

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - CREATIVE DIRECTOR/CREATIVE SUPERVISOR/3D ART SUPERVISOR		
Sector	Media	
Sub-sector	Games, Film and Video, Broadcast	
Track	Visual Graphics	
Sub-track	2D Art, 3D Art, Animation	
Occupation	Visual Graphics Professional	
Job Role	Creative Director/Creative Supervisor/3D Art Supervisor	
Job Role Description	<p>The Creative Director/Creative Supervisor/3D Art Supervisor establishes the creative vision for the production content with the objective of delivering an impactful story in the visual medium. He/She is responsible for analysing the script to understand the overall mood and flow. He also develops the visual styles and overall look and feel of the content to deliver visual impact. He leads the execution of the creative vision by guiding the creative teams in delivering quality art and animation assets. He also guides the creative process when planning of advertising and promotion activities for developed content.</p> <p>The work involves being the custodian of the entire creative accountability for a project or multiple projects. He spends most of his time in guiding creative teams in delivering high quality outcomes. He also spends significant time in ideating the creative direction for specific projects.</p> <p>He should be effective at planning and organising as well as stakeholder management to deliver as per project requirements and timelines. He needs to have the storytelling abilities as well as the ability to realise stories in the visual medium. He is also required to have expert knowledge of 2D and 3D art and animation to be able to guide the creative teams.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Establish creative requirements for the project	Define the creative vision of the production in collaboration with the creative leadership team
		Drive the conception of the artistic direction, visual style and quality of production standards
		Guide creative teams in interpreting the creative vision of the project
		Set standards of quality for the creative teams
	Plan creative asset development	Define overall creative priorities and the creative pipeline to align the priorities, processes and pipeline workflows for creative teams
		Approve use of new technology, practices and features to achieve the creative vision based on cost-benefit analysis and risk assessment
		Develop the creative production schedule with inputs from creative team leads and in alignment with the overall production schedule
		Drive the communication of project schedule and timelines to the creative team
		Develop the creative production budget for the project in consideration of the creative scope, overall production budget and project timelines
		Allocate project roles and responsibilities to creative team leads
		Approve vendor selection for outsourcing creative asset development for special requirements
	Develop creative assets for production	Communicate project status, prioritised goals and updated timelines to the creative project teams periodically
		Guide creative project teams with inputs on the artistic direction and means to achieve the creative vision
		Provide iterative inputs for refinement until the creative vision is realised by reviewing creative assets with the creative leadership
		Approve creative assets after final review, in collaboration with the creative leadership
		Sign-off creative assets after creative and technical approval
		Oversee the implementation of changes to creative scope and assets based on technical production requirements and constraints
		Liaise with live-action production and creative teams to align creative objectives and operations
		Contribute to the alignment of technical and creative production requirements in collaboration with the creative and technical leadership
	Support monetisation of content	Provide creative inputs to the development of effective marketing campaigns for the content
		Guide the creative development of trailers for the content in alignment with the overall artistic direction and look and feel of the content
		Provide creative inputs to the development of promotional materials for the content
	Manage teams and/or departments	Define common goals, direction and accountability among staff
Define staff development strategies through coaching, mentoring and career discussions		
Define effective performance management practices within department in accordance with organisational policies and procedures		
Oversee budgets, forecasting, work allocations and staffing of the various departments		

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Skills and Competencies	2D Animation	Level 5	Leadership
3D Animation		Level 5	Decision Making	Advanced
3D Modelling		Level 5	Interpersonal Skills	Advanced
Compositing Visuals		Level 5	Problem Solving	Advanced
Concept Art Creation		Level 5	Developing People	Advanced
Concept Creation		Level 5		
Digital Lighting		Level 5		
Immersive Design		Level 5		
Research		Level 5		
Rigging for Animation		Level 5		
Surfacing and Texturing		Level 5		
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.