SKILLS FRAMEWORK FOR MEDIA
SKILLS MAP - LEAD 2D ARTIST

Sector	Media
Sub-sector	Games, Film and Video, TV and Broadcast
Track	Visual Graphics
Sub-track	2D Art
Occupation	Visual Graphics Professional
Job Role	**Lead 2D Artist**
Job Role Description	The Lead 2D Artist establishes a cohesive art vision in collaboration with the creative leadership to achieve the creative direction of projects. He/She is responsible for managing the art team and the production of art assets. He maintains the art schedules and ensures that the production processes are executed smoothly. The work involves leading creative asset development in a project environment, people management and collaboration with multiple stakeholders. He is a team leader, an effective people and project manager, and works within available resources and constraints. He should have an eye for creative detail to critique creative ideas, plans and assets. He possesses strong communication and influencing skills to align various stakeholders with his ideas and plans.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	Establish creative requirements for the project	Provide inputs to the creative leadership during discussions to define artistic direction, style and production standards for achieving the creative vision
		Contribute creative ideas and illustrations for articulating the creative vision of the production into a concept during concept briefings
		Communicate expected standards of creative asset quality to the team
		Guide script and storyboard analysis to enable team's understanding of the concept to achieve the purpose of generating production art
		Develop concept briefs to communicate concept requirements for characters, period, environment, lighting and mood
		Communicate art requirements and available options to the creative leadership to enable decisions based on budgets and timeline constraints
		Drive the iterative process of concept development
		Provide guidance to the 2D art team to help translate concept briefings into production art options in the
		Review concept art to provide feedback to the team
	Plan creative asset development	Define priorities, processes and workflow of the art pipeline to meet production goals
		Lead the use of new technology, practices and features to achieve the creative vision based on cost-benefit analysis and risk assessment
		Develop proof of concept for new techniques and ideas which suit production requirements for a proposal to the creative and technical leadership
		Create project schedule for the 2D art team in alignment with the overall project timelines and the 2D art budget
		Communicate project schedule and deliverables timelines to the 2D art team
		Provide time and cost estimates to build the art budget of the project in collaboration with the creative leadership
		Allocate roles and responsibilities to 2D art team members based on specialisation and project requirements
		Manage art outsourcing pipelines for collaboration with external vendors in developing art assets for specific projects or requirements
	Develop creative assets for production	Drive the development of animation assets by guiding the team with creative inputs and technical know-how
		Allocate art assets to 2D art team members based on specialisation and project requirements
		Communicate project status, prioritised goals and updated timelines to the 2D art team periodically
		Lead the presentation of production art options to the creative leadership
		Review all production artwork to ensure alignment with the creative vision and a unified look and feel of the overall content
		Lead the iterative refinement of production artwork based on review
		Guide creation of 2D animation sequences with creative inputs
		Collaborate with the creative leadership teams to finalise art assets as per the project requirements
		Drive the creation, maintenance and updating of libraries for various versions of production art created

	Manage projects	Manage project to meet schedules, budget, manpower and technical quality targets
		Manage the design, art and technical teams to define requirements and iteratively build solutions
		Collaborate with users, technical staff and management to determine and resolve issues associated with project implementation
		Conduct regular project reviews to recommend schedule changes, cost or resource adjustments
	Manage teams and/or departments	Communicate common goals, direction and accountability among staff
		Develop staff by coaching, mentoring and engaging in career discussions
		Exhibit effective performance management practices within department in accordance with organisational policies and procedures
		Monitor budgets, forecasting, work allocations and staffing of the various departments

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	2D Animation	Level 4	Interpersonal Skills	Advanced
	Concept Art Creation	Level 4	Leadership	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Research	Level 4	Problem Solving	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.