
- ✓ Sets up the production scene files
- ✓ Ensures work files and folders are organised efficiently

Task statement 2:

Integrating any motion graphics or special effects into the animation

Associated activities

- ✓ Collaborates with the motion graphics or special effects team to understand the requirements for integrating their work into the animation
- ✓ Receives the motion graphics or special effects assets and prepares them for integration
- ✓ Determines the timing and placement of the motion graphics or special effects within the animation
- ✓ Adjusts the animation elements and timing to synchronize with the motion graphics or special effects
- ✓ Tests the integration to ensure it meets the desired visual and technical standards
- ✓ Collaborates with the team to address any issues or adjustments needed for seamless integration

Task statement 3:

Working closely with the production manager, the production coordinator and the team leads to ensure an efficient and fast flow of information across the production departments

Associated activities

- ✓ Works collaboratively with a team to ensure all production requirements are met
- ✓ Takes notes and keeps track of progress and status to report to the production teams
- ✓ Ensures that targets and deliveries are met as set out by the production manager and production team

Task statements

Task statement 4:

Creating and maintaining technical documentation and guidelines for scene preparation

Associated activities

- ✓ Develops and maintains comprehensive documentation outlining the technical specifications and requirements for scene preparation, including naming conventions, file formats, and organisation structures
- ✓ Creates guidelines and best practices for asset creation, ensuring consistency and efficiency in the workflow
- ✓ Collaborates with the technical team to address any technical challenges or limitations related to scene preparation
- ✓ Conducts training sessions or workshops to educate artists and animators on the proper procedures and standards for scene preparation
- ✓ Regularly updates the documentation to incorporate any changes or improvements in the production pipeline

Task statement 5:

Collaborating with the art director and concept artists to translate concept art into production-ready assets

Associated activities

- ✓ Works closely with the art director and concept artists to understand the artistic vision and style of the animation
- ✓ Translates concept art into 3D models, textures, and other assets, ensuring fidelity to the original designs
- ✓ Collaborates with the concept artists to address any technical limitations or modifications required for the production process
- ✓ Provides feedback and suggestions to the concept artists on the feasibility and functionality of the designs for animation purposes
- ✓ Iterates on the assets based on feedback from the art director, concept artists, and other team members to achieve the desired visual quality

Task statement 6:

Managing team development and sustainability

Associated activities

- ✓ Works closely with the lighting and rendering team to understand the lighting requirements for each scene
- ✓ Sets up and adjusts the lighting rigs, including light sources, shadows, and reflections, to achieve the desired mood and atmosphere
- ✓ Collaborates with the lighting team to address any technical issues or limitations related to scene setup and rendering
- ✓ Tests the lighting setup and renders for each scene to ensure proper integration with the assets and overall visual consistency
- ✓ Provides support and assistance to the lighting team in troubleshooting any issues related to scene preparation and rendering

Competencies applicable to Scene Prep Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Layout Supervisor

Role overview:

A Layout Supervisor is responsible for overseeing all layout work from initial concept through post-production and delivery. This includes managing and coordinating the work of the layout artists, ensuring design and style guidelines are met, assisting with pre-production, production and post-production planning, providing feedback and direction to the layout team, attending regular review sessions with the director and producer, ensuring deadlines are met and troubleshooting any technical issues. The Layout Supervisor will also be responsible for mentoring and training more junior team members in the layout department.

Key tasks:

1. Overseeing and managing all layout work from initial concept through post-production and delivery

2. Collaborating with the production and CG/FX teams

3. Managing team development and sustainability

4. Ensuring adherence to project schedules and milestones for the layout department

5. Providing feedback and direction to the layout team

6. Collaborating with the director and producer in regular review sessions

Task statements

Task statement 1:

Overseeing and managing all layout work from initial concept through post-production and delivery

Associated activities

- ✓ Manages and coordinates the work of the layout artists, ensuring design and style guidelines are met
- ✓ Produces high-quality 3D cameras, layout and blocking notes
- ✓ Conducts technical reviews for the in-house and overseas assets and layouts
- ✓ Reviews time log reports of the layout team
- ✓ Provides managed solutions to problems, including tool and artist development
- ✓ Proactively approaches problem-solving; creates the IT and pipeline tickets to address any technical problems for the department

Task statement 2:

Collaborating with the Production and CG/FX teams

Associated activities

- ✓ Contributes to CG Ops meetings for the projects in production
- ✓ Assists production in time bids and resourcing

Task statement 3:

Managing team development and sustainability

Associated activities

- ✓ Conducts regular one-on-ones with the layout artists and submits performance reviews
- ✓ Manages the department through support, training, collaboration and leadership
- ✓ Provides creative and technical leadership and support for the layout teams

Task statements

Task statement 4:

Ensuring adherence to project schedules and milestones for the layout department

Associated activities

- ✓ Collaborates with the production team to establish project schedules and milestones for the layout department
- ✓ Monitors the progress of layout work and tracks the adherence to the established schedules
- ✓ Identifies any potential delays or bottlenecks in the workflow and takes proactive measures to address them
- ✓ Communicates with the production team and stakeholders regarding the status of layout work and any necessary adjustments to the schedules
- ✓ Implements strategies to optimize efficiency and productivity within the layout department to meet project deadlines

Task statement 5:

Providing feedback and direction to the layout team

Associated activities

- ✓ Conducts regular reviews and feedback sessions with the layout artists to ensure the quality and consistency of their work
- ✓ Provides clear and constructive feedback on composition, camera angles, blocking, and overall visual storytelling
- ✓ Collaborates with the layout artists to address any artistic or technical challenges and find appropriate solutions
- ✓ Offers guidance and direction in achieving the desired visual style and storytelling objectives of the project
- ✓ Mentors and trains junior team members, providing guidance on layout techniques, industry standards, and best practices

Task statement 6:

Collaborating with the director and producer in regular review sessions

Associated activities

- ✓ Attends review sessions with the director and producer to present and discuss layout work
- ✓ Actively participates in creative discussions and provides insights and suggestions to enhance the storytelling and visual aspects of the project
- ✓ Implements the feedback and direction received from the director and producer into the layout work
- ✓ Ensures that the layout aligns with the director's vision and the overall creative goals of the project
- ✓ Collaborates with the director and producer to find creative solutions to any storytelling or technical challenges identified during the review sessions

Competencies applicable to Layout Supervisor

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Layout Artist

This role can operate at different levels and may be named with the level in the title, e.g. Junior Layout Artist

The 4 levels typically are:

1. Junior
2. Role

3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Layout Artist brings characters and scenes to life on screen through the placement and movement of the animation elements. The Layout Artist is responsible for the layout of the characters and sets to create a storyboard for the animation, either through the use of models or computer-generated images. The Layout Artist needs a great eye for detail and must have a strong sense of composition and perspective. They must be able to work in a team and independently, creating backgrounds, establishing shot timing and maintaining continuity.

Key tasks:

1. Establishing the staging and relative positions of characters, objects and backgrounds

2. Generating basic sketches to refer to throughout the animation process

3. Supporting the animation department by creating camera moves and dynamic camera angles

4. Creating action and camera blocking based on the director's concepts

5. Collaborating with the modelling and rigging teams to ensure technical feasibility

6. Maintaining continuity and consistency across scenes and sequences

Task statements

Task statement 1:

Establishing the staging and relative positions of characters, objects and backgrounds

Associated activities

- Studies the storyboard drawings to understand the action and dialogue taking place in the scene
- Analyses the specific camera angles, lighting and composition used in each shot
- Uses software to create simple backgrounds, objects and characters
- Places characters and objects in the scene in order to create perspective and to satisfy the action taking place in the storyboard drawing
- Checks the continuity of the staging between scenes and corrects any discrepancies
- Modifies and readjusts the staging and position of objects and backgrounds in order to match the director's vision

Task statement 2:

Generating basic sketches to refer to throughout the animation process

Associated activities

- Develops design specifications and instructions to be used during the layout process
- Creates concept sketches and ideas for layouts to be reviewed and approved by supervisor
- Uses the scripting and storyboard information to create simple sketches of characters, backgrounds and objects
- Creates environment shapes from preliminary designs
- Evaluates and refines sketches for clarity and accuracy
- Creates final, comprehensive, concise and highly detailed clean sketches for the production team

Task statement 3:

Managing team development and sustainability

Associated activities

- Researches different camera angles, movements and transitions from other projects to determine which may be relevant for current project
- Creates concept boards to explore different camera angles and movement options
- Draws and redraws shots to ensure the most effective coverage

Task statement 4:

Creating action and camera blocking based on the director's concepts

Associated activities

- Takes storyboard visuals and translates them into 3D layouts
- Breaks key poses into drawings that will become part of the animation process

Task statements

Task statement 4:

✓   Investigates existing assets and determines the best solution for camera blocking requirement

✓   Works with the director to identify the best poses, camera angles, and framing while developing the movement of characters, props and camera

✓   Implements action, entrances and exits of characters and blocking dialogue

✓   Prepares the layout for animation, including sizing information and adjustments for camera movements

Task statement 5:

Collaborating with the modelling and rigging teams to ensure technical feasibility
Associated activities

✓   Communicates with the modelling team to understand the technical limitations and requirements of the character and set models

✓   Collaborates with the rigging team to ensure that the characters' rigs are suitable for the intended movements and actions in the layout

✓   Provides feedback and suggestions to the modelling and rigging teams regarding any necessary adjustments or enhancements to improve the functionality and performance of the models and rigs

✓   Works closely with the modelling and rigging teams to address any technical challenges or issues that arise during the layout process

✓   Ensures that the layout aligns with the technical specifications and capabilities of the models and rigs, optimizing the workflow and maintaining a smooth production pipeline

Task statement 6:

Maintaining continuity and consistency across scenes and sequences
Associated activities

✓   Reviews the previous and upcoming scenes to understand the narrative flow and continuity requirements

✓   Ensures that the character positions, props, and set layouts are consistent and coherent throughout the animation

✓   Collaborates with the animation and lighting teams to maintain visual consistency and smooth transitions between shots

✓   Coordinates with other layout artists and departments to address any continuity issues or discrepancies, resolving them in a timely manner

✓   Updates and revises the layout as needed to maintain continuity, taking into account feedback from the director and production team

✓   Documents and communicates any changes or updates to the relevant team members to ensure a unified and cohesive look and feel in the final animation

Competencies applicable to Layout Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Design Artist

This role can operate at different levels and may be named with the level in the title, e.g. Junior Design Artist.

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Design Artist develops artwork that communicates a story and character. This may include modelling, texturing, and rigging characters, environments and props, designing modular assets, creating lighting and special effects, creating storyboards, producing story concepts, developing colour keys and backgrounds and designing concept art. The Design Artist works closely with directors and layout artists in the development of pre-production assets. They may also participate in post-production activities such as creating design and layout for special effects.

Key tasks:

1. Creating artwork that communicates the creative vision of the director and art director, in line with the workflow and pipeline needs and to a consistent style and to the quality level required

2. Collaborating with directors and art directors to develop pre-production assets

3. Creating modular assets and developing design concepts

4. Producing colour keys and backgrounds

5. Participating in post-production activities and creating designs for special effects

6. Collaborating with the animation team to ensure the translation of designs into animated characters and asset

Task statements

Task statement 1:

Creating artwork that communicates the creative vision of the director and art director, in line with the workflow and pipeline needs and to a consistent style and to the quality level required

Associated activities

- ✓ Creates 2D designs for different types of assets (characters, props, sets, FX) depending on skill set
- ✓ Creates texture and colour callouts for different types of assets (characters, props, sets, FX) depending on skill set
- ✓ Collaborates with the production and CG teams in order to meet demands of the pipeline
- ✓ Proactively problem-solves; creates the IT and pipeline tickets to address any technical problems for the department

Task statement 2:

Collaborating with directors and art directors to develop pre-production assets

Associated activities

- ✓ Participates in meetings and discussions with directors and art directors to understand their creative vision and requirements
- ✓ Translates verbal or written descriptions into visual representations, creating concept art, storyboards, or other pre-production assets
- ✓ Incorporates feedback from directors and art directors to refine and iterate on the designs until they align with the desired vision
- ✓ Collaborates with other design artists and departments to ensure consistency and coherence across the project's visual style and assets
- ✓ Presents and communicates design concepts and ideas to the creative team, incorporating their feedback into the final designs

Task statement 3:

Creating modular assets and developing design concepts

Associated activities

- ✓ Designs and creates modular assets that can be reused and assembled in different combinations to enhance efficiency and flexibility in the production process
- ✓ Develops design concepts for characters, environments, and props that align with the project's artistic direction and storytelling requirements
- ✓ Collaborates with the modelling and rigging teams to ensure the technical feasibility and compatibility of the designed assets
- ✓ Provides detailed documentation and guidelines for the implementation and utilisation of modular assets and design concepts by other team members
- ✓ Iterates on the designs based on feedback and review sessions, making necessary adjustments to achieve the desired artistic and technical outcomes

DESIGN DEPARTMENT

Task statements

Task statement 4:

Creating characters based on project art and technical specifications

Associated activities

- ✓ Creates colour keys that establish the mood, lighting, and overall colour palette for the project, helping to define the visual style and atmosphere of the scenes
- ✓ Develops detailed backgrounds and environments that complement and enhance the storytelling and character interactions
- ✓ Collaborates with the lighting and special effects teams to ensure the integration of colours and atmospheres across the project's visuals
- ✓ Incorporates feedback from the director and art director to refine and adjust the colour keys and backgrounds as needed
- ✓ Works closely with other design artists and layout artists to maintain consistency and continuity in the colour schemes and backgrounds throughout the animation

Task statement 5:

Collaborating with technical and other character artists and art directors to implement a developing character pipeline

Associated activities

- ✓ Collaborates with the post-production team to understand the requirements and vision for special effects design
- ✓ Creates designs and concepts for special effects, such as explosions, particle effects, or magical elements, aligning them with the project's style and narrative
- ✓ Works closely with the layout artists and animation team to integrate the special effects designs seamlessly into the scenes
- ✓ Collaborates with the compositing team to ensure the effective integration and enhancement of the special effects in the final rendered frames
- ✓ Iterates on the designs based on feedback and review sessions, making necessary adjustments to achieve the desired visual impact and storytelling effect

Task statements

Task statement 6:

Participating in post-production activities and creating designs for special effects

Associated activities

- ✓ Works closely with the animation team to provide them with clear and detailed design reference materials for characters, props, and environments
- ✓ Collaborates with animators to ensure that the designed characters and assets can be effectively rigged and animated while maintaining their visual integrity
- ✓ Provides guidance and support to the animation team during the animation process, addressing any design-related questions or challenges that arise
- ✓ Reviews and provides feedback on the animated sequences to ensure that the designs are faithfully translated into motion and performance
- ✓ Iterates on the designs based on feedback from the animation team, making necessary adjustments to improve their functionality and expressiveness in animation
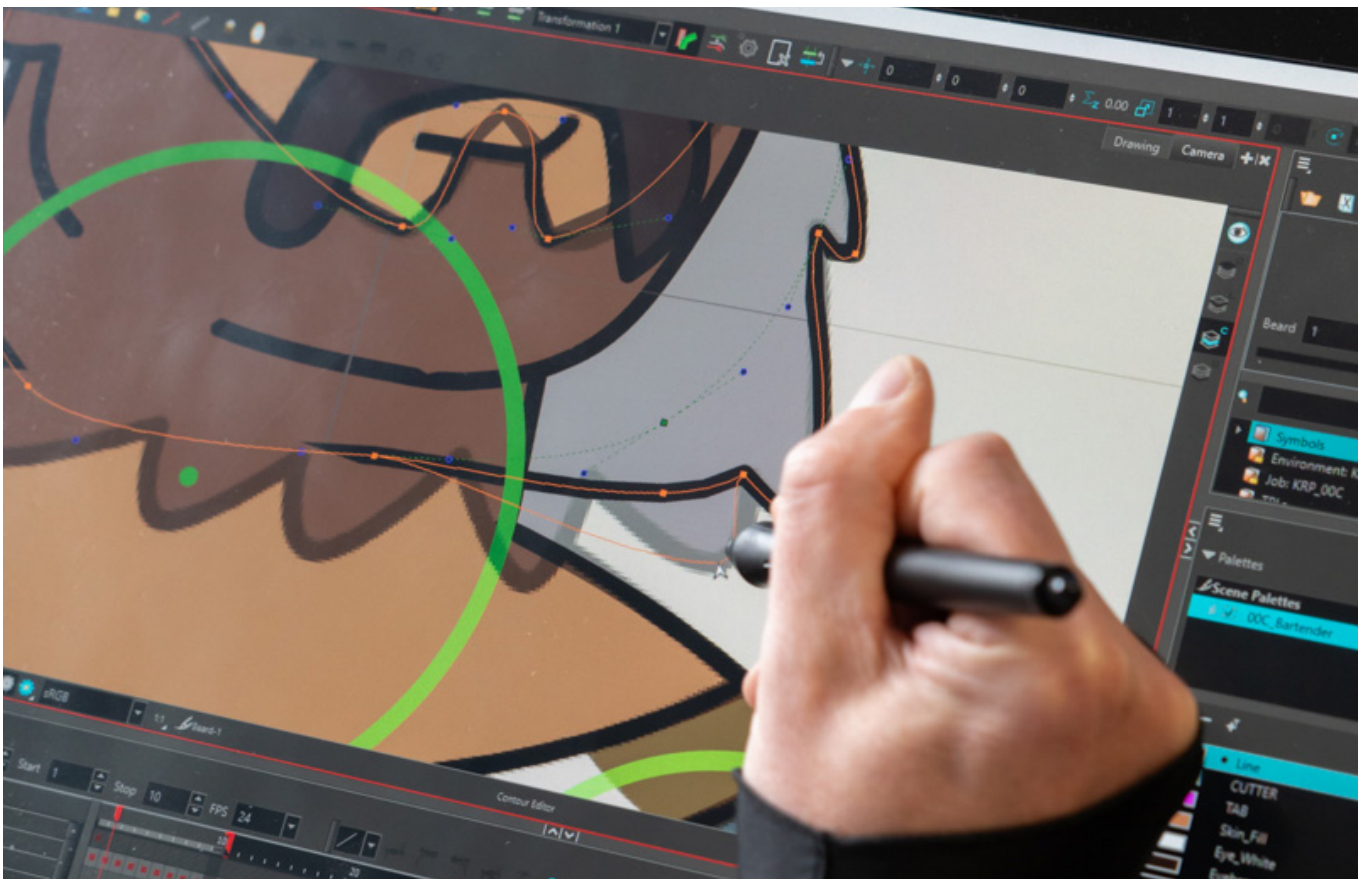
Competencies applicable to Design Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Character Artist

This role can operate at different levels and may be named with the level in the title e.g. Senior Character Artist

The 4 levels typically are:

1.	Junior		**3.**	Senior
2.	Role		**4.**	Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Character Artist creates characters for use in animation projects. This role typically involves designing and building the 3D models and textures of characters, as well as rigging, animation and scene integration. Character Artists also work in areas such as digital sculpting, UV mapping, skinning, facial rigging and lip synchronisation. They collaborate with other artists, developers and directors to ensure characters look and feel authentic to the project, taking into account artistic direction, technical requirements and animation principles. Character Artists must have a strong understanding of anatomy and anatomy-based art, as well as the ability to use 2D and 3D software packages.

Key tasks:

1. Creating characters based on project art and technical specifications

2. Collaborating with technical and other character artists and art directors to implement a developing character pipeline

3. Creating and implementing character rigs for animation

4. Collaborating with the texturing and shading team to create high-quality character materials and textures

5. Collaborating with the animation team to ensure the successful integration and performance of characters in animated sequences

6. Maintaining and organising a library of character assets and documentation

DESIGN DEPARTMENT

Task statements

Task statement 1:

Creating characters based on project art and technical specifications

Associated activities

- ✓ Conceptualises characters, showing action, anatomy, and costumes from different perspectives that define and actualize them
- ✓ Works from the script or storyline to turn descriptions into images, to give form to personality and characteristics
- ✓ Creates digital character sculpts
- ✓ Creates stylized digital maquettes
- ✓ Creates blend shape sets that are appealing and support rigging and animation
- ✓ Creates 'model sheets' which show the character from different angles technical/workflow bottlenecks within the project's character schedule once a design has been approved
- ✓ Retopologises character assets and modelling assembly assets

Task statement 2:

Collaborating with technical and other character artists and art directors to implement a developing character pipeline

Associated activities

- ✓ Collaborates with art directors and other concept artists to create a visual consistency with other characters, and overall look of the animation
- ✓ Ensures characters look and feel authentic to the project, taking into account technical requirements and animation principles
- ✓ Works with storyboard artists on how to incorporate the concept art into scenes and sequences
- ✓ Revises artwork according to feedback and teamwork
- ✓ Provides regular updates to the production team
- ✓ Creates 'model sheets' which show the character from different angles technical/workflow bottlenecks within the project's character schedule once a design has been approved

Task statement 3:

Creating and implementing character rigs for animation

Associated activities

- ✓ Builds character rigs that enable animators to articulate and control the movement of characters
- ✓ Collaborates with animators to understand their needs and preferences for rigging controls and functionalities

Task statements

Task statement 3:

✓ Sets up the rigging hierarchy, skeleton structure, and deformations of characters

✓ Implements advanced rigging features such as facial rigging, muscle systems, and cloth simulations

✓ Conducts tests and iterations to ensure the rigging is optimal for animation and achieves the desired character performance

✓ Collaborates with technical artists and developers to address any rigging-related technical issues or limitations

Task statement 4:

Collaborating with the texturing and shading team to create high-quality character materials and textures
Associated activities

✓ Works closely with the texturing and shading team to define the look and feel of characters through materials and textures Provides input and guidance on the surface qualities, colours, and visual details of characters

✓ Creates high-resolution texture maps and ensures their seamless integration onto character models

✓ Collaborates with the shading team to develop and refine character shaders for accurate representation in different lighting conditions

✓ Conducts quality checks and revisions to ensure the consistency and accuracy of character textures across various shots and scenes

✓ Participates in the development and implementation of efficient texturing workflows and techniques

Task statement 5:

Collaborating with the animation team to ensure the successful integration and performance of characters in animated sequences
Associated activities

✓ Works closely with animators to understand the character's movement requirements and limitations

✓ Provides guidance and support to animators in achieving the desired character performances and expressions

✓ Makes adjustments to character rigs or meshes as needed to enhance their flexibility and deformations during animation

✓ Collaborates with the animation team to resolve any technical issues or challenges related to character integration and performance

✓ Reviews and provides feedback on the animated sequences to ensure that characters are visually consistent and maintain their integrity

✓ Iterates on character assets based on feedback from the animation team to improve their functionality and aesthetics in motion

Task statements

Task statement 6:

Maintaining and organising a library of character assets and documentation

Associated activities

- ✓ Organizes and manages a comprehensive library of character assets, including models, textures, rigging setups, and related files
- ✓ Implements an efficient file naming and folder structure system for easy access and retrieval of character assets
- ✓ Collaborates with the production and pipeline teams to ensure proper integration of character assets into the overall asset management system
- ✓ Conducts regular quality checks on character assets to ensure they meet technical and artistic standards
- ✓ Documents and communicates technical specifications, guidelines, and best practices related to character creation and asset management
- ✓ Provides support and assistance to other team members in accessing and utilising character assets effectively
- ✓ Maintains awareness of industry trends and advancements in character asset organisation and implements relevant improvements to the workflow and pipeline

Competencies applicable to Character Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Background Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Background Artist

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Background Artist produces all levels of basic and complex background sequences consistent with the style of the project. The Background Artist will also be responsible for establishing the particular colour palette, mood or style of a particular scene using traditional methods and digital tools to create the backgrounds.

Key tasks:

1. Creating all levels of background sequences consistent with the style of the project

2. Responsible for establishing the particular colour palette, mood or style of a particular scene

3. Collaborating with the other artists and the art director to ensure it is consistent with the style of the project

4. Refining and revising background designs based on feedback and artistic direction

5. Researching and gathering visual references for background design inspiration

6. Collaborating with the production team for efficient workflow and project management

Task statements

Task statement 1:

Creating all levels of background sequences consistent with the style of the show

Associated activities

✓ Liaises with the art director, editor or writers in order to establish an idea of what the desired background is going to be

✓ Ensures that all necessary materials are present (e.g. sketches, layouts, keys, props, character layout prior) to starting a scene

✓ Makes a list of all the backgrounds that need to be designed for the show

✓ Creates backgrounds based on approved storyboards

✓ Maintains the style and execution of the backgrounds as per the requirements of the production

✓ Ensures that everything lines up appropriately with the objects in the foreground

✓ Schedules the work, enabling to meet the deadlines, notifying the production manager as soon as possible if there are problems reaching deadlines

✓ Completes all tasks within the established budgets and deadlines

Task statement 2:

Responsible for establishing the particular colour palette, mood or style of a particular scene

Associated activities

✓ Interprets a design brief from a client or expands their own original idea

✓ Sets the tone and style of the work, giving life to an abstract idea

✓ Liaises with the producer and art director regarding the brief for the project

✓ Researches subjects, styles and genres

✓ Creates detailed key designs from a written brief

✓ Presents a series of drafts for approval

Task statement 3:

Collaborating with the other artists and the art director to ensure it is consistent with the style of the project

Associated activities

✓ Participates in team and department meetings

✓ Works with the background team to ensure that all backgrounds fit into the production as a whole and are in line with the director's vision

✓ Meets all project deadlines and milestones and follows the production schedule to create episodic builds on a weekly basis

✓ Provides a final clean version of the approved design

✓ Reviews the storyboards and animatics before production begins and relays any questions, suggestions or concerns to the production team, identifying and retrieving any elements that are reusable within the show being prepared

Task statements

Task statement 4:

Refining and revising background designs based on feedback and artistic direction

Associated activities

- ✓ Collaborates with the art director, director, and other artists to review and discuss feedback on initial background designs
- ✓ Incorporates feedback and adjustments to ensure the background designs align with the desired style and vision of the show
- ✓ Makes necessary revisions to composition, colour palette, lighting, and other elements to enhance the visual impact and storytelling of the backgrounds
- ✓ Maintains effective communication with the production team to address any design revisions or changes in a timely manner
- ✓ Adapts to evolving requirements and effectively manages multiple design iterations to meet project deadlines

Task statement 5:

Researching and gathering visual references for background design inspiration

Associated activities

- ✓ Conducts research on various visual references, including photographs, artwork, and other sources, to gather inspiration and ideas for background designs
- ✓ Analyses and identifies key elements such as architectural styles, lighting conditions, and natural environments that are relevant to the project's setting and mood
- ✓ Creates reference boards or mood boards to organise and present collected references for discussion with the art director and other team members
- ✓ Utilises collected references to inform the design process, incorporating specific details, textures, and visual cues into the background artwork
- ✓ Keeps up-to-date with industry trends, historical references, and artistic techniques to enhance the quality and creativity of background designs

Task statements

Task statement 6:

Collaborating with the production team for efficient workflow and project management

Associated activities

- ✓ Attends production meetings and collaborates with the production team to understand project goals, schedules, and requirements
- ✓ Coordinates with layout artists, character artists, and other team members to ensure seamless integration of backgrounds with characters and scenes
- ✓ Provides clear communication and updates on the progress of background designs, addressing any issues or concerns that may affect the overall production workflow
- ✓ Adheres to established file naming conventions, organisation systems, and technical specifications to facilitate efficient asset management and sharing within the production pipeline
- ✓ Collaborates with the art director and other artists to maintain consistency in style, colour palette, and overall visual cohesion throughout the show
- ✓ Supports the production team in meeting project deadlines and delivering high-quality background artwork on time

Competencies applicable to Background Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Concept Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Concept Artist

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Concept Artist comes up with ideas for the look of the animation. This includes drawing the very first sketches. The artwork is then used as a reference point for animators and background and character designers further down the line.

Key tasks:

1. Developing the initial visual concepts from a script or creative brief

2. Collaborating with the director and others to realise the creative vision of a production

3. Creating visual mood boards and style guides to establish the artistic direction

4. Generating concept art and sketches for characters, environments, and props

5. Collaborating with other artists and departments to ensure visual coherence

6. Contributing to the development of the creative team and artistic techniques

Task statements

Task statement 1:

Developing the initial visual concepts from a script or creative brief

Associated activities

- ✓ Interprets a design brief from a client or expands their own original idea by illustrating the key characters and environments of a project
- ✓ Sets the tone and style of the work, giving life to an abstract idea
- ✓ Liaises with the producer and art director regarding the brief for the project
- ✓ Researches concept subjects, styles and genres
- ✓ Creates detailed key designs from a written brief
- ✓ Presents a series of drafts of the concepts for approval
- ✓ Produces work to tight time frames at the beginning of a project

Task statement 2:

Collaborating with the director and others to realise the creative vision of a production

Associated activities

- ✓ Participates in feedback meetings and notes changes
- ✓ Develops characters, environments, props, and designs based on feedback
- ✓ Manages project timelines and schedules and reports any issues to the supervisor

Task statement 3:

Creating visual mood boards and style guides to establish the artistic direction

Associated activities

- ✓ Collaborates with the director, art director, and other stakeholders to understand the creative vision and aesthetic requirements of the production
- ✓ Conducts research and gathers visual references to create mood boards that capture the desired mood, atmosphere, and the visual style of the animation
- ✓ Explores different art styles, colour palettes, and design elements to establish the overall look and feel of the project
- ✓ Presents and discusses mood boards with the creative team, incorporating their feedback and refining the artistic direction
- ✓ Develops style guides that document key visual elements, such as character designs, colour schemes, and artistic techniques to ensure consistency throughout the production

Task statements

Task statement 4:

Generating concept art and sketches for characters, environments, and props
Associated activities

- ✔ Translates written descriptions or scripts into visual concepts by creating sketches, drawings, and digital artwork
- ✔ Develops character designs, exploring different poses, expressions, and costume variations to capture their personality and visual appeal
- ✔ Creates environment concepts, depicting landscapes, architecture, or settings that enhance the storytelling and mood of the animation
- ✔ Designs props and objects that are integral to the narrative, considering their functionality, aesthetics, and role in the story
- ✔ Iterates on concept art based on feedback, making revisions and refinements to align with the creative direction and production requirements

Task statement 5:

Collaborating with other artists and departments to ensure visual coherence
Associated activities

- ✔ Works closely with character artists, background artists, and other departments to ensure visual coherence and consistency across the production
- ✔ Collaborates with the art director and layout artists to integrate concept art into the overall scene composition and staging
- ✔ Provides clear and effective communication to ensure that the concept art meets the technical requirements and limitations of the production pipeline
- ✔ Participates in production meetings and feedback sessions to discuss and address any design or visual challenges
- ✔ Adapts concept art based on input from animators, designers, and other stakeholders, maintaining a collaborative and iterative approach throughout the production process

Task statements

Task statement 6:

Contributing to the development of the creative team and artistic techniques

Associated activities

✓ Explores new artistic techniques, tools, and software to continually enhance and expand the creative capabilities of the team

✓ Shares knowledge and expertise with other artists, providing guidance and mentorship to junior concept artists, if applicable

✓ Collaborates with the art director and production team to identify opportunities for artistic growth and improvement within the production pipeline

✓ Stays updated with industry trends, emerging art styles, and technological advancements to bring fresh ideas and innovation to the concept art process

✓ Actively seeks feedback and constructive criticism to foster personal and professional growth as a concept artist

Competencies applicable to Concept Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Previs and Layout Artist

(See also: Layout Artist)

This role can operate at different levels and may be named with the level in the title, e.g. Senior Previs and Layout Artist

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Previs and Layout Artist works with the directors and designers to set up a preliminary set layout to define the scale and location of a scene to give guidance to storyboard artists and environment modellers. The Previs and Layout Artist also will work to create sequences of shots through camera, staging and rough blocking based on existing storyboards and the director's vision. The role's primary responsibility is to interpret 2D storyboards and plan and implement the cinematography of the 3D production from those storyboards.

Key tasks:

1. Building simple and clean previsualization geometries to create the foundations for animation

2. Collaborating with the directors and designers to plan out the scenes at a conceptual stage

3. Collaborating with other departments

4. Refining and iterating on previsualization sequences based on feedback and director's vision

5. Creating virtual cameras and blocking shots to visualize the scene's cinematography

6. Collaborating with other departments to coordinate technical and creative aspects

Task statements

Task statement 1:

Building simple and clean previsualization geometries to create the foundations for animation

Associated activities

- ✓ Creates simple, clean previs models that meet the story point requirements
- ✓ Produces previs key animation sequences with an emphasis on camera, staging, timing and functionality of a sequence
- ✓ Provides regular progress updates to production and department supervisor

Task statement 2:

Collaborating with the directors, and designers to plan out the scenes at a conceptual stage

Associated activities

- ✓ Works with the directors to set up a preliminary set layout to define the scale and location of a scene to give guidance to storyboard artists and environment modellers
- ✓ Reflects the director's vision by bringing the storyboard to life, allowing for any important changes to be made
- ✓ Works with the directors and others on the iterations of each shot/sequence
- ✓ Defines and interprets specific instructions from the directors and production
- ✓ Reviews camera work in blocking/layout passes delivered from the external studios and ensures that the outsource partners have clear direction
- ✓ Informs the supervisor of technical issues as they arise
- ✓ Provides creative solutions to aesthetic problems

Task statement 3:

Collaborating with other departments

Associated activities

- ✓ Anticipates bottlenecks and communicates in a timely fashion
- ✓ Is responsible for adhering to the production schedule
- ✓ Understands other department's processes

Task statements

Task statement 4:

Refining and iterating on previsualization sequences based on feedback and director's vision

Associated activities

- ✓ Collaborates closely with the directors, storyboard artists, and other stakeholders to understand the creative vision and objectives for each sequence
- ✓ Receives feedback on previsualisation sequences and incorporates changes and adjustments to align with the desired cinematic storytelling
- ✓ Iterates on camera angles, shot composition, staging, and timing to enhance the visual narrative and emotional impact of the scene
- ✓ Works iteratively with the directors to fine-tune the previs and achieve the desired mood, atmosphere, and pacing
- ✓ Maintains open and clear communication channels to ensure effective collaboration and iteration throughout the previous process

Task statement 5:

Creating virtual cameras and blocking shots to visualize the scene's cinematography

Associated activities

- ✓ Sets up virtual cameras within the 3D environment to capture the desired framing, movement, and composition of shots
- ✓ Establishes the camera positions, angles, lenses, and focal lengths to effectively convey the scene's narrative and visual intent
- ✓ Blocks out the rough movements and actions of characters and objects to define the staging and choreography of the scene
- ✓ Ensures continuity and coherence between shots by considering shot transitions, visual flow, and storytelling progression
- ✓ Collaborates with the animation and rigging teams to ensure the feasibility and technical viability of the planned camera movements and blocking

Task statements

Task statement 6:

Collaborating with other departments to coordinate technical and creative aspects
Associated activities

- ✓ Works closely with other departments, such as character animation, lighting, and environment modelling, to ensure alignment and integration of previs elements into the overall production pipeline
- ✓ Collaborates with the environment modelling team to provide guidance on the layout and scale of the scene based on the previs requirements
- ✓ Communicates with the lighting department to establish the desired mood, lighting conditions, and overall visual ambience of the scene
- ✓ Collaborates with the post-production team to provide necessary previs assets and camera information for subsequent stages of the production process
- ✓ Participates in regular production meetings and provides updates on the progress of previs work, addressing any technical or creative issues that may arise

Competencies applicable to Previs and Layout Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Look Development Artist (Look Dev)

This role can operate at different levels and may be named with the level in the title, e.g. Senior Look Dev Artist

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Look Dev Artist oversees the overall look of the initial artwork and concentrates on developing the aesthetics of the project in pre-production. In post-production, the Look Dev Artist creates the final finishes on the textures. A texture artist will provide the textures chosen for assets then the Look Dev Artist will add shading, special effects, contours, etc. The Look Dev Artist will also develop the differing conditions of a texture, for example, how it will react to elements such as water, light, wind, fire, etc. In terms of character design, they may work on skin textures such as goosebumps, heckles, burns, etc. Establishing visual style is an important responsibility of the Look Dev Artist. Some studios may only have a lighting TD role, and not a Look Dev one. In this case, the responsibilities of the Look Dev Artist would be covered by a lighting artist.

Key tasks:

1. Finalising the look of characters and props and suggesting nuances or changes to achieve the desired look for production

2. Creating textures and materials based on concepts and references

3. Creating shading networks for specific assets

4. Collaborating with other departments to ensure compliance and consistency in assets

5. Refining and optimizing shading networks for specific assets

6. Collaborating with other departments to ensure compliance and consistency in assets

DESIGN DEPARTMENT

Task statements

Task statement 1:

Finalising the look of characters and props and suggesting nuances or changes to achieve the desired look for production

Associated activities

✓ Oversees all elements such as layouts, environments, characters, objects, assets, etc., are in line with a uniform look. This involves setting the style, colour scheme, genre, and execution of the artwork

✓ Puts the finishing touches on textures to keep them in line with the aesthetics of the show

✓ Produces a variety of variations of designs and concepts for approval

✓ Executes the desired look of complex CG assets

Task statement 2:

Creating textures and materials based on concepts and references

Associated activities

✓ Creates mood boards, colour schemes, and lighting plans as references for animators and designers

✓ Ensures that textures are believable and work well on screen

✓ Creates UVs and texturing depending on the constraints of the shader and the looks

✓ Provides rough preliminary composites of renders for review

✓ Applies texture maps, sets up scene templates, and defines standard render passes

✓ Adds displacement and/or procedural geometry to finalise the shapes before adding all of the colour, texture, and material properties through layers of masks and expressions

Task statement 3:

Creating shading networks for specific assets

Associated activities

✓ Writes and/or modifies custom shaders, defines standard render passes for a project

✓ Creates and maintains materials and shading networks, from simple materials using provided shading templates to custom hero materials and complex shading networks, with artist usability and user-interface support in mind

Task statements

Task statement 4:

Collaborating with other departments to ensure compliance and consistency in assets

Associated activities

- ✓ Works closely with appropriate leads and supervisors to establish the different looks, balancing the processes of texturing, lighting and rendering to ensure compliance and consistency in assets
- ✓ Participates as a team member in determining various design and technical solutions; provides feedback to other team members of the production
- ✓ Works with a team of artists in a hands-on capacity to ensure technically and artistically proper implementation of look developed assets
- ✓ Keeps other supervisors apprised of issues arising in pre-production and shot production and offers creative solutions to those issues

Task statement 5:

Refining and optimizing shading networks for specific assets

Associated activities

- ✓ Works with provided assets, such as characters, props, and environments, to create and fine-tune shading networks that define the appearance and surface properties of the assets
- ✓ Writes or modifies custom shaders to achieve desired visual effects, ensuring they are optimized for rendering efficiency and meet technical requirements
- ✓ Collaborates with other departments, such as modelling and lighting, to ensure the compatibility and consistency of shading networks across the production pipeline
- ✓ Conducts tests and renders to validate the quality and integrity of shading networks under different lighting conditions and viewing angles
- ✓ Collaborates with the rendering and technical teams to troubleshoot and resolve any issues related to shading and material performance

Task statements

Task statement 6:

Collaborating with other departments to ensure compliance and consistency in assets

Associated activities

✓ Works closely with supervisors, leads, and artists from different departments to establish and maintain a cohesive and unified look for the production

✓ Participates in discussions and meetings to ensure that the look development aligns with the creative vision and technical requirements of the project

✓ Collaborates with modelling and texture artists to ensure the seamless integration of textures, materials, and shaders into the final assets

✓ Provides guidance and support to other artists to ensure that their work adheres to the established look and meets the required standards

✓ Communicates effectively with other departments to address any issues or inconsistencies that may arise during the asset creation and integration process

✓ Offers creative solutions and suggestions to enhance the overall visual quality and consistency of the assets

Competencies applicable to Look Development Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Matte Painter

This role can operate at different levels and may be named with the level in the title, e.g. Senior Matte Painter

The 4 levels typically are:

1. Junior
2. Role
3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Matte Painter creates artwork that communicates the creative vision of the designated project's director and art director, in line with the workflow and pipeline needs and to a consistent style and to the quality level required. The Matte Painter creates establishing shots that help visualise the scene, paintings that convey mood, atmosphere and depth that support specific scenes from the story. They produce concept and matte paintings in conjunction with the director's vision.

Key tasks:

1. Creating matte paintings for the assigned production in the appropriate style

2. Producing concept and matte paintings in conjunction with the director's vision

3. Creating detailed and realistic matte paintings for specific scenes

4. Collaborating with the production and art departments

5. Creating visual effects and special elements through matte painting techniques

6. Maintaining artistic and technical proficiency

Task statements

Task statement 1:

Creating matte paintings for the assigned production in the appropriate style

Associated activities

- Collaborates with the layout department in order to determine the matte painting requirements and locations
- Creates painted environments and landscapes appropriate for the look of the project
- Creates establishing shots that help to visualise the scene
- Produces concept art that conveys the style, lighting and tone of assignment
- Does necessary research of the period, character, props and locations
- Works in partnership with the production coordinator to ensure that matte painting assets are on schedule
- Communicates across departments to ensure that all elements are up to date and in sync
- Attends scheduled meetings, interprets critical feedback and executes desired changes

Task statement 1:

Producing concept and matte paintings in conjunction with the director's vision

Associated activities

- Follows the director's direction to produce complex matte painted elements at a high standard, with a thorough understanding of perspective, lighting, and colour

Task statement 3:

Creating detailed and realistic matte paintings for specific scenes

Associated activities

- Collaborates with the director and art director to understand their vision and requirements for each scene that requires a matte painting
- Conducts research and gathers reference materials to inform the creation of accurate and visually appealing matte paintings
- Utilises digital painting techniques and tools to create detailed and realistic environments, landscapes, or backgrounds that seamlessly blend with live-action or CG elements
- Pays attention to composition, lighting, perspective, and colour to ensure the matte paintings integrate effectively into the visual storytelling of the production
- Iterates and revises the matte paintings based on feedback from the director, art director, and other relevant stakeholders
- Ensures that the matte paintings adhere to the established style and quality standards of the project

DESIGN DEPARTMENT

Task statements

Task statement 4:

Collaborating with the production and art departments

Associated activities

- Works closely with the layout department to understand the specific requirements and locations where matte paintings are needed
- Collaborates with the production coordinator to ensure that the matte painting tasks are scheduled and delivered on time
- Communicates and coordinates with other departments, such as modelling, texturing, and lighting, to ensure seamless integration of matte paintings into the overall production
- Attends meetings and reviews to discuss the progress of matte paintings, receive feedback, and incorporate desired changes
- Provides support and guidance to other artists or team members involved in the production, offering expertise in matte painting techniques and workflows
- Maintains effective communication and updates across departments to ensure alignment and synchronization of all elements

Task statement 5:

Creating visual effects and special elements through matte painting techniques

Associated activities

- Collaborates with the visual effects (VFX) team and compositors to create visual effects and special elements using matte painting techniques
- Utilises matte painting skills to add or enhance elements such as atmospheric effects (e.g., fog, smoke, dust), weather conditions (e.g., rain, snow), or magical and fantastical elements
- Integrates matte paintings seamlessly with live-action or CG footage to achieve a cohesive and visually striking final result
- Works closely with the VFX supervisor and compositors to ensure the matte painting elements align with the overall visual effects vision and the technical requirements of the shot or sequence
- Implements changes and iterations based on feedback and notes from the VFX team and compositors to achieve the desired look and effect
- Collaborates with other artists involved in the creation of visual effects, providing necessary matte painting assets and support to ensure the successful execution of VFX shots

Task statements

Task statement 6:

Collaborating with other departments to ensure compliance and consistency in assets

Associated activities

- Keeps up to date with the latest tools, techniques, and trends in matte painting and digital artistry
- Explores and experiments with new software, plugins, and workflows that can enhance the quality and efficiency of matte painting production
- Continuously improves skills in areas such as composition, lighting, perspective, and digital painting to deliver high-quality matte paintings
- Actively seeks feedback and constructive criticism to further develop artistic abilities and refine techniques
- Collaborates with other matte painters and artists within the studio, sharing knowledge and expertise to foster a creative and collaborative environment

Competencies applicable to Matte Painter

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

2D Digital Painter

This role can operate at different levels and may be named with the level in the title, e.g. Senior 2D Digital Painter

The 4 levels typically are:

1.	Junior	**3.**	Senior
2.	Role	**4.**	Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A 2D Digital Painter is responsible for creating and manipulating digital images and designs used in a project. This role involves creating sketches, layouts and concepts that are translated into finished images, incorporating colour schemes and lighting effects. The 2D Digital Painter must have a good understanding of composition, colour theory and anatomy to ensure their work accurately reflects the scripts and characters designed by the creative.

Key tasks:

1. Visualising ideas and concepts through traditional and digital painting techniques

2. Assisting with the design of colour palettes and styles

3. Preparing and making the necessary adjustments and fixes to background, character and other animation elements

4. Creating textures and patterns for characters, objects, and environments

5. Creating keyframe illustrations and storyboards

6. Collaborating with the animation and production teams

Task statements

Task statement 1:

Visualising ideas and concepts through traditional and digital painting techniques
Associated activities

- ✓ Makes sketches and illustrations to assess a character's composition and movement
- ✓ Draws with graphics tables or software tools to create artistic assets
- ✓ Examines reference material for accuracy and authenticity
- ✓ Works closely with directors and designers to create conceptual artwork from initial concepts
- ✓ Understands the techniques used in traditional painting and applies them to digital painting
- ✓ Enhances artwork with advanced software tools
- ✓ Extracts colour palettes and illustrates in various styles and colour tones
- ✓ Composes and executes background and foreground compositions
- ✓ Delivers finalised artwork in different formats and sizes
- ✓ Creates looks, paintings and designs to aid the animation team during production

Task statement 2:

Assisting with the design of colour palettes and styles
Associated activities

- ✓ Takes sketches and artwork created by design artists and produces colour palettes and styles to create a cohesive project
- ✓ Consults with designers and animators about the best colour palettes for a scene
- ✓ Organises colour palettes and styles into a library for easy accessibility by other artists
- ✓ Selects colours that best represent the story, mood, and atmosphere of animations
- ✓ Tests colour palettes to ensure they are complementary and aesthetically pleasing
- ✓ Makes revisions and adjustments to the colour palettes to fit the needs of a production
- ✓ Evaluates colour choices to ensure the most visually appealing palette is selected
- ✓ Explores creative solutions for colour palettes and visual styles that are both innovative and classic

Task statement 3:

Preparing and making the necessary adjustments and fixes to background, character and other animation elements
Associated activities

- ✓ Collaborates with other designers to review styles
- ✓ Incorporates lighting and colour adjustments

Task statements

Task statement 3:

✓ Scales and adjusts character movements and poses

✓ Utilises existing assets to create new animation elements

✓ Adjusts levels of shadows and highlights

✓ Enhances visual effects within the animation

Task statement 4:

Creating textures and patterns for characters, objects, and environments

Associated activities

✓ Develops and applies textures and patterns to enhance the visual appeal and realism of characters, objects, and environments

✓ Collaborates with the art director and character designers to create unique textures and patterns that align with the overall artistic vision of the project

✓ Utilises digital painting techniques to create surface details such as fabric textures, weathering, scratches, and other intricate elements

✓ Pays attention to lighting and shading to ensure the textures and patterns blend seamlessly with the overall artwork

✓ Makes adjustments and refinements based on feedback from the creative team to achieve the desired look and feel

Task statement 5:

Creating keyframe illustrations and storyboards

Associated activities

✓ Works closely with the director and storyboard artists to create keyframe illustrations and storyboards that effectively communicate the desired narrative and visual direction

✓ Translates script or scene descriptions into visual representations through sketches and digital painting techniques

✓ Considers composition, camera angles, and staging to effectively convey the mood, emotions, and storytelling elements of the scene

✓ Collaborates with the animation team to ensure the keyframe illustrations and storyboards align with the technical requirements and constraints of the production

✓ Makes necessary revisions and adjustments based on feedback from the director and creative team to refine the keyframe illustrations and storyboards

Task statements

Task statement 6:

Collaborating with the animation and production teams
Associated activities

- ✓ Works closely with the animation team to provide necessary assets and support during the production process
- ✓ Collaborates with the production team to ensure project deadlines and milestones are met
- ✓ Participates in team meetings and discussions to exchange ideas, share progress, and address any production-related issues or challenges
- ✓ Communicates effectively with other artists, designers, and technicians to maintain consistency and cohesiveness in the visual style and execution of the project
- ✓ Adapts to changes and revisions requested by the director or creative team and implements them in a timely manner

Competencies applicable to 2D Digital Painter

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				

Location Design Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Location Design Artist

The 4 levels typically are:

1. Junior
2. Role

3. Senior
4. Lead

As the role progresses through the levels, the complexity of the role increases. The expectation is that the competency levels applicable also increase. For example, at a Junior level, the level of competency expected is likely to be that of 'New Entrant' or 'Foundation Trainee'. The job description below is a generic one. Depending on the studio, the activities may not be applicable at every level.

Role overview:

A Location Design artist is tasked with providing unique, visually engaging environments for animated projects. They work to create a sense of place for characters to inhabit and interact with. Specifically, the job entails researching and developing locations, sketching concept artwork and illustrations, and working with the production team to ensure that all the necessary technical and practical considerations are taken into account.

Key tasks:

1. Designing and creating location layouts for animated scenes

2. Coordinating with other artists to create a cohesive look for the animation environment

3. Applying 3D assets and effects to locations to achieve the desired aesthetic

4. Creating detailed prop and set designs for locations

5. Researching and referencing real-world locations and architectural styles

6. Collaborating with technical teams to ensure practical and feasible location designs

Task statements

Task statement 1:

Designing and creating location layouts for animated scenes

Associated activities

- ✓ Analyses scripts and storyboards to design locations that meet the needs of the project
- ✓ Conceptualises and sketches ideas for various locations
- ✓ Creates detailed illustrations and renderings of locations and the surrounding environment
- ✓ Develops environments that are aesthetically pleasing, functional and consistent with the vision of the project
- ✓ Researches and implements unique, detailed textures and designs for each location
- ✓ Revises illustrations according to client feedback

Task statement 2:

Coordinating with other artists to create a cohesive look for the animation environment

Associated activities

- ✓ Discusses and collaborates with directors, producers and art directors to ensure that the final design meets their individual needs and artistic perspectives
- ✓ Incorporates ideas from other departments, such as lighting, camera angles and FX, into the environment
- ✓ Follows feedback from the production team to refine and perfect the look of the environment and ensure a cohesive graphics library

Task statement 3:

Applying 3D assets and effects to locations to achieve the desired aesthetic

Associated activities

- ✓ Researches 3D asset libraries, databases and other sources to find suitable 3D assets
- ✓ Ensures that the 3D assets fit within the overall production design style
- ✓ Models, textures and positions 3D assets and effects within the desired location
- ✓ Adjusts the colours and lighting of the scene to achieve the desired mood
- ✓ Tests and troubleshoots 3D assets and visual effects
- ✓ Works within established memory, performance and file size limits

Task statements

Task statement 4:

Creating detailed prop and set designs for locations

Associated activities

- ✓ Collaborates with the production and art departments to understand the specific prop and set requirements for each location
- ✓ Designs and sketches detailed props and set elements that complement the overall aesthetic and theme of the animation project
- ✓ Considers functionality, visual appeal, and feasibility when creating prop and set designs
- ✓ Ensures consistency and coherence in the design language and style across different locations
- ✓ Incorporates feedback and revisions from the creative team to refine and finalize the prop and set designs

Task statement 5:

Researching and referencing real-world locations and architectural styles

Associated activities

- ✓ Conducts research and gathers visual references of real-world locations, architectural styles, and cultural influences relevant to the project
- ✓ Utilises reference materials to inform and inspire the design of fictional locations, incorporating elements that reflect the desired atmosphere, historical period, or thematic context
- ✓ Analyses architectural details, materials, and spatial arrangements to create believable and visually captivating locations
- ✓ Adapts and stylizes real-world references to align with the artistic vision and requirements of the animation project
- ✓ Presents research findings and reference materials to the production team for review and discussion

Task statements

Task statement 6:

Collaborating with technical teams to ensure practical and feasible location designs
Associated activities

- ✓ Collaborates with technical teams, such as layout artists and modellers, to ensure the practicality and feasibility of location designs within the production pipeline
- ✓ Communicates and coordinates with the layout team to ensure accurate placement of assets and adherence to the location layouts
- ✓ Collaborates with modellers to provide necessary guidance and references for the creation of 3D assets based on the location designs
- ✓ Works closely with the lighting and effects teams to ensure the integration of 3D assets and effects within the locations, achieving the desired visual aesthetic
- ✓ Provides feedback and guidance to technical teams during the implementation of location designs, addressing any technical or creative challenges that arise

Competencies applicable to Location Design Artist

Core	Creative	Technical	Leadership	Personal Development
Quality orientated	Animation principles	Body mechanics	Managing budgets	Continuous learning and improvement
Communication	Storytelling	Understanding post-production processes	Mentoring and coaching	Self-awareness
Working within a team	Creative thinking	Software	Strategic thinking	Managing self & resilience (well-being)
Working independently	Drawing		Managing people	Industry knowledge
Time, task and resource management	Acting for animation		Leading teams	
Problem solving	Storyboarding & use of animatics			
Adaptability to change				
Decision making				