APPRENTICESHIP STANDARD – Storyboard Artist Level 7

OCCUPATION: Stoyboard Artist

 The Storyboard Artist is a highly skilled and creative individual who is required during the first phase of production, called pre-production. A Storyboard artist is responsible for visualising the narrative, planning shots and drawing panels to demonstrate the staging/action and maintain continuity between scenes of a production. Storyboard artists will typically be employed by a range of small to large production companies servicing the British and International Film, Television and Commercial Industries. They are usually based in either an office environment or work remotely from their own offices/place of work working on television commercials, television series, and short form work and feature films. They are expected to collaborate well within a team and to be good communicators and problem solvers. Upon successful completion of their apprenticeship the individual could have a diverse career progression. This could include progression to become Supervisors in their field or a Head of Story department; some may progress to become directors.

KNOWLEDGE A Storyboard Artist understands	SKILLS A Storyboard Artist will be able to:
Self management • How to manage your continuous professional development to ensure your skills and knowledge are kept up-to-date • How to develop your own animation knowledge • How to seek constructive feedback from relevant people about your performance and evaluate feedback so as to identify development needs • The benefits of a professional online presence and the options to achieve this including promotional websites, blogs and use of social media • Health and Safety legislation, regulations and codes of practice that are applicable to studio safety	**Self management** • Seek constructive feedback from relevant people about your performance and evaluate feedback so as to identify development needs • Maintain your own continuous professional development to ensure you refresh, update and add to your skills and knowledge • Manage and market yourself as a freelancer • Have the capacity to to manage relevant aspects of production • Ensure Health & Safety procedures and policies are adhered to
Project and Data Organisation • The production workflow process from pre-production to delivery • The relevant software to select for a project • How to maintain record systems of drawings and associated information • How to use industry-standard animation software • The possibilities and constraints offered by the software you are using • The importance of organising and naming files • The importance of maintaining data security and following your organisation's guidelines and file structures	**Project and Data Organisation** • Select and use the industry standard software package required by the particular production • Continue to update your skills with new tools, software, data and other related technology • Prepare and store files in line with production requirements to enable the next stage of production to run efficiently • Undertake final archiving and subsequent data restoration from archives

Pre Production Development	Pre Production Development
- The language of film and story structure - The uses of shot composition, contrast, scale and perspective and how the camera moves - How to show action succinctly - How to maintain continuity - The use of close ups and cutting - The characters and staging - The importance of thumb nailing quick sketch layouts and choosing the appropriate elements from the script to focus on in each panel - Who to consult and work with to ensure that drawings meet design information whilst remaining within production limits - How to use false (forced) perspectives - How to use light, colour and shape to convey structural information and mood - The importance of carrying out checks relating to content and presentation of drawings, associated graphical information and specifications - The different types of method and medium for producing drawings and associated information - The processes and art of a particular department throughout the production such as animation, camera and rigging - The particular standards of a department and the challenges they face - How to work within the constraints of a given production	- Interpret a script to identify the requirements for drawings and other visual information - Confirm the available time and resource constraints on your work - Select methods, media and the relevant scale for producing suitable drawings - Visualise the story and convey this in their drawings - Adapt their style and make changes quickly as required - Create tonal, atmospheric work that maybe required to generate a colour script - Communicates and present ideas for productions - Use effective drawing techniques which meet the production style and which convey artistic and technical requirements for others - Ensure the drawings and associated material are complete, accurate and comply with design information and industry technical conventions - Ensure that drawings clearly show the visual effect at key stages intended by the decision makers for the production - Consult with appropriate experts when specialist skills are required to ensure the relevant technical information is clearly expressed in the drawings and other material - Ensure that drawings contain sufficient information for the intended use and are completed within agreed deadlines

Behaviours - A Storyboard Artist will be expected to demonstrate:

- Initiative and the ability to problem- solve
- The ability to take direction and be prepared to make changes to your work in response to constructive feedback
- The ability to work collaboratively

Entry requirements - Individual employers will set the selection criteria, but this is likely to include A Levels in a moving picture related subject and an appropriate subject at degree level.

Qualifications - Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

Duration - The apprenticeship will typically take 12 months to complete.

Level - This apprenticeship is set at level 7.

Review date – December 2020