

APPRENTICESHIP STANDARD – Storyboard Artist Level 7

Typical roles: Storyboard Artist, Story Artist, Revisionist

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. Storyboards are sequences from script/brief/screenplays translated into a series of illustrations. The Storyboard Artist is a highly skilled and creative individual who is required during the first phase of production, called pre-production. They work closely with the Director and, possibly, with the scriptwriter, Producer, client or Storyboard Supervisor, to visualise and tell the story. They may be required to prepare the storyboards for production, including indications of dialogue, character performance and camera moves, and could be asked to produce their work either as rough drawing or cleaned-up (more defined) drawings.

This role may include out of hours or irregular working patterns when collaborating on international projects. Storyboard artists will typically be employed by a range of small to large production companies working within the British and International Animation, film, television, Visual Effects industry, games 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, games, short form work and feature films.

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.

Entry requirements - Individual employers will set the selection criteria, but this is likely to include A Levels such as Art and Design, Graphic Design or Computer Science and an appropriate subject at degree level.

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

Level - This apprenticeship is set at level 7.

Core Skills & Knowledge for Storyboard Artist, Level 7

Knowledge & Understanding: A Storyboard Artist knows and understands:

Storyboard

- The end-to-end production workflow and the process from pre-production to delivery and how the stages of production and departments interact
- The history and development of film, TV, Animation, Games and Commercials
- 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 and 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

Manage content

- How to maintain record systems of drawings and associated information
- How to use specialist technology and animation software used for production workflows-which is susceptible to change from small to large companies and studio to studio
- The importance of organising and naming files
- The importance of maintaining data security and following your organisation's guidelines and file structures
- The legal and regulatory requirements which apply to content production such as copyright, intellectual property rights, safeguarding

Manage self

- How to develop own storytelling, live action and animation knowledge
- The particular standards of a department and the challenges they face
- How to work within the constraints of a given production such as financial or resourcing
- How to manage conflict regarding creative suggestions e.g- between the director and Head of Story or the Storyboard Supervisor
- The benefits of a professional online presence and the options to achieve this including promotional websites, blogs and use of social media to manage and market yourself

Skills: A Storyboard Artist is able to:

Storyboard

- Manage relevant aspects of a production which are part of the pre-production phase
- Interpret a script to identify the requirements for drawings and other visual information
- Select methods, media and the relevant scale for producing suitable drawings
- Visualise the story and convey this in drawings
- Adapt style and make changes quickly as required
- Create tonal, atmospheric work that maybe required to generate a colour script
- Effectively present and communicate complex information and ideas for productions, both verbally and in writing to different audiences
- 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 such as the director
- Ensure that drawings contain sufficient information for the intended use and are completed within agreed deadlines
- Consult with appropriate experts when specialist skills are required to ensure the relevant technical information is clearly expressed in the drawings and other material

Manage content

- 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

Manage self

- Seek constructive feedback from relevant people about your performance and evaluate feedback to identify development needs
- Build and maintain positive relationships with colleagues, customers, suppliers and professional networks
- Work autonomously and collaboratively with the production team to ensure the production is on schedule and on budget
- Proactively develop and maintain own professional competence, with the willingness to learn new processes and technical skills
- Maintain a high degree of accuracy and attention to detail in line with delivery requirements for productions
- Operate within and adhere to agreed organisational policies, standards and procedures

Behaviours for a Storyboard Artist

Professionalism:

- Integrity, honesty and reliability, with good time keeping and the ability to meet deadlines
- Flexibility - the capacity to work both independently and collaboratively as part of a team and adapts positively to changing work priorities and patterns, ensuring productions deadlines continue to be met
- Resilience and adaptability - displays tenacity and proactivity in the way they go about their role

Creativity:

- Creative thinking- Initiative and innovation in the ability to analyse problems, problem solve, to provide creative solutions and opportunities for the production

Qualifications - Apprentices without English and Mathematics at level 2 must achieve level 2 prior to taking their End Point Assessment. For those with an education, health and care plan or a legacy statement the apprenticeships English and maths minimum requirement is Entry Level 3, and British Sign Language qualifications are an alternative to English qualifications for those whom this is their primary language.

Review date – After 3 years