

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - LEAD ANIMATOR		
Sector	Media	
Sub-sector	Games, Film and Video, TV and Broadcast	
Track	Visual Graphics	
Sub-track	Animation	
Occupation	Visual Graphics Professional	
Job Role	Lead Animator	
Job Role Description	<p>The Lead Animator establishes a cohesive animation vision in support of the creative direction of the project, manages the animation team and the production of animation assets. He/She is responsible for maintaining the animation development schedule and ensuring that the production processes are executed smoothly and synchronised with other production processes.</p> <p>The work involves creative leadership in a project environment, people management and collaboration with multiple stakeholders to align overall production processes.</p> <p>He is a team leader and an effective people and project manager. He delivers on the project requirements 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.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	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
		Communicate expected standards of quality to the team
		Guide script and storyboard analysis to enable team's understanding of the purpose and requirements of animated sequences
		Develop creative briefs to communicate creative requirements for animation assets
		Communicate animation requirements and available options to the creative leadership to facilitate decisions based on budgets and timeline constraints
	Plan asset development	Define priorities, processes and workflows of the animation 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 animation team in alignment with the overall project timelines and the animation budget
		Communicate project schedule and deliverable timelines to the animation team
		Provide time and cost estimates to build the animation budget of the project
		Allocate roles and responsibilities to animation team members based on specialisation and project requirements
		Manage animation 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 animation assets to team members based on specialisation and project requirements
		Communicate project status, prioritised goals and updated timelines to the team periodically
		Review blocking animation to understand suitability to the animation requirements
		Review all animation sequences to ensure a unified look of the game or film
		Collaborate with the creative leadership in finalising the animated sequences as per the project requirements
Lead the iterative refinement of animation assets with creative and technical inputs for improvement		
Oversee the creation and maintenance of asset libraries for animation sequences and customised visual programs for reference and reuse when required		
Manage projects	Drive project to meet schedules, budget, manpower and technical quality targets	
	Collaborate continuously with other art and content production teams to define requirements and iteratively build solutions	
	Work with clients 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)	
	3D Animation	Level 4	Leadership	Advanced
	Compositing Visuals	Level 4	Creative Thinking	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Immersive Design	Level 4	Interpersonal Skills	Advanced
	Research	Level 4	Resource Management	Basic
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.