

Animation Ireland
Competency Framework

Animation & Visual Storytelling Department



Fís Éireann
Screen Ireland





Animation & Visual Storytelling Department

Roles

1. 2D Animator
2. 3D Animator
3. Tradigital FX Artist
4. Posing Artist
5. Clean Animator
6. Rigged Animator
7. Head of Story
8. 2D Rigging Artist
9. 3D Rigging Artist
10. Rigging Supervisor
11. Animation Supervisor
12. 2D Key Animator
13. 2D Artist
14. FX Artist
15. Director
16. Assistant Director
17. Creative Director
18. Animation Director
19. Storyboard Supervisor
20. Storyboard Revisionist
21. Storyboard Artist
22. Writer
23. Showrunner

2D Animator

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

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 Animator works from storyboards to create animated scenes. They plot camera moves, editing soundtrack, animating movement and performance, developing character. Other duties involve making sure there is consistent design and line quality, charting information as required for production. They make sure file management, naming conventions and file processing procedures are followed. Depending on the size of the production, animators may be producing their own layouts. They may also be responsible for compositing.

Key tasks:

1. Planning, sketching and creating the desired actions and movements from the characters and creating the necessary structures to bring them to life
2. Making sure animations are in time with the script
3. Cleaning up the animation and applying colour correction
4. Implementing character performance and emotional storytelling through animation
5. Collaborating with the sound and editing teams to synchronize animation with the script and soundtrack
6. Applying post-production tasks such as cleaning up the animation and performing colour correction

Task statements

Task statement 1:

Planning, sketching and creating the desired actions and movements from the characters and creating the necessary structures to bring them to life

Associated activities

- ✓ Understands the style and expectations of a project by following the guidance and instructions provided by the production team and animation leads
- ✓ Ensures all storyboard and animatics are reviewed before starting a scene
- ✓ Refers to notes and guidance provided to understand the intent of any given scene
- ✓ Creates a rough plan for how to approach a scene with the style of animation requirements required
- ✓ Uses libraries and any reference material to help work through scenes
- ✓ Uses references for posing to make sure the resulting animation is clear and readable
- ✓ Does roughs to get a baseline idea of how a shot will play out
- ✓ Keys out characters, keeping them on model using good silhouettes and line of action

Task statement 2:

Making sure animations are in time with the script

Associated activities

- ✓ Reviews script and timing out of animation
- ✓ Works with the director to ensure animation meets visual goals
- ✓ Breaks down storyboards into separate actions and elements for animation
- ✓ Creates timing charts for animation sequences
- ✓ Tests animations for technical, aesthetic and timing accuracy
- ✓ Re-times action to fit music and sound effects
- ✓ Syncs mouth movements for lip synchronisation and fine-tunes character poses for correct timing
- ✓ Monitors and troubleshoots any technical issues that could affect animation's timing accuracy

Task statement 3:

Cleaning up the animation and applying colour correction

Associated activities

- ✓ Adjusts overlay elements, such as overlays of dialogue, background music and effects
- ✓ Applies colour correction to existing animation assets
- ✓ Harmonises colour across the entire animation
- ✓ Applies the effects to the animation, including effects such as blurs and lens flares
- ✓ Renders the final animation out at the highest quality possible

Task statement 4:

Implementing character performance and emotional storytelling through animation

Associated activities

- ✓ Analyses character motivations, emotions, and personality traits to inform the animation process
- ✓ Creates keyframes and breakdowns that capture the essence of the character's performance, considering body language, facial expressions, and gestures
- ✓ Refines the animation by adding in-between frames to ensure smooth motion and believable performances
- ✓ Collaborates with the animation director or supervisor to review and iterate on the animation, incorporating feedback to enhance the storytelling and character portrayal
- ✓ Pays attention to detail, ensuring consistent design, line quality, and performance across different scenes and shots

Task statement 5:

Collaborating with the sound and editing teams to synchronize animation with the script and soundtrack

Associated activities

- ✓ Reviews the script, storyboard, and animatics to understand the timing and pacing of the animation in relation to the dialogue, music, and sound effects
- ✓ Works closely with the sound and editing teams to ensure that the animation aligns with the desired beats, rhythm, and timing specified in the script and soundtrack
- ✓ Adjusts the timing of keyframes and in-between frames to match the dialogue and sound cues, creating a seamless integration between visuals and audio
- ✓ Collaborates with the sound designers to provide guidance on timing and synchronization, ensuring that the animation enhances the impact of sound effects and music

Task statement 6:

Applying post-production tasks such as cleaning up the animation and performing colour correction

Associated activities

- ✓ Conducts a thorough review of the animation to identify and address any inconsistencies, errors, or artefacts in the drawings or motion
- ✓ Cleans up the animation by refining line quality, adjusting proportions, and ensuring consistent character design throughout the sequence
- ✓ Collaborates with the colourists to apply colour correction techniques, enhancing the visual appeal and cohesiveness of the animation
- ✓ Works closely with the post-production team to integrate special effects, overlays, and compositing elements into the final animation
- ✓ Ensures that the final rendered animation meets the technical specifications and quality standards for delivery and distribution

Competencies applicable to to 2D Animator

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

3D Animator

This role can operate at different levels and may be named with the level in the title, e.g. Senior 3D Animator

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 3D Animator brings life to digital animated characters, environments and objects. They are responsible for creating smooth and realistic motion from a 3D scene through creating keyframes, motion paths and other animation techniques. A 3D Animator must master a variety of digital animation applications and drawing and sketching skills. They need to understand the principles of traditional and digital animation as well as how to apply them to enhance designed 3D models.

Key tasks:

1. Developing 3D characters, environments and motion sequences
2. Creating realistic movements
3. Building rigs and skinning for models to make sure they move accurately and realistically
4. Integrating and rendering video or audio elements into a completed animation
5. Implementing facial animation and expressions for 3D characters
6. Collaborating with the technical team to optimize and troubleshoot animation assets and pipelines

Task statements

Task statement 1:

Developing 3D characters, environments and motion sequences

Associated activities

- ✓ Ensures character movements and animations follow the artistic direction of the project
- ✓ Animates using keyframe techniques or motion capture

Task statement 2:

Creating realistic movements

Associated activities

- ✓ Researches motion design techniques for reference
- ✓ Uses rigging techniques to create realistic movement
- ✓ Incorporates keyframe animation techniques
- ✓ Simplifies movement for more efficient 3D animation
- ✓ Develops physics-based animations to mimic realistic movements
- ✓ Tests simulations for accurate results
- ✓ Refines animation details to meet the standard of realism
- ✓ Integrates textures and lighting effects for a more realistic look

Task statement 3:

Building rigs and skinning for models to make sure they move accurately and realistically

Associated activities

- ✓ Analyses character design sketches and concept art to determine the rig requirement
- ✓ Creates custom rigs using a variety of programming languages
- ✓ Assigns joints and constraints to the character's rig-bones
- ✓ Weight-paints model assets and characters so that they move properly and consistently
- ✓ Incorporates motion capture data into the rigs and model motion
- ✓ Establishes the rig's inner workings, including rotational connections, limitations and other properties
- ✓ Tests different poses and facial expressions to ensure the accuracy of the animations

Task statements

Task statement 4:

Integrating and rendering video or audio elements into a completed animation

Associated activities

- ✓ Cleans up shots by removing unnecessary elements
- ✓ Ensures lighting, shadows, etc. are consistent throughout the animation
- ✓ Utilises appropriate software for compositing and rendering
- ✓ Adjusts colour correction and visual effects
- ✓ Previews animation sequences for any technical issues

Task statement 5:

Implementing facial animation and expressions for 3D characters

Associated activities

- ✓ Studies reference material, including concept art and character designs, to understand the desired facial expressions and emotions for the characters
- ✓ Builds facial rigs and controls to enable the manipulation of facial features such as eyebrows, eyes, mouth, and jaw
- ✓ Creates keyframes and blends shapes to animate facial expressions, lip-sync, and dialogue performances
- ✓ Refines the timing and intensity of facial movements to convey the desired emotions and enhance the character's personality
- ✓ Collaborates with the animation director or supervisor to review and iterate on the facial animation, incorporating feedback to improve realism and expressiveness

Task statement 6:

Collaborating with the technical team to optimize and troubleshoot animation assets and pipelines

Associated activities

- ✓ Collaborates with the technical team, including rigging artists and pipeline developers, to ensure efficient and smooth integration of animation assets into the production pipeline
- ✓ Conducts performance tests and optimizations to ensure animations run smoothly within the specified technical constraints and target platforms
- ✓ Troubleshoots animation-related issues, such as artefacts, deformations, or rigging errors, and works with the technical team to find solutions
- ✓ Provides feedback and suggestions to improve the rigging and animation tools and workflows, contributing to the overall efficiency and quality of the animation production process
- ✓ Keeps up to date with the latest advancements and techniques in 3D animation technology and software, and shares knowledge and best practices with the team

Competencies applicable to 3D Animator

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Tradigital FX Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Tradigital FX 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 Tradigital FX Artist is responsible for creating 3D effects, simulations and animation for projects. They develop their effects using a combination of techniques - both physical and digital processes. They use a variety of software to achieve the desired results. Tradigital FX Artists use a creative, technical and artistic eye in order to understand the underlying aesthetics, build environments, create assets, develop animation, design and composite elements and render the desired result.

Key tasks:

1. Developing realistic visual effects for projects using a combination of hand-drawn animation and digital tools
2. Creating simulated particle and fluid effects for computer-generated environments and characters
3. Designing and animating 3D objects, models and environments
4. Integrating graphic, video and audio elements into animation sequences
5. Collaborating with other artists, animators and directs in the production of digital effects
6. Optimizing and enhancing visual effects for optimal performance and quality

Task statements

Task statement 1:

Developing realistic visual effects for projects using a combination of hand-drawn animation and digital tools

Associated activities

- ✓ Analyses scripts and storyboards to determine possible visual effects needed in a project
- ✓ Creates new digital effects through design and CG animation
- ✓ Develops 2D frame-by-frame animation to support completed digital effects
- ✓ Collaborates with editors to create seamless transitions between videos and digital effects
- ✓ Combines animation with video footage and incorporates 3D elements into 2D production
- ✓ Manipulates and integrates film, animation and video FX into a single image

Task statement 2:

Creating simulated particle and fluid effects for computer-generated environments and characters

Associated activities

- ✓ Sets and adjusts render passes and lighting parameters to achieve desired results
- ✓ Develops complex particle systems and simulations to create realistic visual effects in 3D environments
- ✓ Models and animates simulations for objects and environments
- ✓ Troubleshoots visual effects and refines existing simulations
- ✓ Develops custom shaders, textures and materials for particles and fluids
- ✓ Integrates simulated effects with live-action elements
- ✓ Performs tests and refines effects to achieve the desired aesthetic quality

Task statement 3:

Designing and animating 3D objects, models and environments

Associated activities

- ✓ Creates textures, shaders and materials
- ✓ Develops 3D character rigging and facial animation
- ✓ Rigs 3D objects for realistic movement
- ✓ Models 3D objects, environments and characters
- ✓ Lights and renders 3D scenes
- ✓ Implements dynamic effects
- ✓ Composes elements in a 3D environment by applying motion graphics
- ✓ Integrates 3D elements into traditional animation

Task statements

Task statement 4:

Integrating graphic, video and audio elements into animation sequences

Associated activities

- ✓ Edits and sequences footage to align with narrations, scenes and storyboards
- ✓ Adjusts colours and lighting to ensure visual continuity
- ✓ Creates and applies textures, lighting effects and other post-processing effects
- ✓ Mixes and matches audio elements to create an appropriate soundscape
- ✓ Renders completed sequences for review

Task statement 5:

Collaborating with other artists, animators and directs in the production of digital effects

Associated activities

- ✓ Brainstorms ideas with others to properly convey concepts
- ✓ Provides feedback and insight on potential risks associated with digital effects
- ✓ Designs and implements compelling digitally created effects and visuals
- ✓ Troubleshoots digital effects and makes adjustments to ensure high-quality results
- ✓ Meets regularly with the team to review progress and optimise results
- ✓ Documents creative decisions and shares best practices with others
- ✓ Utilises industry standard tools and technologies for production and post-production of effects
- ✓ Innovates with new technologies

Task statement 6:

Assisting in the coordination and communication between departments

Associated activities

- ✓ Collaborates with the technical team to ensure the efficient integration of visual effects into the production pipeline
- ✓ Conducts performance tests and optimizations to enhance the efficiency and rendering speed of visual effects
- ✓ Adjusts parameters and settings to achieve the desired balance between visual quality and performance
- ✓ Troubleshoots and resolves any technical issues related to the implementation of visual effects
- ✓ Keeps up to date with the latest advancements in visual effects techniques and tools, and implements them to improve the overall quality and realism of the effects
- ✓ Works closely with the compositing team to ensure seamless integration of visual effects with other elements in the final composition
- ✓ Maintains organised and efficient file management practices to facilitate collaboration and version control
- ✓ Documents the processes and techniques used for future reference and knowledge-sharing

Competencies applicable to Tradigital FX Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Posing Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Posing 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 Posing Artist creates the first stages of the animation process. This includes creating block poses of characters taking part in the animation, as well as environments and other inanimate elements used within the animation. The Posing Artist must create poses that bring characters to life in the scene, conveying the correct emotion and story through each individual line and gesture. A strong understanding of anatomy, movement and character design is imperative in order for the poses to be both accurate and believable.

Key tasks:

1. Breaking down the poses into key frames and visualising key story moments
2. Creating a pose library to help facilitate the animation process
3. Tracking timing when posing characters, props and backgrounds
4. Developing expression and character emotions to bring the story to life
5. Refining and polishing poses to enhance the visual storytelling
6. Collaborating with the character design and animation teams to ensure pose accuracy and consistency

Task statements

Task statement 1:

Breaking down the poses into keyframes and visualising key story moments

Associated activities

- ✓ Analyses the script and storyboard to identify key story moments
- ✓ Works with the director and animators to decide what the key frames should look like in animation
- ✓ Draws the poses for each character in the key frames
- ✓ Adapts or changes poses to ensure the key story moments are accurately represented

Task statement 2:

Creating a pose library to help facilitate the animation process

Associated activities

- ✓ Establishes the base poses used for a specific character in the animation project
- ✓ Utilises different reference materials such as live-action footage or other reference photos in order to capture the nuances of each desired pose
- ✓ Trains new animators on how to use the pose library to maximise their efficiency

Task statement 3:

Tracking timing when posing characters, props and backgrounds

Associated activities

- ✓ Collaborates with the director and other members of the production team to obtain and understand the desired timing for the project
- ✓ Utilises storyboards, animatics and/or pre-production designs to inform poses and movement of characters, props and backgrounds
- ✓ Experiments with poses and movement to see if it fits with the timing, making sure to keep the direction and tone of the scene in mind
- ✓ Documents and tracks the timing used for each character, prop and background

Task statements

Task statement 4:

Developing expression and character emotions to bring the story to life

Associated activities

- ✓ Observes reference material to provide inspiration for expressing the emotions of the story
- ✓ Researches the various emotions to depict in order to create a solid understanding of how to convey them on screen
- ✓ Utilises the principles of acting and body language to convey the desired emotion in a convincing and organic way
- ✓ Experiments with different methods of conveying the characters' emotions, such as framing of shots, angles and lighting

Task statement 5:

Refining and polishing poses to enhance the visual storytelling

Associated activities

- ✓ Collaborates with the animation leads and director to receive feedback on initial poses and make necessary adjustments
- ✓ Iterates on poses to ensure they effectively convey the desired emotion, story, and character traits
- ✓ Applies the principles of composition, balance, and visual storytelling to enhance the impact of poses within the scene
- ✓ Reviews and refines the line of action, silhouette, and overall readability of poses to ensure clarity and coherence
- ✓ Pays attention to details such as hand gestures, facial expressions, and body language to further enhance the characters' personalities and emotions
- ✓ Implements changes based on feedback and maintains consistency across different scenes and shots
- ✓ Documents the evolution of poses and communicates any updates or revisions to the animation team

Task statement 6:

Collaborating with the character design and animation teams to ensure pose accuracy and consistency

Associated activities

- ✓ Works closely with the character design team to understand the unique features, proportions, and physicality of each character
- ✓ Collaborates with the animation team to ensure that the poses created are feasible and can be smoothly transitioned into animation
- ✓ Provides guidance and support to animators regarding the intended poses and the emotional context behind them
- ✓ Participates in regular meetings or reviews with the character design and animation teams to maintain consistency in the character's physicality and performance
- ✓ Offers suggestions and solutions to overcome any technical or artistic challenges related to posing and character animation
- ✓ Helps establish and maintain a pose library or style guide to serve as a visual reference for the animation team
- ✓ Provides documentation or visual breakdowns of complex or unique poses to aid the animation team in achieving consistency and accuracy

Competencies applicable to Posing Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Clean Animator

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

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 Clean Animator is responsible for ensuring that the animation is smooth and natural in motion, free from any visual technical issues. They focus on making sure that the characters and objects look as natural as possible and accurately translates the story.

Key tasks:

1. Establishing and maintaining the look of each character and scene according to design specifications
2. Ensuring that animation pieces meet technical and artistic quality standards
3. Cleaning up and refining animation to enhance visual clarity and consistency
4. Working with technical teams to troubleshoot and resolve animation-related issues
5. Maintaining effective file management and organisation of animation assets
6. Providing feedback and support to junior animators

Task statements

Task statement 1:

Establishing and maintaining the look of each character and scene according to design specifications

Associated activities

- ✓ Understands and reviews design specifications for a character or scene
- ✓ Creates movement that is fluid and visually appealing while keeping with the scene's design intent
- ✓ Makes sure that the gestures and movements of each character are faithful to the designs provided
- ✓ Smooths and perfects animation to create the most appropriate visual standards

Task statement 2:

Ensuring that animation pieces meet technical and artistic quality standards

Associated activities

- ✓ Participates in reviews with team members and clients to identify areas for improvement within individual animations
- ✓ Maintains communication with the animation team and team members to track the progress of all projects
- ✓ Assesses individual animation frames for accuracy of movement and ensures they meet the technical standards set by the client or animator
- ✓ Performs tests and provides feedback to ensure the quality of the animation meets standards

Task statement 3:

Cleaning up and refining animation to enhance visual clarity and consistency

Associated activities

- ✓ Analyses and reviews rough animations to identify areas that require cleaning and refining
- ✓ Ensures consistent line quality, character proportions, and overall visual clarity throughout the animation
- ✓ Cleans up overlapping lines, stray marks, and any visual artefacts that may distract from the animation's intended focus
- ✓ Refines and adjusts timing and spacing of key poses and movements to create a smoother and more polished animation
- ✓ Pays attention to details such as arcs, follow-through, and secondary motion to add depth and realism to the animation
- ✓ Collaborates with the animation team and supervisors to implement feedback and make necessary adjustments
- ✓ Maintains consistency in character performance, facial expressions, and body mechanics across different shots and sequences
- ✓ Adheres to established style guides and character models to ensure continuity and fidelity to the original designs

Task statements

Task statement 4:

Working with technical teams to troubleshoot and resolve animation-related issues

Associated activities

- ✓ Collaborates with rigging and technical teams to ensure proper functionality and deformation of character rigs
- ✓ Troubleshoots and addresses any technical issues that may arise during the animation process, such as rigging errors, clipping, or rendering artefacts
- ✓ Works closely with the lighting and rendering teams to ensure the animation translates correctly in the final rendered output
- ✓ Tests animation in different environments and camera angles to identify any potential issues or limitations
- ✓ Collaborates with the compositing team to ensure seamless integration of animation elements with other visual effects or backgrounds
- ✓ Provides clear and detailed documentation on any technical challenges encountered and their corresponding solutions
- ✓ Stays updated on the latest software tools and techniques to optimize the animation workflow and address technical challenges effectively

Task statement 5:

Maintaining effective file management and organisation of animation assets

Associated activities

- ✓ Establishes and follows file naming conventions and directory structures for animation assets
- ✓ Ensures proper version control and backup procedures are in place to avoid data loss or confusion
- ✓ Collaborates with production coordinators to manage and track animation files throughout the production pipeline
- ✓ Participates in asset management and tracking systems to keep a record of animation progress and updates
- ✓ Organizes and archives animation files and assets in a systematic and accessible manner for future reference and reuse
- ✓ Collaborates with the post-production team to deliver final animation files in the required formats and specifications

Task statement 6:

Providing feedback and support to junior animators

Associated activities

- ✓ Mentors and provides guidance to junior animators, offering constructive feedback to help them improve their skills and meet quality standards
- ✓ Collaborates with the animation lead or supervisor to review and provide feedback on the work of junior animators
- ✓ Shares best practices, techniques, and resources with junior animators to enhance their understanding of animation principles and workflows
- ✓ Assists in training new animators on the technical and artistic requirements of the project
- ✓ Offers support and assistance in troubleshooting technical issues or challenges faced by junior animators
- ✓ Encourages a positive and collaborative team environment, fostering growth and development among junior animators

Competencies applicable to Clean Animator

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Rigged Animator

(See also: Rigging Artist)

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

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 Rigged Animator creates skeletal frameworks to control the movements of animated characters. They use a variety of tools to create detailed rigs, which give the animated character realistic 3D movement. They are also responsible for updating and maintaining the rigged characters over their life spans.

Key tasks:

1. Creating high-quality rigged character animation using a variety of animation software
2. Developing and refining animation rigs to ensure their efficiency
3. Collaborating with animators and other team members to ensure smooth integration of rigs and animation
4. Maintaining and updating existing animation rigs to meet evolving project needs
5. Collaborating with technical teams to troubleshoot and resolve rigging-related issues
6. Collaborating with character TDs (Technical Directors) to develop custom rigging tools and scripts

Task statements

Task statement 1:

Creating high-quality rigged character animation using a variety of animation software

Associated activities

- ✓ Designs and models 3D characters
- ✓ Applies rigs, weights and deformations to characters
- ✓ Tweaks and tests rigs for optimal performance and control
- ✓ Edits and adjusts animation for timing and composition
- ✓ Brings characters and scenes to life with subtle nuances and realistic motion

Task statement 2:

Developing and refining animation rigs to ensure their efficiency

Associated activities

- ✓ Works closely with character designers to ensure that the rigging meets their expectations
- ✓ Investigates and solves rigging issues as they arise
- ✓ Utilises scripting tools and 3D animation software to optimise rigging results
- ✓ Writes and maintains clear documentation for the rigging process and results

Task statement 3:

Collaborating with animators and other team members to ensure smooth integration of rigs and animation

Associated activities

- ✓ Collaborates with animators to understand their specific requirements and preferences for character movement
- ✓ Participates in pre-production meetings to discuss rigging needs and provide input on technical considerations for animation
- ✓ Communicates effectively with animators to address any rigging issues or limitations that may impact the animation process
- ✓ Implements rigging changes or adjustments based on feedback from animators and supervisors
- ✓ Works closely with other team members, such as modellers and texture artists, to ensure seamless integration of rigs with character assets
- ✓ Provides ongoing support and assistance to animators in troubleshooting rigging-related issues
- ✓ Collaborates with technical directors or supervisors to implement advanced rigging techniques or tools to enhance animation possibilities

Task statements

Task statement 4:

Maintaining and updating existing animation rigs to meet evolving project needs

Associated activities

- ✓ Conducts regular reviews and assessments of existing rigs to identify areas for improvement or optimization
- ✓ Collaborates with rigging leads or supervisors to implement updates or enhancements to the rigging pipeline or techniques
- ✓ Ensures that rigs are compatible with the latest software versions and addresses any compatibility issues that arise
- ✓ Tests and validates updated rigs to ensure they maintain the integrity of the original animation while improving performance or functionality
- ✓ Provides documentation and guidelines for other animators or riggers on how to work with updated rigs
- ✓ Maintains a library or database of reusable rigging components or templates to streamline future projects
- ✓ Keeps up to date with industry trends and advancements in rigging techniques to continuously improve the quality and efficiency of the rigging process

Task statement 5:

Collaborating with technical teams to troubleshoot and resolve rigging-related issues

Associated activities

- ✓ Works closely with technical directors, rigging supervisors, and software developers to address complex rigging challenges
- ✓ Participates in rigging-related discussions and meetings to provide input and expertise on technical aspects of rigging
- ✓ Troubleshoots and resolves rigging issues that may arise during the animation process, such as skinning problems or deformation artefacts
- ✓ Collaborates with technical teams to test and validate rigging solutions and ensure their compatibility with the animation pipeline
- ✓ Provides clear and detailed documentation on any rigging-related issues encountered and their corresponding solutions
Stays updated on the latest rigging tools, techniques, and software updates to optimize the rigging workflow and address technical challenges effectively

Task statement 6:

Collaborating with character TDs (Technical Directors) to develop custom rigging tools and scripts

Associated activities

- ✓ Collaborates with character TDs to understand their requirements for custom rigging tools and scripts
- ✓ Participates in the development and testing of custom tools and scripts to enhance the rigging process
- ✓ Provides feedback and suggestions for improving the functionality and usability of custom rigging tools
- ✓ Assists in troubleshooting and debugging issues with custom tools and scripts
- ✓ Documents and maintains the codebase for custom rigging tools and scripts
- ✓ Collaborates with character TDs to train and support other rigging artists in using the custom tools effectively
- ✓ Explores new techniques and workflows in rigging automation to increase efficiency and productivity

Competencies applicable to Rigged Animator

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Head of Story

Role overview:

A Head of Story is responsible for managing a team of storyboard artists, writers and designers and overseeing the development of the story for an animated project. They guide creative decisions, participate in story pitches, break down story beats, develop character arcs, and work with other creative teams to ensure that the story comes together as a cohesive whole. The Head of Story also plays a key role in post-production, working with teams to ensure that all visuals support the story, and engaging with partners and audiences to ensure that the story is being told in the most engaging, successful way.

Key tasks:

1. Collaborating with the animation director and designers to develop the script, storyline and characters of each animation
2. Ensuring the story is well told and that pacing and structure are appropriate
3. Facilitating story meetings with the animation team, providing guidance on storytelling techniques, plot resolution and artistic decisions
4. Communicating regularly with stakeholders to discuss changes to the story or the development of new ideas
5. Leading and managing the story team to ensure creative excellence and timely delivery
6. Collaborating with other departments to ensure alignment and integration of the story throughout the production process

Task statements

Task statement 1:

Collaborating with the animation director and designers to develop the script, storyline and characters of each animation

Associated activities

- ✓ Reads and evaluates animation scripts
- ✓ Analyses and identifies areas of improvement
- ✓ Designs story concepts, characters, backgrounds and other elements
- ✓ Develops and defines key characters, designed and storytelling elements

Task statement 2:

Ensuring the story is well told and that pacing and structure are appropriate

Associated activities

- ✓ Works with story personnel to ensure storylines and characters are developed to their fullest potential
- ✓ Analyses and rewrites scripts for clarity, character and plot development, pacing, structure and interest
- ✓ Revisits scripts and storyboards on a regular basis to ensure stories are optimised and fulfilling
- ✓ Evaluates scripts to ensure adherences to sound storytelling standards and core story values
- ✓ Works with the assets team to ensure elements of the story come together as visualised

Task statement 3:

Facilitating story meetings with the animation team, providing guidance on storytelling techniques, plot resolution and artistic decisions

Associated activities

- ✓ Meets with the teams in charge of character design and animation to ensure the story is cohesive
- ✓ Collaborates with the director and other creative stakeholders on the vision for the story
- ✓ Raises any conceptual technical or narrative questions as they arise throughout the production
- ✓ Maintains tight communication with the editorial, design and production teams
- ✓ Provides feedback and guidance to the story team on script edits, storyboards and other visual development materials
- ✓ Keeps up to date on industry trends, technology and techniques to inform story content and structure

Task statements

Task statement 4:

Communicating regularly with stakeholders to discuss changes to the story or the development of new ideas

Associated activities

- ✓ Presents story pitches and updates to clients and other stakeholders
- ✓ Gathers feedback from project stakeholders
- ✓ Ensures the project is on track and all stakeholders are happy with the story direction
- ✓ Meets with stakeholders to discuss changes, evaluate feedback, and ensure proper integration of new ideas

Task statement 5:

Maintaining effective file management and organisation of animation assets

Associated activities

- ✓ Recruits, hires, and manages a team of storyboard artists, writers, and designers
- ✓ Provides guidance, mentorship, and constructive feedback to the story team
- ✓ Assigns and delegates tasks effectively, considering individual strengths and project requirements
- ✓ Oversees the overall progress and quality of the story department's work
- ✓ Establishes and maintains a collaborative and supportive work environment
- ✓ Manages team resources, timelines, and priorities to ensure timely delivery of story assets

Task statement 6:

Collaborating with other departments to ensure alignment and integration of the story throughout the production process

Associated activities

- ✓ Works closely with the animation director, art director, and other department heads to ensure consistency and continuity of the story
- ✓ Attends cross-departmental meetings and provides input on how the story can be enhanced through various production elements
- ✓ Collaborates with the editing team to refine the pacing and narrative flow of the final product
- ✓ Engages with the sound design and music departments to ensure that audio elements support and enhance the storytelling
- ✓ Participates in marketing and promotional discussions to ensure the story is effectively communicated to the target audience
- ✓ Provides support and clarification to other departments regarding the story's intent and key storytelling elements

Competencies applicable to Head of Story

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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 Rigging Artist

(May also be known as 2D Rigger)

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

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 Rigger is responsible for setting up characters and other elements for animation in a two-dimensional space. This includes mapping out how the character will move, how its body will be angled, and how it will interact with other elements. A 2D Rigger must collaborate with animators and technical directors to ensure the rigs are suitable for their needs and to provide ongoing technical support.

Key tasks:

1. Designing and building rigs for character animation
2. Animating and refining character rigs for optimal performance
3. Creating and maintaining a library of rigs for reuse
4. Troubleshooting and resolving issues related to rigging
5. Collaborating with animators to ensure smooth integration of rigs and animation
6. Staying updated on industry trends and advancements in rigging techniques

Task statements

Task statement 1:

Designing and building rigs for character animation

Associated activities

- ✓ Designs control structure and animation workflow processes
- ✓ Establishes UI standards, specifications and performance criteria
- ✓ Evaluates and creates modular and flexible rigs for characters of all shapes and sizes
- ✓ Designs efficient rigging pipelines and processes
- ✓ Tests and troubleshoots rigs to ensure they meet performance requirements
- ✓ Implements tools and technologies from other departments
- ✓ Develops and maintains asset libraries for characters and rigs
- ✓ Designs and develops scripting solutions for automatically creating animation rigs

Task statement 2:

Animating and refining character rigs for optimal performance

Associated activities

- ✓ Designs, builds and develops bone, joint and hierarchical rigs
- ✓ Works with character art, textures, and anatomy to ensure a consistent and efficient rig
- ✓ Performs and adjusts various rigging components
- ✓ Creates and maintains manual and automated constraints, morph targets, and blending shapes
- ✓ Troubleshoots and fine-tunes animation rigs to improve visual performance
- ✓ Works with the animation team to supplement and refine the rigging for specific shots or characters as needed

Task statement 3:

Creating and maintaining a library of rigs for reuse

Associated activities

- ✓ Researches rigging techniques for different characters and objects
- ✓ Creates rigging templates for different characters and objects
- ✓ Refines rigs to create more intricate and realistic rigs
- ✓ Transforms underlying rigs from 3D to 2D
- ✓ Plans and develops the workflow of creating complex rigs
- ✓ Manages a database of character rigs to ensure reuse and continuity
- ✓ Organises stored rigs for easy access and retrieval
- ✓ Identifies and addresses any bugs or errors in rigs
- ✓ Evaluates the effectiveness and accuracy of rigs
- ✓ Animates test rigs to ensure accuracy of motions
- ✓ Troubleshoots issues encountered while rigging characters and objects

Task statements

Task statement 4:

Troubleshooting and resolving issues related to rigging

Associated activities

- ✓ Diagnoses potential rigging problems and creates solutions
- ✓ Identifies workflow inefficiencies, bugs, glitches and recommends improvements
- ✓ Develops scripts and programs in order to automate tasks
- ✓ Creates and maintains a detailed log of rigging issues and their resolutions
- ✓ Creates tutorials and best practices that can be used by other team members
- ✓ Utilises industry-standard software and languages to create rigs
- ✓ Participates in user group forums and tutorials to stay up to date on advancements in rigging technology
- ✓ Discusses and evaluates rigging solutions with team members
- ✓ Tests and evaluates rigs to ensure they meet the technical and aesthetic criteria

Task statement 5:

Collaborating with animators and other team members to ensure smooth integration of rigs and animation

Associated activities

- ✓ Communicates with animators to understand their specific requirements and preferences for rigging
- ✓ Participates in pre-production meetings to discuss rigging needs and provide input on technical considerations for animation
- ✓ Collaborates with animators to address any rigging issues or limitations that may impact the animation process
- ✓ Implements rigging changes or adjustments based on feedback from animators and supervisors
- ✓ Works closely with other team members, such as background artists and character designers, to ensure seamless integration of rigs with visual elements
- ✓ Provides ongoing support and assistance to animators in troubleshooting rigging-related issues
- ✓ Collaborates with technical directors or supervisors to implement advanced rigging techniques or tools to enhance animation possibilities

Task statements

Task statement 6:

Staying updated on industry trends and advancements in rigging techniques

Associated activities

- ✓ Researches and explores new rigging techniques, tools, and software advancements
- ✓ Attends industry conferences, workshops, and webinars to stay informed about the latest developments in rigging
- ✓ Engages with online communities, forums, and social media groups to learn from and share knowledge with other rigging professionals
- ✓ Keeps up to date with industry publications, blogs, and tutorials related to rigging
- ✓ Experiment with and implement new techniques to improve rigging workflows and enhance the quality of character animation
- ✓ Shares insights and knowledge with the team by conducting internal presentations or training sessions on new rigging techniques
- ✓ Adapts and integrates new rigging techniques into the existing pipeline to optimise the efficiency and quality of rigging process



Competencies applicable to 2D Rigging Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

3D Rigging Artist

(May also be known as Rigger)

This role can operate at different levels and may be named with the level in the title, e.g. Senior 3D Rigger

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 3D Rigger creates the controls and rigs necessary for an animated character. They combine technical and creative abilities. Their main role is to create a character's skeletons and complex controls, which help animators bring the character to life. They are also involved in ensuring the characters interact properly with their environment.

Key tasks:

1. Creating a virtual skeleton with various joints, controllers and deformers that animate character mesh
2. Setting up the joints and controllers for the character to move in a realistic way
3. Using the controllers and deformers to create the movement of the character
4. Applying keyframes and weights to the character mesh to allow it to respond to the deformation created by the rig
5. Collaborating with animators to ensure smooth integration of rigs and animation
6. Staying updated on industry trends and advancements in rigging techniques

Task statements

Task statement 1:

Creating a virtual skeleton with various joints, controllers and deformers that animate character mesh

Associated activities

- ✓ Establishes the skeleton layout and structure
- ✓ Gains an understanding of the character mesh
- ✓ Analyses the mesh and identifies the key joint points
- ✓ Uses appropriate software to rig the mesh
- ✓ Adds controllers and deformers that give the animator maximum control over the character mesh
- ✓ Establishes correct rotations and hierarchies for each joint
- ✓ Sets up IK chains (inverse-kinematic), constraints and other animation rigs
- ✓ Makes necessary adjustments to deformers and controllers
- ✓ Checks animation and ensures objects deform correctly
- ✓ Optimises rigs for better performance and speed

Task statement 2:

Setting up the joints and controllers for the character to move in a realistic way

Associated activities

- ✓ Analyses the types of movement needed from the character and selects the appropriate rigging setup
- ✓ Uses IK to build articulated motion pathways for realistic motion
- ✓ Analyses the deformations of the character to ensure realistic motion
- ✓ Sets up the controls for the rig, allowing for tweaks and adjustments in animation
- ✓ Uses a range of tools within relevant software to create a polygon mesh from a 3D model
- ✓ Tests the rig to make sure it works properly and adjusts as needed

Task statement 3:

Using the controllers and deformers to create the movement of the character

Associated activities

- ✓ Creates and assigns control points on a 3D model
- ✓ Animates bones, joints, and controllers to deform the model
- ✓ Utilises expressions, curve tools, and other tools to drive complex animation
- ✓ Troubleshoots deformation problems and revamps rigging if necessary
- ✓ Understands and recognises appropriate use of different kinds of controllers
- ✓ Utilises IK for character animation
- ✓ Interpolates between poses to create smooth transitions

Task statements

Task statement 3:

- ✓ Analyses the rigs and cleans up unnecessary details
- ✓ Creates appropriate hierarchies and structures for rigs
- ✓ Work with other departments to ensure efficient workflow

Task statement 4:

Applying keyframes and weights to the character mesh to allow it to respond to the deformation created by the rig

Associated activities

- ✓ Develops a library of custom controls to enable an animator to quickly animate different poses
- ✓ Performs character-specific motion testing to detect any inaccuracies in the motion
- ✓ Reviews and adjusts the weight maps to ensure the character mesh deforms in a realistic manner
- ✓ Documents and maintains rigging setup for future use

Task statement 5:

Collaborating with animators to ensure smooth integration of rigs and animation

Associated activities

- ✓ Communicates with animators to understand their specific requirements and preferences for rigging
- ✓ Participates in pre-production meetings to discuss rigging needs and provide input on technical considerations for animation
- ✓ Collaborates with animators to address any rigging issues or limitations that may impact the animation process
- ✓ Implements rigging changes or adjustments based on feedback from animators and supervisors
- ✓ Works closely with other team members, such as character modellers and texture artists, to ensure seamless integration of rigs with visual elements
- ✓ Provides ongoing support and assistance to animators in troubleshooting rigging-related issues
- ✓ Collaborates with technical directors or supervisors to implement advanced rigging techniques or tools to enhance animation possibilities

Task statements

Task statement 6:

Staying updated on industry trends and advancements in rigging techniques

Associated activities

- ✓ Researches and explores new rigging techniques, tools, and software advancements
- ✓ Attends industry conferences, workshops, and webinars to stay informed about the latest developments in rigging
- ✓ Engages with online communities, forums, and social media groups to learn from and share knowledge with other rigging professionals
- ✓ Keeps up to date with industry publications, blogs, and tutorials related to rigging
- ✓ Experiment with and implement new techniques to improve rigging workflows and enhance the quality of character animation
- ✓ Shares insights and knowledge with the team by conducting internal presentations or training sessions on new rigging techniques
- ✓ Adapts and integrates new rigging techniques into the existing pipeline to optimise the efficiency and quality of rigging process



Competencies applicable to 3D Rigging Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Rigging Supervisor

Role overview:

A Rigging Supervisor is responsible for creating the technical rigs which allow animators to control characters, objects and environments. Rigging Supervisors are responsible for ensuring the quality and performance of the rigs, working with other departments to create the most efficient and effective rigs, and maintaining the overall technical quality of the production.

Key tasks:

1. Developing and overseeing the execution of rigging pipelines and production workflow
2. Supervising riggers (rigging artists) and coordinating rigging tasks across teams
3. Analysing and troubleshooting rigging problems
4. Generating technical documentation for rigging pipelines and processes
5. Working closely with animation teams, modellers, riggers and technical directors to ensure smooth production
6. Staying updated on industry trends and advancements in rigging techniques

Task statements

Task statement 1:

Developing and overseeing the execution of rigging pipelines and production workflow

Associated activities

- ✓ Works with the animation supervisor to ensure the production pipeline for rigging allows for the fast and efficient rigging of characters
- ✓ Develops and implements rigging pipelines for characters and objects
- ✓ Implements and maintains production workflow for all rigging processes
- ✓ Works with production teams to ensure the rigging process fits into the overall pipeline
- ✓ Develops scripting tools and pipeline extensions to automate the rigging process
- ✓ Establishes and reviews standards for rigging process
- ✓ Monitors and improves the consistency and efficacy of the rigging pipelines

Task statement 2:

Supervising riggers (rigging artists) and coordinating rigging tasks across teams

Associated activities

- ✓ Maintains clear communication with the rigging team
- ✓ Ensures that rigging are meeting the production schedule timeline
- ✓ Provides feedback and critique on rigs, performance, and animation models to maintain a consistent high-quality
- ✓ Trains and mentors members of the rigging team

Task statement 3:

Analysing and troubleshooting rigging problems

Associated activities

- ✓ Ensures the performance of a rig is optimised and provides assistance to animators when needed
- ✓ Troubleshoots complex rigging problems and proposes solutions to improve the speed and accuracy of workflow
- ✓ Establishes windows into the rigging process to analyse performance
- ✓ Assists the rigging team with running tests and creating animation rigs

Task statements

Task statement 4:

Generating technical documentation for rigging pipelines and processes

Associated activities

- ✓ Writes documentation and tutorials on rigging processes
- ✓ Reviews script elements, animation requirements and development design details to determine the technical rigging requirements for each project
- ✓ Collates feedback from character and creative leads on rigged characters and creates necessary documents for future reference

Task statement 5:

Working closely with animation teams, modellers, riggers and technical directors to ensure smooth production

Associated activities

- ✓ Manages communication between rigging and animation departments
- ✓ Develops and maintains standards and procedures in relation to rigging production
- ✓ Communicates and reviews progress of rigging tasks with production teams

Task statement 6:

Staying updated on industry trends and advancements in rigging techniques

Associated activities

- ✓ Performs thorough reviews and quality checks on completed rigs to ensure they meet technical and aesthetic standards
- ✓ Collaborates with rigging artists to provide feedback and guidance for improving rigging techniques and processes
- ✓ Identifies and addresses rigging issues, such as deformations, joint placements, and control setups, and proposes solutions to enhance rig performance
- ✓ Implements and maintains quality control procedures and standards for rigging deliverables
- ✓ Works closely with technical directors and production teams to address rigging-related technical challenges and find effective solutions
- ✓ Conducts research and stays updated on industry advancements in rigging techniques and tools to continuously improve the technical quality of rigging deliverables
- ✓ Provides technical support and guidance to rigging artists, troubleshooting complex rigging problems, and assisting with technical rigging issues

Competencies applicable to Rigging Supervisor

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Animation Supervisor

Role overview:

An Animation Supervisor is responsible for the supervision of the animation team. In collaboration with the director and VFX supervisor, the Animation Supervisor is responsible for directing and maintaining the continuity of performance of all objects, digital characters or creatures.

Key tasks:

1. Leading the animation department by supporting a team of animators to ensure that the team is following the style of the existing series and maintaining the integrity of the project
2. Directing and maintaining the continuity of performance of CG characters or creatures
3. Collaborating with the director and VFX supervisor to develop animation concepts and techniques
4. Overseeing the integration of animation with other departments
5. Conducting performance reviews and providing career development support
6. Ensuring effective communication and collaboration within the animation department

Task statements

Task statement 1:

Leading the animation department by supporting a team of animators to ensure that the team is following the style of the existing series and maintaining the integrity of the project

Associated activities

- ✓ Responsible for clear lines of communication between, animation team, other departments and production
- ✓ Works closely with production, providing performance feedback, mentoring and maintaining positive morale among the team
- ✓ Organises meetings and dailies with animation artists to keep track of the work. Fully responsible for providing artistic and technical notes to the animators
- ✓ Supports and mentors the animation team, focusing on strengths within the team when assigning workload
- ✓ Reviews animatic to predict challenges that may come up throughout the episode and distributes work throughout the team
- ✓ Reviews animation completed by the team and assigns revisions as required
- ✓ Reviews all completed animation and revisions prior to submitting work to the director
- ✓ Ensures that all internal and external deadlines are met for the entire animation department
- ✓ Resolves problems or concerns within the animation department in a productive and positive manner, escalating challenges when necessary

Task statement 2:

Directing and maintaining the continuity of performance of CG characters or creatures

Associated activities

- ✓ Works in partnership with the CG/Rigging/VFX supervisor to interpret and develop the director's creative vision for the performance of CG characters or creatures
- ✓ Creates performance test composites for review by the director/supervision team
- ✓ Runs animation team meetings, ensures animation quality control and ensures performance consistency
- ✓ Interprets director's needs, provides constructive feedback to crew
- ✓ Completes creative revisions required as called by the director or client
- ✓ Works in partnership with production to correctly cast shots to animators and ensure continuity of performance while meeting all schedules and highest standards
- ✓ Works closely with the rigging team to ensure the delivery of rigs that will meet an animator's need for control, functionality, usability and performance
- ✓ Implements the specific animation pipeline requirements of a particular project
- ✓ Tests and deploys tools in a high-pressure production environment
- ✓ Works closely with FX supervisor to ensure primary animation and secondary animation (cloth, hair, wardrobe, etc.) are delivered to the highest standards

Task statements

Task statement 3:

Collaborating with the director and VFX supervisor to develop animation concepts and techniques

Associated activities

- ✓ Participates in concept development meetings to understand the director's vision for animation and visual effects
- ✓ Collaborates with the VFX supervisor to determine the technical feasibility of animation concepts
- ✓ Provides input on the selection of animation techniques and tools that align with the project's requirements
- ✓ Conducts research and stays updated on industry trends and advancements in animation technology
- ✓ Advises the director and VFX supervisor on the best approaches to achieve desired animation outcomes
- ✓ Works with the animation team to implement new techniques and ensure consistent execution

Task statement 4:

Overseeing the integration of animation with other departments

Associated activities

- ✓ Collaborates with modellers, riggers, and texture artists to ensure seamless integration of animation with character assets
- ✓ Provides guidance and support to the animation team regarding technical requirements for asset preparation
- ✓ Conducts regular meetings with other department leads to coordinate workflows and address any integration issues
- ✓ Reviews and provides feedback on animation-related assets, such as character rigs and facial blend shapes
- ✓ Works closely with lighting and compositing teams to ensure the final integration of animated elements into shots
- ✓ Participates in reviews and approvals of integrated shots to ensure visual consistency and quality

Task statement 5:

Conducting performance reviews and providing career development support

Associated activities

- ✓ Evaluates the performance and progress of individual animators on the team
- ✓ Conducts regular one-on-one meetings with animators to provide feedback, identify areas for improvement, and set goals
- ✓ Supports the professional growth of animators by recommending training opportunities and resources
- ✓ Collaborates with HR or production management to implement performance review processes and policies
- ✓ Provides guidance and mentorship to help animators overcome challenges and enhance their skills
- ✓ Identifies talent within the animation team and recommends individuals for specialized projects or career advancement

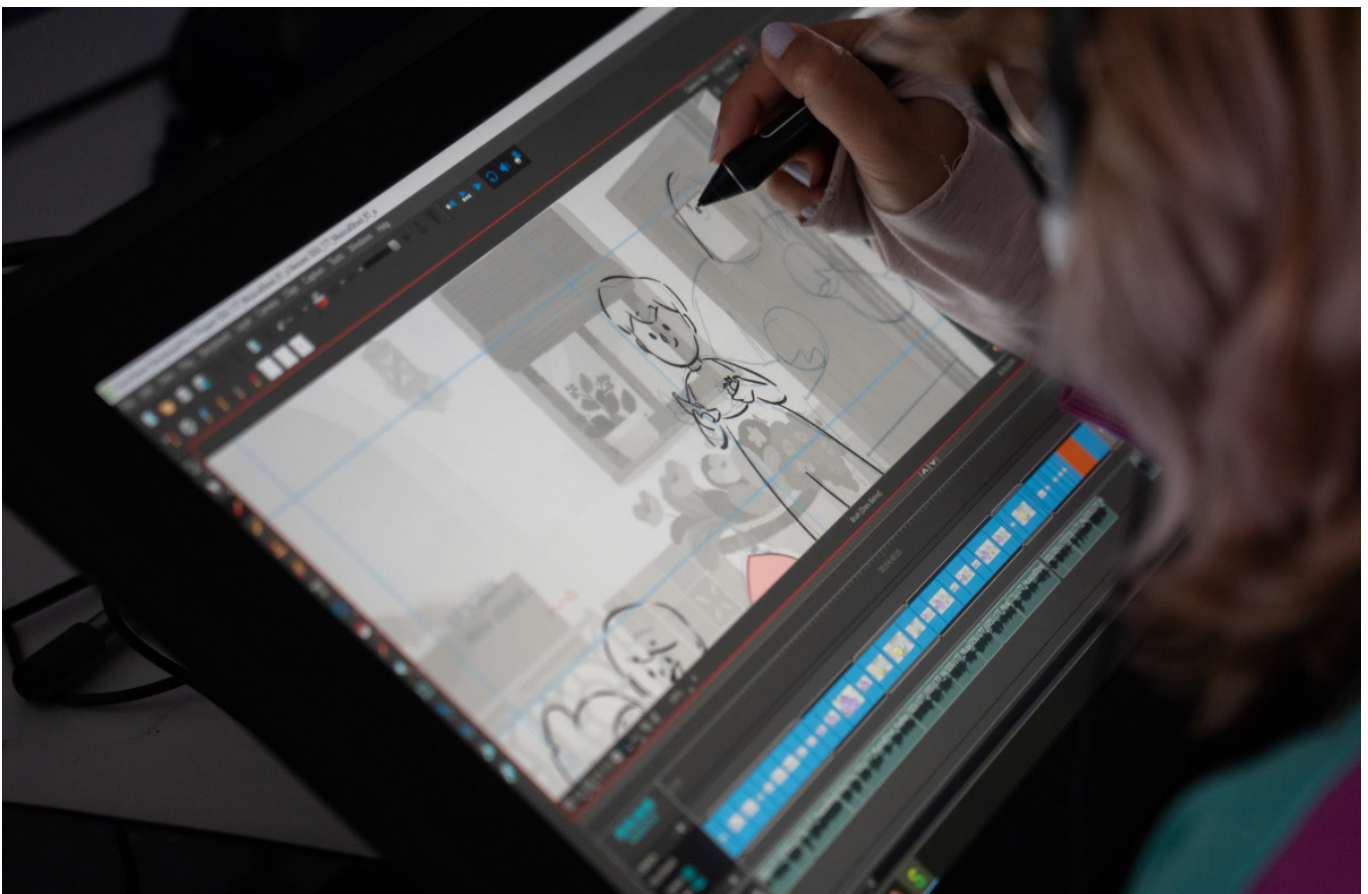
Task statements

Task statement 6:

Ensuring effective communication and collaboration within the animation department

Associated activities

- ✓ Facilitates clear and efficient communication within the animation team and with other departments
- ✓ Conducts departmental meetings to disseminate important information, updates, and project expectations
- ✓ Acts as a liaison between the animation department and other production stakeholders
- ✓ Encourages collaboration and knowledge-sharing among animators, fostering a positive and supportive team environment
- ✓ Resolves conflicts or issues that arise within the animation team, promoting open dialogue and constructive solutions
- ✓ Ensures that relevant project information, such as shot assignments and deadlines, is effectively communicated to the animators
- ✓ Collaborates with production management to optimize workflows and address any logistical challenges within the animation department



Competencies applicable to Animation Supervisor

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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 Key Animator

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

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 Key Animator helps in producing the principal key frames of an animation, using the storyboard and animation director's notes as a guide. They create all the main storytelling poses for the scenes, paying attention to character personalities, staging and acting. They collaborate with other key animators to make sure the production schedule is met, and the quality of animation is consistent. They make sure that work files and folders are organised efficiently, named according to naming conventions and approval procedures, and that retakes and handovers of files happen as needed.

Key tasks:

1. Producing the principal key frames of an animation
2. Creating all the main storytelling poses for the scenes
3. Collaborating with other key animators to make sure the production schedule is met and the quality of animation is consistent
4. Mentoring junior crew members through pre-production
5. Refining and polishing animation sequences
6. Collaborating with the art and design teams and artistic techniques

Task statements

Task statement 1:

Producing the principal key frames of an animation

Associated activities

- ✓ Acts as the primary drawing force for the characters in an animation
- ✓ Establishes the functions and movement of each character and details the facial expressions and body language
- ✓ Draws the main poses (key frames) in an animation to set the overall trajectory of the action
- ✓ Defines the expressions, acts out scenes, determines timing, and designs poses in each key frame
- ✓ Identifies any errors or discontinuities in the animation and makes revisions accordingly

Task statement 2:

Creating all the main storytelling poses for the scenes

Associated activities

- ✓ Creates rough drawings from the storyboard major key poses
- ✓ Refines sketches, ink and colourise and renders these poses following the style of the production

Task statement 3:

Collaborating with other key animators to make sure the production schedule is met, and the quality of animation is consistent

Associated activities

- ✓ Discusses requirements with other departments
- ✓ Coordinates with other animators to ensure consistency across scenes
- ✓ Supports other key animators in regard to production schedules
- ✓ Participates in animator meetings, studio reviews and other meetings focused on animation production management

Task statement 4:

Mentoring junior crew members through pre-production

Associated activities

- ✓ Provides guidance and feedback to junior crew members
- ✓ Assists in breaking down storyboard concepts into frame-by-frame animations
- ✓ Explains technical processes as needed
- ✓ Demonstrates animation techniques on relevant software

Task statements

Task statement 5:

Refining and polishing animation sequences

Associated activities

- ✓ Takes the principal key frames and refines them by adding additional frames to create smooth and fluid animation sequences
- ✓ Ensures proper timing, spacing, and movement between key frames for seamless animation transitions
- ✓ Adds secondary animation elements such as hair, clothing, and special effects to enhance the overall motion and realism
- ✓ Pays attention to the details and adjusts the drawings as necessary to maintain consistency and quality throughout the animation
- ✓ Collaborates with the animation director and other key animators to ensure coherence and coherence in the overall animation style

Task statement 6:

Collaborating with the art and design teams

Associated activities

- ✓ Works closely with the art and design teams to understand the visual style and aesthetic requirements of the project
- ✓ Incorporates the artistic direction into the animation by adapting the poses, expressions, and movements to match the overall artistic vision
- ✓ Collaborates with background artists to ensure the integration of characters into the background environments, considering perspective, lighting, and depth
- ✓ Communicates effectively with the design teams to address any challenges or changes in the character design that may impact the animation process
- ✓ Provides feedback and suggestions to the art and design teams to enhance the visual storytelling and improve the overall quality of the animation

Competencies applicable to 2D Key Animator

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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 Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior 2D 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 2D Artist is responsible for creating artwork for animation projects. The role involves creating characters, backgrounds, special effects and other 2D visuals. 2D Artists may also develop storyboards and design layouts for animated sequences. They are responsible for creating textures and lighting, colour corrections and digital colouring.

Key tasks:

1. Creating original art assets for the production of animation, including backgrounds, props and other objects
2. Designing backgrounds for each scene and then colouring, texturing and detailing them according to project specifications
3. Drawing clean-up art from rough sketches
4. Creating character designs and visual development for animation projects
5. Creating special effects and visual enhancements for animation sequences
6. Collaborating with the storyboard artists and layout team to design and create layouts for animated sequences

Task statements

Task statement 1:

Creating original art assets for the production of animation, including backgrounds, props and other objects

Associated activities

- ✓ Develops concept art and illustrations
- ✓ Draws characters, objects and scenes
- ✓ Refines and colours characters, objects and scenes
- ✓ Translates storyboards into actual animation frames
- ✓ Creates animatics and mock-ups to help visualise the story
- ✓ Manipulates and transforms the art assets to give the desired effect in animation
- ✓ Generates texture, texture maps and lighting effects

Task statement 2:

Designing backgrounds for each scene and then colouring, texturing and detailing them according to the project specifications

Associated activities

- ✓ Creates rough sketches, storyboards or mock-ups of the backgrounds for each scene
- ✓ Paints backgrounds to create the desired atmosphere
- ✓ Uses software to develop concept art for the backgrounds
- ✓ Selects appropriate colours, textures and detailing based on the project's guidelines
- ✓ Ensures consistency between all background designs for each scene
- ✓ Finalises backgrounds by compositing assets together, adding lighting and depth effects, creating patterns, etc.

Task statement 3:

Drawing clean-up art from rough sketches

Associated activities

- ✓ Reviews provided sketches from the assigned scene and makes necessary adjustments to create artwork that meets the design criteria
- ✓ Utilises digital media software to draw clean-up art
- ✓ Reviews the art with the production team and makes any necessary changes or revisions

Task statements

Task statement 4:

Creating character designs and visual development for animation projects

Associated activities

- ✓ Works closely with the art director and production team to understand the character requirements and style guidelines
- ✓ Develops initial character concepts and designs based on the project brief
- ✓ Refines and iterates on character designs based on feedback and direction from the art director and production team
- ✓ Creates turnaround sheets and poses for characters, showcasing different angles and expressions
- ✓ Works with the modelling team to ensure the character designs translate well into 3D models, providing necessary reference and guidance

Task statement 5:

Creating special effects and visual enhancements for animation sequences

Associated activities

- ✓ Collaborates with the animation and VFX teams to identify the special effects required for each scene
- ✓ Designs and creates visual effects such as smoke, fire, water, explosions, and magical effects
- ✓ Uses software tools to generate and animate the special effects, ensuring they integrate seamlessly with the animation
- ✓ Adjusts and refines the effects based on feedback and artistic direction from the supervisor and director
- ✓ Ensures consistency and quality of the visual effects across different scenes and shots

Task statement 5:

Collaborating with the storyboard artists and layout team to design and create layouts for animated sequences

Associated activities

- ✓ Reviews the storyboard and script to understand the storytelling and composition requirements
- ✓ Creates layout sketches and designs, blocking out the key elements and camera angles for each sequence
- ✓ Works closely with the storyboard artists and layout team to ensure continuity and coherence between shots and scenes
- ✓ Provides guidance and feedback to the layout team, ensuring the desired visual style and composition are achieved
- ✓ Iterates on layouts based on feedback and changes from the director or production team
- ✓ Collaborates with the animation team to ensure the layouts translate smoothly into the final animation sequences

Competencies applicable to 2D Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

FX Artist

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

An FX Artist is an animator who specialises in creating simulated visual effects. They use 3D software to create special effects that enhance the realism of a scene and add visual interest. They may also design detailed models of systems of particles, liquids, fire and smoke that act in realistic ways.

Key tasks:

1. Creating FX assets based on the visual and narrative requirements of the creative teams while working within the technical specifications of the show
2. Simulating and animating realistic natural phenomena, such as water, fire, smoke, and explosions
3. Designing and creating stylized visual effects to enhance the overall aesthetic of the animation
4. Optimizing and fine-tuning the performance of FX assets to meet technical and production requirements
5. Collaborating with the animation and VFX teams to ensure seamless integration of FX assets into the animation
6. Troubleshooting and resolving technical issues related to FX assets and simulations

Task statements

Task statement 1:

Creating FX assets based on the visual and narrative requirements of the creative teams while working within the technical specifications of the show

Associated activities

- ✓ Produces artistically and technically accurate FX assets and shots in collaboration with the art department within the agreed time allowed
- ✓ Produces technical documentation outlining the department and show specific processes for creating FX assets
- ✓ Identifies and escalates any technical problems for the department
- ✓ Reviews own assets and shots and that of the FX team
- ✓ Collaborates in animatic reviews
- ✓ Contributes to the development of tools and workflows

Task statement 2:

Simulating and animating realistic natural phenomena, such as water, fire, smoke, and explosions

Associated activities

- ✓ Studies real-world references and researches the physics and behaviour of natural phenomena to ensure accurate simulation and animation
- ✓ Creates particle systems, fluid simulations, and dynamic simulations to generate realistic effects
- ✓ Adjusts various parameters, such as velocity, density, viscosity, and turbulence, to achieve the desired visual results
- ✓ Tests and iterates on the simulations to refine the look and behaviour of the effects
- ✓ Works closely with the lighting and compositing teams to integrate the effects seamlessly into the final shots

Task statement 3:

Designing and creating stylized visual effects to enhance the overall aesthetic of the animation

Associated activities

- ✓ Collaborates with the art director and visual effects supervisor to understand the artistic vision and style guidelines for the animation
- ✓ Brainstorms and develops creative ideas for stylized visual effects that align with the overall look and feel of the project
- ✓ Creates custom shaders, textures, and procedural effects to achieve the desired stylized look
- ✓ Iterates on the effects based on feedback and artistic direction, ensuring they enhance the storytelling and visual impact of the animation
- ✓ Works closely with the lighting and compositing teams to integrate the stylized effects into the final shots

Task statements

Task statement 4:

Optimizing and fine-tuning the performance of FX assets to meet technical and production requirements

Associated activities

- ✓ Analyses the performance and efficiency of FX assets to identify areas for optimization
- ✓ Streamlines and simplifies complex simulations and effects to improve rendering times and overall performance
- ✓ Works with the technical directors and pipeline team to develop and implement optimization techniques and tools
- ✓ Performs thorough testing and quality assurance to ensure the optimized FX assets maintain the desired visual quality
- ✓ Documents and communicates the optimized workflows and techniques to the FX team and other relevant stakeholders

Task statement 5:

Collaborating with the animation and VFX teams to ensure seamless integration of FX assets into the animation

Associated activities

- ✓ Attends production meetings and communicates with the animation and VFX teams to understand the requirements and constraints for integrating FX assets
- ✓ Creates and delivers FX assets that align with the timing, motion, and interactions of the animated characters and objects
- ✓ Adjusts the behaviour and timing of the FX assets based on feedback from the animation and VFX supervisors
- ✓ Participates in reviews and provides constructive feedback on how FX assets can enhance the overall visual storytelling
- ✓ Works closely with the compositing team to ensure the FX assets are properly integrated into the final shots, including adding lighting, shadows, and other effects

Task statement 6:

Troubleshooting and resolving technical issues related to FX assets and simulations

Associated activities

- ✓ Identifies and troubleshoots technical issues or errors in the FX assets and simulations
- ✓ Works closely with the technical directors and software developers to find solutions and implement fixes
- ✓ Conducts thorough testing and debugging to ensure the FX assets are functioning correctly and meet the desired visual results
- ✓ Provides technical support and guidance to the FX team and other stakeholders
- ✓ Maintains documentation of technical issues, solutions, and best practices for future reference
- ✓ Stays updated with the latest software updates and industry trends in FX techniques to enhance technical proficiency and problem-solving abilities

Competencies applicable to FX Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Director

Role overview:

A Director is the creative force behind an animation production. They are responsible for the overall vision, pacing and aesthetic. They are in charge of supervising and collaborating with the production team in order to bring the script to life. This includes ensuring each shot meets creative standards, tracking the budget and deadlines, and guiding the voice actors and animators to fulfil the creative vision. The Director is responsible for approving finished scenes, providing feedback and helping to keep the project on track. They are the leaders of the production and are ultimately responsible for its success or failure.

Key tasks:

1. Communicating the overarching vision for the project to the team
2. Understanding and interpreting the script into visual language
3. Making creative and storytelling choices that shape the story
4. Collaborating with other artists to translate the story into visuals
5. Assisting in the scheduling, budgeting and planning of a project
6. Guiding and directing voice actors to fulfil the creative vision

Task statements

Task statement 1:

Communicating the overarching vision for the project to the team

Associated activities

- ✓ Discusses the project's overall vision, mission and objectives with the team
- ✓ Ensures the team understands the creative direction of the project
- ✓ Describes the characters and their personalities in depth
- ✓ Explains story points, set pieces and conflict resolution
- ✓ Guides and leads the creative discussion as new ideas come up
- ✓ Provides feedback to the team and helps them develop desired scenes
- ✓ Creates and shares visual references to help the team understand the desired aesthetic

Task statement 2:

Understanding and interpreting the script into visual language

Associated activities

- ✓ Breaks down each scene and shot and explains the visual language
- ✓ Analyses and breaks down the script to break down the narrative and develop an overall concept for the visual elements of the production
- ✓ Adapts and customises the visual look and style according to the narrative and tone
- ✓ Ensures that the visuals created effectively support, illustrate and drive the narrative

Task statement 3:

Making creative and storytelling choices that shape the story

Associated activities

- ✓ Comes up with innovative and inspiring ideas for scenes and moments
- ✓ Analyses the story elements to determine the structure and progression of the narrative
- ✓ Discusses and revises the script
- ✓ Approves the final cut of the story

Task statements

Task statement 4:

Collaborating with other artists to translate the story into visuals

Associated activities

- ✓ Communicates directly and through team members with production staff to give feedback, provide guidance and make sure that the choices made are consistent with the original vision
- ✓ Engages with production staff and other artists to gather storyboards and idea references
- ✓ Compares direction and flow of scenes with the scriptwriter to ensure consistency
- ✓ Critiques and adjusts sequences and shots to make them effective
- ✓ Describes camera angles and movements to the animation team

Task statement 5:

Assisting in the scheduling, budgeting and planning of a project

Associated activities

- ✓ Sets goals for the team to stay on track and reach the desired result
- ✓ Collaborates with the editor and other departments to ensure that all materials developed are used in the most efficient and effective manner
- ✓ Monitors the progress of the project and keeps track of milestones and/or deadlines
- ✓ Establishes and maintains contact with relevant stakeholders such as clients and investors
- ✓ Tracks and troubleshoots problems or delays and takes corrective action when necessary
- ✓ Reports to senior management on project status and budget
- ✓ Adjusts project timelines and assets as needed to ensure that the project remains on schedule and within budget

Task statement 6:

Guiding and directing voice actors to fulfil the creative vision

Associated activities

- ✓ Collaborates with the casting director to select suitable voice actors for each character
- ✓ Conducts voice acting auditions and provides feedback to actors
- ✓ Directs voice actors during recording sessions to achieve the desired performances
- ✓ Provides guidance on character interpretation, emotion, pacing, and delivery
- ✓ Gives clear and concise direction to voice actors to ensure consistency and cohesiveness across the project
- ✓ Reviews recorded voice performances and provides feedback for revisions or additional takes
- ✓ Works closely with the sound design and audio post-production team to integrate the voice performances seamlessly into the final product

Competencies applicable to Director

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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 Director

Role overview:

An Assistant Director supports the director in overseeing the entire production process. The role may involve planning and coordinating schedules, working with writers and artists, coordinating resources, and troubleshooting any issues that arise during production. The role may also involve editing the animation and collaborating with the compositing team to ensure that all technical aspects of the production adhere to the director's vision.

Key tasks:

1. Overseeing story development and pre-production
2. Coordinating production schedules and ensuring that deadlines are met
3. Managing crew working on the project
4. Monitoring budget and expenses to help stay within the production budget
5. Supervising post-production, including editing and review

Task statements

Task statement 1:

Overseeing story development and pre-production

Associated activities

- ✓ Collaborates with director and writer to develop the character's story and world
- ✓ Provides input and feedback on changes to the script and story
- ✓ Organises storyboarding to ensure animation and visuals are properly executed
- ✓ Makes sure animatics are created and adhere to the overall vision
- ✓ Ensures production files are logged and archived
- ✓ Coordinates voice talent casting and recording
- ✓ Directs pre-production tests for colour, timing and sound effects
- ✓ Connects with other departments to ensure the alignment between the story and visual elements

Task statement 2:

Coordinating production schedules and ensuring that deadlines are met

Associated activities

- ✓ Collaborates with the production team to create and manage project timelines
- ✓ Allocates tasks to the appropriate team members, ensuring requested deadlines are realistic and achievable
- ✓ Monitors progress, ensuring deadlines are clearly communicated
- ✓ Assists the production team in resource planning and coordinating workflow among departments
- ✓ Arranges meetings to discuss project challenges and project performance
- ✓ Adapts the project timeline according to new developments or changes to the project scope

Task statement 3:

Managing crew working on the project

Associated activities

- ✓ Recruits and selects crew members for the project
- ✓ Provides feedback and guidance to crew members
- ✓ Monitors and tracks daily progress of crew
- ✓ Assigns tasks and roles to crew
- ✓ Resolves conflicts between crew members
- ✓ Establishes training programmes and aids in the development of crew members

Task statements

Task statement 4:

Monitoring budget and expenses to help stay within the production budget

Associated activities

- ✓ Analyses costs associated with production and project elements
- ✓ Facilitates regular budget and cost reports
- ✓ Sets production spending limits and tracks all expenses against the set budget
- ✓ Resolves budget-related issues between departments
- ✓ Develops cost-effective solutions to minimise production costs
- ✓ Monitors third-party contracts and schedules for potential cost overruns
- ✓ Proactively identifies cost savings where possible
- ✓ Proactively seeks out appropriate tax credits, rebates and incentives

Task statement 5:

Supervising post-production, including editing and review

Associated activities

- ✓ Develops post-production schedules and ensures deadlines are met
- ✓ Works with post-production team to ensure all sound and picture edits are completed to the required standards
- ✓ Coordinates dialogue and music
- ✓ Monitors the budget and time constraints associated with post-production
- ✓ Reviews post-production compositions prior to release and provides feedback and instructions when necessary

Task statement 6:

Coordinating with the compositing team to ensure technical aspects align with the director's vision

Associated activities

- ✓ Collaborates with the compositing team to understand the desired visual effects and overall look of the animation
- ✓ Provides clear direction and guidelines on how the compositing should be executed
- ✓ Reviews compositing work in progress and provides feedback for adjustments and improvements
- ✓ Ensures that the compositing aligns with the director's creative vision and maintains consistency throughout the production
- ✓ Communicates any technical requirements or limitations to the compositing team and resolves any issues that may arise
- ✓ Collaborates with the compositing team to troubleshoot and find solutions for technical challenges during the post-production process

Competencies applicable to Assistant Director

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Creative Director

Role overview:

A Creative Director ensures all projects adhere to the studio's vision, style, principles and values. The Creative Director guides assigned projects and is responsible for the overall quality of the work produced by the team. The Creative Director also helps the studio's executive team stay up to date on industry trends and helps formulate strategies for success.

Key tasks:

1. Managing the creative vision for the studio and/or project
2. Measuring the progress of the creative development
3. Working with writers, directors, animators and editors to translate story ideas into animated content
4. Collaborating with the production team to explore creative options and making decisions while staying on time, budget and on-brand
5. Remaining informed of trends in the animation industry to ensure projects are relevant and innovative
6. Providing creative direction and guidance to the marketing and promotional activities of the studio/project

Task statements

Task statement 1:

Managing the creative vision for the studio and/or project

Associated activities

- ✓ Develops a creative vision and vision statement for the studio and/or project
- ✓ Collaborates with other creative professionals to ensure that the creative vision is carried out through the overall design of the project
- ✓ Negotiates and maintains relationships with clients and sponsors to ensure that the final product meets their expectations
- ✓ Directs and supervises the animation process from the initial concept to the final product
- ✓ Evaluates and revises the creative vision throughout all stages
- ✓ Adheres to deadlines, budgets and other production limitations to ensure the overall quality of the product
- ✓ Motivates and guides team members to achieve the vision and achieve higher-quality results
- ✓ Regularly reviews and assesses the progress of the project and provides feedback to team members

Task statement 2:

Measuring the progress of the creative development

Associated activities

- ✓ Evaluates the work of the creative team to ensure standards are being met
- ✓ Identifies and addresses creative issues
- ✓ Suggests creative solutions to creatively challenging tasks
- ✓ Communicates creative expectations to the rest of the creative team

Task statement 3:

Working with writers, directors, animators and editors to translate story ideas into animated content

Associated activities

- ✓ Reviews storyboard and other artwork to ensure visual continuity
- ✓ Brainstorms ideas with writers and animators
- ✓ Art directs projects to ensure the story is successfully communicated
- ✓ Analyses scripts for potential content ideas
- ✓ Provides feedback to writers, directors and animators to suggest improvements
- ✓ Works with editors to assemble footage into a cohesive sequence
- ✓ Preserves the integrity of the story and vision

Task statements

Task statement 4:

Collaborating with the production team to explore creative options and making decisions while staying on time, budget and on-brand

Associated activities

- ✓ Works with the production team to assess project goals, deadlines and budget
- ✓ Adjusts creative concepts when needed
- ✓ Works with external vendors as needed to get outsource materials and services for the project

Task statement 5:

Remaining informed of trends in the animation industry to ensure projects are relevant and innovative

Associated activities

- ✓ Participates in industry events and conferences
- ✓ Stays up to date with the newest software and production techniques
- ✓ Researches current industry trends and challenges
- ✓ Analyses the successes of other studios in the industry
- ✓ Seeks professional development opportunities
- ✓ Networks with peers in the industry
- ✓ Studies industry reports and reviews
- ✓ Identifies new talent and finds ways to utilise their skills in upcoming projects

Task statement 6:

Remaining informed of trends in the animation industry to ensure projects are relevant and innovative

Associated activities

- ✓ Collaborates with the marketing team to develop promotional strategies and campaigns that align with the creative vision
- ✓ Provides creative direction for promotional materials such as trailers, posters, and online content
- ✓ Ensures that the promotional materials effectively communicate the unique selling points of the studio/project
- ✓ Reviews and approves marketing materials to ensure they are consistent with the creative direction and brand identity
- ✓ Participates in marketing meetings and discussions to provide input on creative aspects of promotional activities
- ✓ Tracks the effectiveness of marketing campaigns and adjusts strategies as needed to achieve desired results

Competencies applicable to Creative Director

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Animation Director

Role overview:

An Animation Director is responsible for overseeing the creation of high-quality animation. This includes working with a team of animators, artists, and other creative professionals to develop characters and storylines, design scenes and backgrounds, and create key frames that will eventually be turned into full animations. The Animation Director must have strong leadership skills in order to coordinate all of these different elements into a cohesive whole. They also need to be able to effectively communicate their vision to their team so that everyone is working toward the same goal.

Key tasks:

1. Ensuring delivery of high-quality animation by directing the animation team at character animation level and scene-by-scene direction
2. Collaborating with the director and team to create the highest quality production within the constraints of the project budget and schedule
3. Managing the workflow of the animation studio or department by delegating tasks to artists, art directors, and other team member
4. Providing guidance and mentorship to the animation team to enhance their skills and foster professional growth
5. Collaborating with the technical team to ensure smooth integration of animation assets into the production pipeline
6. Maintaining effective communication with stakeholders, such as producers, directors, and clients regarding animation progress and creative decisions

Task statements

Task statement 1:

Ensuring delivery of high-quality animation by directing the animation team at character animation level and scene-by-scene direction

Associated activities

- ✓ Creates a shot list for each scene in an animated film to determine how many frames will be needed and how long each frame should last
- ✓ Creates detailed sketches of characters and scenes to provide reference points for animators
- ✓ Reviews and approves all materials produced by the animation team to ensure high-quality standards are maintained throughout animation production, and it remains consistent with the director's vision for the project
- ✓ Leads animation launch and animation team meetings
- ✓ Approves facial and character rigs with the rigging supervisor
- ✓ Approves blend shapes and morphs for facial expressions

Task statement 2:

Collaborating with the director and team to create the highest quality production within the constraints of the project budget and schedule

Associated activities

- ✓ Establishes key character animation and animation bible for the entire production in collaboration with the director and lead animator
- ✓ Reviews and provides feedback on storyboards and working with the director to make sure they are accurately conveying the director's vision
- ✓ Consults with the director about characters' movements, facial expressions, and other aspects of a character's design that impact the quality of an animation

Task statement 3:

Managing the workflow of the animation studio or department by delegating tasks to artists, art directors, and other team members

Associated activities

- ✓ Coordinates with other departments to make sure their needs are met during production
- ✓ Anticipates bottlenecks and communicates them to the wider teams
- ✓ Establishes and maintains regular communication with team members to assess progress and meet milestones
- ✓ Monitors projects to ensure that deadlines are met and standards are maintained
- ✓ Troubleshoots any creative and technical issues that arise
- ✓ Evaluates team members' work and provides feedback to increase productivity and quality
- ✓ Handles recruitment, staffing and hiring of new team members

Task statements

Task statement 4:

Providing guidance and mentorship to the animation team to enhance their skills and foster professional growth

Associated activities

- ✓ Conducts regular one-on-one meetings with animators to provide feedback, guidance, and support
- ✓ Identifies training needs and facilitates skill development workshops or training sessions
- ✓ Offers constructive critique and suggestions for improvement on animation techniques and performance
- ✓ Encourages a collaborative and supportive team environment
- ✓ Provides opportunities for animators to take on challenging projects and expand their skill set
- ✓ Recognizes and rewards exceptional performance and contributions from the animation team

Task statement 5:

Collaborating with the technical team to ensure smooth integration of animation assets into the production pipeline

Associated activities

- ✓ Works closely with technical directors to define and implement efficient workflows for animation production
- ✓ Collaborates with rigging and technical artists to ensure proper functioning and usability of character rigs and animation tools
- ✓ Participates in discussions and problem-solving sessions related to technical challenges in animation production
- ✓ Provides input and feedback on the development and implementation of new animation tools and technologies
- ✓ Tests and reviews animation software and plugins to assess their suitability for the production needs

Task statement 6:

Maintaining effective communication with stakeholders, such as producers, directors, and clients, regarding animation progress and creative decisions

Associated activities

- ✓ Attends production meetings and provides updates on animation progress and challenges
- ✓ Collaborates with producers to ensure animation tasks align with project goals, budget, and schedule
- ✓ Presents and explains animation concepts, storyboards, and animatics to stakeholders for feedback and approval
- ✓ Addresses and resolves any concerns or conflicts related to animation production
- ✓ Actively seeks and incorporates feedback from stakeholders to improve the quality and impact of the animation
- ✓ Provides regular reports on animation production status and milestones to stakeholders

Competencies applicable to Animation Director

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Storyboard Supervisor

Role overview:

A Storyboard Supervisor leads Storyboard artists and the storyboarding process. They work closely with the director to ensure the style of the project is communicated to the storyboard team. They are responsible for setting the style, quality and standards for the department. They develop the comedic action in the storyboards as well as characterisation, staging, pacing and camera action. They create script notes and support material for the storyboard artists. They review, critique and adjust storyboard artists' work before the director's review. They are responsible for the delivery of storyboards on time and on budget.

Key tasks:

1. Leading the storyboard artists and storyboarding process
2. Responsible for setting the style quality and standards for the department
3. Responsible for delivery of storyboards on time and on budget
4. Collaborating with the director and other departments to ensure the storyboard aligns with the overall vision and production requirements
5. Providing guidance and mentorship to the storyboard artists to enhance their skills and promote artistic growth
6. Overseeing the implementation of revisions and changes to the storyboard based on feedback from the director and other stakeholders

Task statements

Task statement 1:

Leading the storyboard artists and storyboarding process

Associated activities

- ✓ Collaborates with directors to define the style and storytelling rules of the project
- ✓ Ensures quality, direction and style of the project is consistently achieved and strived for throughout production
- ✓ Works closely with the director and art director on storyboard and design launches
- ✓ Attends all internal and external pitch meetings and reviews with clients and stakeholders
- ✓ Creates script notes and support material for the storyboard artists
- ✓ Reviews, critiques and adjusts storyboard artists' work before the director's review
- ✓ Oversees and manages the workflow for the storyboard and editing departments according to the needs of production
- ✓ Answers questions and provides feedback and support to storyboard artists and editing team throughout production
- ✓ Helps in the recruitment process, reviewing and interviewing candidates

Task statement 2:

Responsible for setting the style, quality and standards for the department

Associated activities

- ✓ Reviews all storyboard and animatic notes and ensures all such notes are communicated and implemented by the teams
- ✓ Undertakes reviews, gives notes and provides approvals to the storyboard and editing teams at all stages of production
- ✓ Works closely with editors and directors to help cut down episodes to time

Task statement 3:

Responsible for the delivery of storyboards on time and on budget

Associated activities

- ✓ Oversees the progress of storyboard artists and editors and ensures work is completed on time and to the level of quality required for the production
- ✓ Meets all deadlines and production milestones as set out by the producer or production manager
- ✓ Communicates any potential issues or delays and presents possible solutions to storyboard and animatic schedule problems

Task statements

Task statement 4:

Collaborating with the director and other departments to ensure the storyboard aligns with the overall vision and production requirements

Associated activities

- ✓ Attends meetings with the director, producers, and other key stakeholders to discuss and clarify the creative vision, story goals, and project requirements
- ✓ Works closely with the art director and production designer to ensure consistency in visual style and design elements
- ✓ Collaborates with the animation director and animation team to ensure that the storyboard translates well into the animation process
- ✓ Consults with the sound design and music teams to consider the audio elements and timing in the storyboard

Task statement 5:

Providing guidance and mentorship to the storyboard artists to enhance their skills and promote artistic growth

Associated activities

- ✓ Conducts regular feedback sessions with storyboard artists to review their work and provide constructive critiques
- ✓ Provides guidance on storytelling techniques, composition, pacing, and visual storytelling
- ✓ Shares industry best practices and resources to help storyboard artists improve their skills
- ✓ Encourages a collaborative and supportive team environment to foster creativity and innovation
- ✓ Identifies training needs and facilitates workshops or training sessions to enhance storyboard artists' skills

Task statement 6:

Overseeing the implementation of revisions and changes to the storyboard based on feedback from the director and other stakeholders

Associated activities

- ✓ Reviews feedback from the director, producers, and other stakeholders and identifies necessary revisions or adjustments to the storyboard
- ✓ Communicates feedback effectively to the storyboard artists, providing clear instructions and guidance for revisions
- ✓ Tracks and manages the revision process, ensuring that changes are implemented accurately and in a timely manner
- ✓ Collaborates with the editing team to incorporate revised storyboards into the animatic or final production
- ✓ Ensures that all revisions and changes maintain the integrity of the story and align with the overall vision of the project

Competencies applicable to Storyboard Supervisor

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Storyboard Revisionist

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

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 Storyboard Revisionist works through rough drawings, thumbnails and finished panels, together with existing storyboards, to create a clear and concise animatic. They revise storyboards in close collaboration with the Storyboard Supervisor and the animation director. They respond efficiently to notes and translate revisions during storyboard review and the animatic process. They contribute to the creative aspects of the story, including character development and dramatic/comedic action. They make sure the quality, vision and style of the project are achieved consistently across all storyboards, as well as making sure that the post-animatic storyboard includes all the final dialogue, backgrounds, direction, and action.

Key tasks:

1. Delivering high-quality on schedule storyboard revision panels
2. Collaborating with the Storyboard Supervisor and animation director to ensure revisions align with the overall vision and style of the project
3. Contributing to the creative aspects of the story, including character development and dramatic/comedic action
4. Maintaining effective communication and collaboration with other departments involved in the storyboard revision process
5. Ensuring the quality and consistency of the project's vision and style in all revised storyboards
6. Collaborating with the animation team to ensure proper execution of storyboard revisions in the animation process

Task statements

Task statement 1:

Delivering high-quality on schedule storyboard revision panels of assigned series to production and post-production departments

Associated activities

- ✓ Responds efficiently to notes and translating revisions during storyboard review and animatic process
- ✓ Proactively communicates regularly with the director and post-production to keep the department updated on progress and delivery deadlines
- ✓ Proactively communicates with other departments as needed
- ✓ Provides accurate time bids
- ✓ Undertakes revisions and updates documentation
- ✓ Adheres to the quality and style of the show and makes sure it is consistently achieved in drawings
- ✓ Ensures all the required reference material is available to allow for success
- ✓ Organises and updates the storyboard production folders regularly

Task statement 2:

Collaborating with the Storyboard Supervisor and animation director to ensure revisions align with the overall vision and style of the project

Associated activities

- ✓ Attends meetings and reviews with the Storyboard Supervisor and animation director to discuss revisions and receive feedback
- ✓ Reviews existing storyboards and identifies areas that require revisions or improvement
- ✓ Works closely with the Storyboard Supervisor to understand the specific requirements and expectations for each revision
- ✓ Adapts and adjusts the storyboard panels to incorporate changes while maintaining consistency in style, composition, and storytelling

Task statement 3:

Contributing to the creative aspects of the story, including character development and dramatic/comedic action

Associated activities

- ✓ Analyses the script and storyboards to identify opportunities for enhancing character development and storytelling
- ✓ Develops and explores creative solutions to improve the dramatic or comedic impact of specific scenes or sequences
- ✓ Provides suggestions and ideas to enhance the visual storytelling and emotional beats of the storyboards
- ✓ Collaborates with the Storyboard Supervisor and animation director to ensure the revisions contribute to the overall narrative and tone of the project

Task statements

Task statement 4:

Maintaining effective communication and collaboration with other departments involved in the storyboard revision process

Associated activities

- ✓ Attends meetings and discussions with the animation team, art department, and other relevant departments to ensure a smooth and coordinated workflow
- ✓ Collaborates with the layout and design teams to ensure the revised storyboard panels align with the background artwork and layout requirements
- ✓ Communicates any technical or logistical challenges related to the revision process to the appropriate departments for resolution
- ✓ Provides necessary information and documentation to support the post-production process, including final dialogue, backgrounds, direction, and action

Task statement 5:

Ensuring the quality and consistency of the project's vision and style in all revised storyboards

Associated activities

- ✓ Follows the established style guide and guidelines provided by the Storyboard Supervisor and animation director
- ✓ Reviews and compares revised storyboards with the existing storyboards to ensure consistency in character designs, proportions, and visual elements
- ✓ Pays attention to details such as continuity, camera angles, and shot composition to maintain a cohesive visual narrative
- ✓ Applies feedback and revisions in a timely and accurate manner to ensure the final revised storyboards meet the required quality standards
- ✓ Performs quality checks on the revised panels before delivery to ensure they meet the project's specifications

Task statements

Task statement 6:

Overseeing the implementation of revisions and changes to the storyboard based on feedback from the director and other stakeholders

Associated activities

- ✓ Participates in animation meetings and reviews to provide guidance and clarification on revised storyboards
- ✓ Collaborates with animators to address any challenges or questions related to the revised storyboard panels
- ✓ Provides clear and concise instructions to the animation team regarding the desired actions, timing, and performance based on the revised storyboards
- ✓ Reviews animation drafts and sequences to ensure the revised storyboards are accurately translated into the animation
- ✓ Provides feedback and guidance to animators to achieve the intended visual storytelling and character performances in alignment with the revised storyboards
- ✓ Works closely with the animation supervisor or director to resolve any discrepancies or issues between the revised storyboards and the animation
- ✓ Maintains open communication with the animation team to address any further revisions or adjustments needed during the animation process

Competencies applicable to Storyboard Revisionist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Storyboard Artist

This role can operate at different levels and may be named with the level in the title, e.g. Senior Storyboard 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 Storyboard Artist helps to create a visual representation of the animation's narrative. They translate the script and the director's vision into pictures. They produce a series of panels of images to plan the shots and ensure continuity between them. These form the basis for the animation in the next stage of production. Storyboard artists may be asked to complete partly drawn panels and ensure they are in the right style for the animation project. Depending on the production, the storyboard panels might need to be cleaned up (in terms of the lines and sharpness of the image) so that the drawings are tighter and more accurate. If the panels are being sent overseas to be animated, this is particularly important. Storyboard artists might also need to fill in background details or they may be asked to revise scenes already drawn. They may be required to work using various different types of software to prepare panels for editorial.

Key tasks:

1. Helping to create a visual representation of the animation's narrative
2. Translating the script and the director's vision into pictures
3. Delivering high-quality, on-schedule storyboards within the defined production scope
4. Refining and enhancing the visual storytelling in the storyboard panels
5. Collaborating with the director and creative team to ensure the artistic vision is achieved
6. Adhering to project guidelines, deadlines, and production standards

Task statements

Task statement 1:

Helping to create a visual representation of the animation's narrative

Associated activities

- ✓ Reads and visualises the script along with the director
- ✓ Works to define staging, pacing, and camera angles

Task statement 2:

Translating the script and the director's vision into pictures

Associated activities

- ✓ Breaks down the script with the director to identify key scenes and plan them visually
- ✓ Makes visual decisions that develop how the story looks on a storyboard panel
- ✓ Liaises with writers, animators, and directors regarding the look, style, and level of detail required for the storyboard of each production
- ✓ Sequences the scenes from a script into storyboard format using panels of images
- ✓ Draws the initial sketches for the narrative

Task statement 3:

Translating the script and the director's vision into pictures

Associated activities

- ✓ Draws storyboards for assigned sequences and episodes
- ✓ Revises, edits and modifies sketches as needed
- ✓ Ensures that the vision and style of the project are consistently adhered to through the execution of action, staging, dialogue and camera
- ✓ Briefs animators on key scenes within the storyboard
- ✓ Includes key dialogue or scene directions within each frame
- ✓ Includes special effects in the storyboard frames
- ✓ Identifies lighting requirements and articulating circles of tension within each scene
- ✓ Responds efficiently to notes and is able to translate revisions during storyboard rough review
- ✓ Meets all deadlines as determined by the production team
- ✓ Proactively communicates regularly with the production team on progress

Task statements

Task statement 4:

Refining and enhancing the visual storytelling in the storyboard panels

Associated activities

- ✓ Analysing the script and identifying key moments and story beats to emphasise in the storyboard
- ✓ Creating dynamic compositions and camera angles to effectively convey the narrative and mood of the scene
- ✓ Adding details, gestures, and expressions to characters to enhance their personalities and emotions
- ✓ Incorporating visual cues and transitions to improve the flow and continuity between panels
- ✓ Adjusting pacing and timing by manipulating the size and placement of panels
- ✓ Ensuring clarity and readability of the storyboard through clear and concise drawings

Task statement 5:

Collaborating with the director and creative team to ensure the artistic vision is achieved

Associated activities

- ✓ Participating in concept and creative meetings with the director, art director, and other stakeholders
- ✓ Understanding the director's vision and translating it into visual storytelling elements
- ✓ Receiving feedback and direction from the director and incorporating it into the storyboard
- ✓ Collaborating with other artists, such as colourists or background artists, to ensure consistency in the visual style
- ✓ Providing creative input and suggestions to enhance the storytelling and visual impact of the storyboard

Task statement 6:

Adhering to project guidelines, deadlines, and production standards

Associated activities

- ✓ Familiarising oneself with the project's artistic and technical requirements, style guides, and production guidelines
- ✓ Meeting assigned deadlines for storyboard deliverables as determined by the production schedule
- ✓ Reviewing and implementing feedback from the storyboard supervisor or director in a timely manner
- ✓ Maintaining organisation and file management of storyboard assets and revisions
- ✓ Adapting to changes and revisions during the production process while ensuring continuity and quality in the storyboard
- ✓ Collaborating with the production team to address any technical or logistical challenges related to the storyboard production

Competencies applicable to Storyboard Artist

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Writer

Role overview:

A Writer develops story ideas and presents them in the form of scripts. Their scripts are used by storyboard artists and directors to work out the visual art style of a project. Writers either work on an original idea or contribute to an existing project. They come up with a story and then an outline of what happens in each scene. Finally, they write the full script, including dialogue and action. Writers are usually freelance, but sometimes studios will have their own staff who work as writers.

Key tasks:

1. Creating story ideas and presenting them in the form of scripts
2. Writing a full script that includes various characters, action and dialogue
3. Collaborating with the creative team to develop and refine the story
4. Researching and staying informed about industry trends and best practices
5. Collaborating with producers and executives to refine scripts and meet project objectives
6. Adapting and revising scripts based on production and client feedback

Task statements

Task statement 1:

Creating story ideas and presenting them in the form of scripts

Associated activities

- ✓ Devises a storyline and creates an outline for the various scenes that comprise it
- ✓ Writes and rewrites scripts if necessary
- ✓ Develops believable plots and characters
- ✓ Researches background material
- ✓ Comes up with themes and ideas
- ✓ Prepares short summaries of the ideas and pitches them to producers or development executives

Task statement 2:

Writing a full script that includes various characters, action and dialogue

Associated activities

- ✓ Researches story and characters to provide a full picture of motivations, histories and other pertinent details
- ✓ Writes down all spoken dialogue and action in the script as well as describing the characters, settings and other elements necessary for animators
- ✓ Edits the script for mistakes in grammar, dialogue or story
- ✓ Makes necessary adjustments to the script based on feedback

Task statement 3:

Collaborating with the creative team to develop and refine the story

Associated activities

- ✓ Participates in story meetings and brainstorming sessions to contribute ideas and insights
- ✓ Works closely with storyboard artists, directors, and other team members to shape the narrative and ensure continuity
- ✓ Receives feedback and incorporates revisions to enhance the story's structure, pacing, and character development
- ✓ Collaborates with the production team to ensure the script aligns with the project's budget, target audience, and creative goals

Task statements

Task statement 4:

Researching and staying informed about industry trends and best practices

Associated activities

- ✓ Engages in continuous research to stay up to date with current trends, themes, and styles in storytelling and animation
- ✓ Studies successful scripts and films to gain insights into effective storytelling techniques
- ✓ Attends industry events, conferences, and workshops to expand knowledge and network with other professionals
- ✓ Keeps track of market demands and audience preferences to tailor scripts accordingly
- ✓ Maintains awareness of copyright and intellectual property regulations to ensure compliance in scriptwriting

Task statement 5:

Collaborating with producers and executives to refine scripts and meet project objectives

Associated activities

- ✓ Receives notes and feedback from producers and executives on scripts
- ✓ Participates in script development meetings to discuss revisions, story adjustments, and creative directions
- ✓ Adapts scripts based on production requirements, budget constraints, and target audience considerations
- ✓ Collaborates with producers to ensure the script aligns with the project's vision and goals
- ✓ Presents script revisions and updates for review and approval by the production team

Task statement 6:

Adapting and revising scripts based on production and client feedback

Associated activities

- ✓ Receives feedback from the production team, clients, or executives on the script
- ✓ Analyses the feedback to identify areas that require revisions or adjustments
- ✓ Revises the script to address notes and suggestions while maintaining the integrity of the story
- ✓ Ensures that the script aligns with the client's vision, brand guidelines, and target audience
- ✓ Effectively communicates and collaborates with the team to incorporate revisions and meet project objectives

Competencies applicable to Writer

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				

Showrunner

Role overview:

A Showrunner is the lead creative force behind an animated series or feature. They typically act as the main point of contact for network and studio executives in charge of the projects. They are responsible for setting the overall vision and tone of the series, coordinating the work of the writers, directors, editors and crew members to make sure the show is carried out as planned.

Key tasks:

1. Overseeing the overall vision and tone of a show
2. Developing and writing scripts
3. Making casting decisions and communicating with cast and crew
4. Budgeting and scheduling tasks
5. Liaising with network and studio executives on the progress of a show
6. Maintaining and fostering a positive and collaborative work environment

Task statements

Task statement 1:

Overseeing the overall vision and tone of a show

Associated activities

- ✓ Develops the show's overarching pot, including character arcs
- ✓ Writes outlines for episodes, story bibles and scripts
- ✓ Acts as lead creative liaison between the show's production staff, voice talent and other departments
- ✓ Works with composers and sound editors to ensure the show has a unique auditory landscape
- ✓ Develops a cohesive animation style
- ✓ Schedules and directs voice recordings, sound and edit sessions
- ✓ Delivers notes for revisions and makes changes as per notes from the network
- ✓ Supervises the art direction, colour timing, and other post-production elements
- ✓ Delegates and manages the workload of production staff to ensure timely delivery of all deliverables

Task statement 2:

Developing and writing scripts

Associated activities

- ✓ Brainstorms story ideas
- ✓ Researches potential storylines
- ✓ Writes outlines for narrative arcs/plot lines
- ✓ Maps out episode structure
- ✓ Writes dialogue, character descriptions and script notes
- ✓ Rewrites or edits scripts as needed
- ✓ Solicits feedback from producers, animators and other departments
- ✓ Liaises with production teams for revisions and pacing
- ✓ Finalises script and submits for approval

Task statement 3:

Making casting decisions and communicating with cast and crew

Associated activities

- ✓ Auditions and selects voice actors to fill character roles
- ✓ Schedules and runs voice recording sessions
- ✓ Negotiates voice actor contracts and fees
- ✓ Coordinates with the animation studio and voice director
- ✓ Oversees the script/voice actor adaptation process
- ✓ Gives guidance, feedback and direction to the voice actors

Task statements

Task statement 4:

Budgeting and scheduling tasks

Associated activities

- ✓ Collaborates with the producer/production manager to create a budget for the project
- ✓ Works with the producer/production manager to create a detailed production schedule and timeline that outlines the length of each production phase, the milestones that need to be met and the deadlines for each stage
- ✓ Tracks the production budget against the allocated budget and ensures that the project stays within its financial constraints

Task statement 5:

Liaising with network and studio executives on the progress of a show

Associated activities

- ✓ Creates and arranges regular meetings with network and studio executives to discuss the progress, budget and scheduling of the show
- ✓ Tracks the show's progress, compares initial plans with actual results and adjusts plans as needed
- ✓ Keeps executives up to date on deadlines, challenges and solutions in a timely manner
- ✓ Works with network and studio executives to ensure the show meets their expectations and goals
- ✓ Utilises feedback from execs to adjust and improve the show as needed
- ✓ Keeps detailed records of all team meetings, conversations and notes relating to the show
- ✓ Anticipates challenges and briefs executives on potential issues and solutions

Task statement 6:

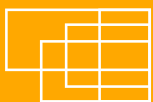
Maintaining and fostering a positive and collaborative work environment

Associated activities

- ✓ Establishes a creative and inclusive work culture that encourages open communication, teamwork, and innovation
- ✓ Provides clear and constructive feedback to the team members, promoting their growth and development
- ✓ Fosters a supportive and respectful atmosphere where diverse perspectives are valued
- ✓ Resolves conflicts and addresses any issues that may arise among the team members
- ✓ Encourages collaboration and creative problem-solving to overcome challenges
- ✓ Creates opportunities for team-building activities and professional development sessions
- ✓ Ensures that the team members have the necessary resources, tools, and support to carry out their responsibilities effectively
- ✓ Acts as a mentor and advocate for the team, promoting their work internally and externally

Competencies applicable to Showrunner

Core	Creative	Technical	Leadership	Personal Development
Quality oriented	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				



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