

SKILLS FRAMEWORK FOR MEDIA																																				
SKILLS MAP - SENIOR 2D ARTIST* (CONCEPT ART/BACKGROUND ART/CHARACTER ART, STORYBOARDING)																																				
Sector	Media																																			
Sub-sector	Games, Film and Video, TV and Broadcast																																			
Track	Visual Graphics																																			
Sub-track	2D Art																																			
Occupation	Visual Graphics Professional																																			
Job Role	Senior 2D Artist* (Concept Art/Background Art/Character Art, Storyboarding)																																			
Job Role Description	<p>The Senior 2D Artist leads the development of art assets to contribute to the production's creative vision. He/She is responsible for developing complex artwork for concept art and art assets for production. He also guides a team of artists in executing simpler artwork and learning complex art.</p> <p>He may lead the development of concept art to enable the artistic visualisation of script, characters, periods and environments. He may also lead the development of production art assets for characters or environments and backgrounds. He may also lead the development of storyboards for animated or live-action content to guide the determination of shots required for a scene, for which he may develop entire storyboards or lead a team in developing storyboard panels.</p> <p>The work involves delivering on individual goals for art asset development as well as guiding others in delivering creative outcomes as part of a team in a project environment. He spends most of his time in creative ideation and execution of project deliverables as well as in discussions to align expectations with the team.</p> <p>He should be able to generate new creative ideas and develop plans to implement them. He should have an eye for creative detail to be able to critique ideas. He should be able to guide and coach less experienced team members. He should also be proficient at communication, collaboration and stakeholder management to align various stakeholders with his ideas and plans.</p>																																			
Critical Work Functions and Key Tasks	<table border="1"> <thead> <tr> <th>Critical Work Functions</th> <th>Key Tasks</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Establish creative requirements for the project</td> <td>Analyse the script to understand the concept art and production art requirements</td> </tr> <tr> <td>Guide research direction to generate ideas for period setting, character appearance and environment art based on concept briefing</td> </tr> <tr> <td>Draw illustrations to guide the creative thought process of the team during concept briefings</td> </tr> <tr> <td colspan="2" style="text-align: center;">Specialisation in Concept Art/Character Art/Background Art</td> </tr> <tr> <td rowspan="5">Develop concept art</td> <td>Draw initial environment and character concepts to guide the concept development process</td> </tr> <tr> <td>Draw multiple character concept design options to guide the process of character design</td> </tr> <tr> <td>Create character boards to guide the modelling, texturing and colouring of 3D character concept design</td> </tr> <tr> <td>Provide creative inputs on anatomical correctness, distortion, surfaces and colours to the iterative refinement, finalisation and approval of character design</td> </tr> <tr> <td>Refine character concepts based on feedback</td> </tr> <tr> <td rowspan="8">Develop creative assets for production</td> <td>Guide junior team members in utilising approved concept art for developing production art assets</td> </tr> <tr> <td>Produce 2D animation keyframes, complex background art and artwork for the development of 3D morph targets for 3D animation</td> </tr> <tr> <td>Present created production art options in concept approval discussions to shortlist suitable options for further development</td> </tr> <tr> <td>Review assets created by junior team members and provide inputs for refinement</td> </tr> <tr> <td>Refine production artwork based on creative inputs provided during reviews</td> </tr> <tr> <td>Execute compositing of frames to create 2D animation sequences</td> </tr> <tr> <td>Present 2D animation sequences for review to the creative leadership</td> </tr> <tr> <td>Guide the creation, maintenance and updating of libraries for various versions of production art created</td> </tr> <tr> <td rowspan="3">Develop skills and portfolio</td> <td>Draw ideas from imagination and research to develop skills for developing production art</td> </tr> <tr> <td>Build own portfolio with assets created from research as well as work done on previous projects to showcase own suitability for specific project requirements</td> </tr> <tr> <td>Explore lighting, shading and colouring themes to develop better understanding of depicting mood and emotion by utilising visual styles for the purpose of enhancing breadth and depth of own portfolio</td> </tr> <tr> <td colspan="2" style="text-align: center;">Specialisation in Storyboarding</td> </tr> <tr> <td rowspan="5">Create storyboards to guide production</td> <td>Provide creative inputs on the flow of shots in each scene to the creative leadership</td> </tr> <tr> <td>Visualise shots from the standpoint of camera framing to determine action to be depicted in individual storyboard panels</td> </tr> <tr> <td>Compose each frame in terms of camera angles and positioning and the staging of various elements in the shot</td> </tr> <tr> <td>Create rough sketches of each shot as a storyboard panel</td> </tr> <tr> <td>Develop detailed sketches depicting character expression and emotion and background elements</td> </tr> </tbody> </table>	Critical Work Functions	Key Tasks	Establish creative requirements for the project	Analyse the script to understand the concept art and production art requirements	Guide research direction to generate ideas for period setting, character appearance and environment art based on concept briefing	Draw illustrations to guide the creative thought process of the team during concept briefings	Specialisation in Concept Art/Character Art/Background Art		Develop concept art	Draw initial environment and character concepts to guide the concept development process	Draw multiple character concept design options to guide the process of character design	Create character boards to guide the modelling, texturing and colouring of 3D character concept design	Provide creative inputs on anatomical correctness, distortion, surfaces and colours to the iterative refinement, finalisation and approval of character design	Refine character concepts based on feedback	Develop creative assets for production	Guide junior team members in utilising approved concept art for developing production art assets	Produce 2D animation keyframes, complex background art and artwork for the development of 3D morph targets for 3D animation	Present created production art options in concept approval discussions to shortlist suitable options for further development	Review assets created by junior team members and provide inputs for refinement	Refine production artwork based on creative inputs provided during reviews	Execute compositing of frames to create 2D animation sequences	Present 2D animation sequences for review to the creative leadership	Guide the creation, maintenance and updating of libraries for various versions of production art created	Develop skills and portfolio	Draw ideas from imagination and research to develop skills for developing production art	Build own portfolio with assets created from research as well as work done on previous projects to showcase own suitability for specific project requirements	Explore lighting, shading and colouring themes to develop better understanding of depicting mood and emotion by utilising visual styles for the purpose of enhancing breadth and depth of own portfolio	Specialisation in Storyboarding		Create storyboards to guide production	Provide creative inputs on the flow of shots in each scene to the creative leadership	Visualise shots from the standpoint of camera framing to determine action to be depicted in individual storyboard panels	Compose each frame in terms of camera angles and positioning and the staging of various elements in the shot	Create rough sketches of each shot as a storyboard panel	Develop detailed sketches depicting character expression and emotion and background elements
	Critical Work Functions	Key Tasks																																		
	Establish creative requirements for the project	Analyse the script to understand the concept art and production art requirements																																		
		Guide research direction to generate ideas for period setting, character appearance and environment art based on concept briefing																																		
		Draw illustrations to guide the creative thought process of the team during concept briefings																																		
	Specialisation in Concept Art/Character Art/Background Art																																			
	Develop concept art	Draw initial environment and character concepts to guide the concept development process																																		
		Draw multiple character concept design options to guide the process of character design																																		
		Create character boards to guide the modelling, texturing and colouring of 3D character concept design																																		
		Provide creative inputs on anatomical correctness, distortion, surfaces and colours to the iterative refinement, finalisation and approval of character design																																		
		Refine character concepts based on feedback																																		
	Develop creative assets for production	Guide junior team members in utilising approved concept art for developing production art assets																																		
		Produce 2D animation keyframes, complex background art and artwork for the development of 3D morph targets for 3D animation																																		
		Present created production art options in concept approval discussions to shortlist suitable options for further development																																		
		Review assets created by junior team members and provide inputs for refinement																																		
Refine production artwork based on creative inputs provided during reviews																																				
Execute compositing of frames to create 2D animation sequences																																				
Present 2D animation sequences for review to the creative leadership																																				
Guide the creation, maintenance and updating of libraries for various versions of production art created																																				
Develop skills and portfolio	Draw ideas from imagination and research to develop skills for developing production art																																			
	Build own portfolio with assets created from research as well as work done on previous projects to showcase own suitability for specific project requirements																																			
	Explore lighting, shading and colouring themes to develop better understanding of depicting mood and emotion by utilising visual styles for the purpose of enhancing breadth and depth of own portfolio																																			
Specialisation in Storyboarding																																				
Create storyboards to guide production	Provide creative inputs on the flow of shots in each scene to the creative leadership																																			
	Visualise shots from the standpoint of camera framing to determine action to be depicted in individual storyboard panels																																			
	Compose each frame in terms of camera angles and positioning and the staging of various elements in the shot																																			
	Create rough sketches of each shot as a storyboard panel																																			
	Develop detailed sketches depicting character expression and emotion and background elements																																			

		Provide guidance to junior team members when conducting further detailing, shading and colouring of the storyboard panels using concept art		
		Refine the detailed storyboard based on creative inputs		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	2D Animation	Level 3 [^]	Creative Thinking	Intermediate
	Concept Art Creation	Level 3 [^]	Digital Literacy	Advanced
	Concept Creation	Level 4	Teamwork	Intermediate
	Research	Level 3	Problem Solving	Intermediate
	Storyboarding	Level 4 ^{^^}	Sense Making	Advanced
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.
 NOTE: *Text in brackets refer to specialisations included in the job role
 NOTE: ^ Skills needed for Concept Art/Character Art/Background Art
 NOTE: ^^ Skills needed for Storyboarding