
Screen Directors Guild of Ireland

Director Role Description



SCREEN
DIRECTORS
GUILD
OF IRELAND

Director

Role Description:

The Film Director is the primary creator of the audio-visual work and the creative leader of the team assembled to deliver the story in line with the Director's vision.

Whether fiction, animation, documentary short or feature length, screened on the big theatre screen, laptop or small mobile phone, the director is the artist that gives life to ideas and written words (or the director is the creator of the final audio-visual work).

The Director's talent and unique style is used to deliver the project and emotionally capture the audience through the portrayal of the subject by the combined manipulation of performance, light, framing, words, tone, sound, and time.

The Director collaborates with and channels the skills of the cinematographer, designer, editor, musician, performer, and scriptwriter to create a work of unified vision. Together they translate the Director's vision onto the relevant media.

In many cases, the unique style of the audiovisual work draws the audience to follow the work of a particular Director and draws the creative team to work with the Director.

Directors often initiate projects: their style and reputation dictate the level of budget, the final working of the script, the location of the production, the length of production and the cast and crew requirements. The creative decisions that directors make can impact on the economic reality of the production.

The Director's style and reputation is a decisive factor in raising finance for audiovisual works and in the promotion of the finished work.

Key Responsibilities

Whilst the range and scope of a Director's responsibilities will differ between different projects and different media formats, the key responsibilities of a Director will typically include:

Task Statement 1:

Project Development

Associated activities

- ✓ Leading the development of the story over time to create a compelling story and vision that will attract finance and talented specialists and performers to create audio-visual work that reflects the Director's vision.
- ✓ Developing a storyboard in the Director's own style that sets out the key story components and the desired look and feel of the final audio-visual work.
- ✓ Developing the proposed budget to cover the key elements of the work and the specialisms and resources required to deliver the project.
- ✓ Working with the Producer to develop sources for funding for the project including the development of a look book and project bible that enables an effective project to be developed and assists in communicating the project vision to the financiers.
- ✓ Choosing key team members including cinematographer and casting agent to enable the pre-production phase to commence.

Task Statement 2:

Pre-Production

Associated activities

- ✓ Working closely with a Writer to create a compelling written story on which the project can be based.
- ✓ Sharing the vision of the project with relevant heads of department and creating a team to deliver the project.
- ✓ Auditioning and selecting key cast members.
- ✓ Developing project locations and schedules that support the delivery of the project within the agreed budget.
- ✓ Creating shot lists and a project pilot (where required) to support the development of the final project and secure full project funding where appropriate.
- ✓ Signing off on production schedules prior to the commencement of the production phase.

Key Responsibilities

Task Statement 3:

Production

Associated activities

- ✓ Being an inspirational leader for the project, ensuring that the talents of the whole team are combined to produce audio-visual work that delivers on the Director's vision.
- ✓ Taking all the key creative decisions during the entire production phase of the project to create the desired look, feel, and sound of the audio-visual work.
- ✓ Working with key heads of department and their teams to ensure the work specialist work of each team is delivered on time, on budget and in line with the project bible.
- ✓ Developing strong working relationships with the cast that create a sense of trust and security that enable them to feel safe and deliver compelling performances.
- ✓ Resolving project issues and challenges in an effective and productive way to ensure that the original project vision is delivered.

Task Statement 4:

Post-Production

Associated activities

- ✓ Contributing to the editing process to create a final version of the project for broadcast.
- ✓ Developing a 'Director's Cut' version of the project.
- ✓ Overseeing the finalisation and inclusion of any special effects within the work.
- ✓ Leading the test screenings and reflects on and reacts to the feedback from the screenings to refine the final audio-visual outputs and create a commercial piece of work in line with the original Director's vision for the project.

Key Responsibilities

Task Statement 5:

Promotion

Associated activities

- ✓ Undertaking key agreed marketing activities including interviews, event attendance, press releases, and marketing collateral to effectively publicise the audio-visual work and support its success on release.

Note:

This role profile is intended as a summary of the primary responsibilities of and qualifications for this role. The role profile is not intended as inclusive of all responsibilities or tasks an individual in this position might be asked to perform based on requirements of the project.

This role profile should be used in conjunction with the Competency Framework and Role Process documents.

