

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - ART DIRECTOR				
Sector	Media			
Sub-sector	Film and Video, TV and Broadcast			
Track	Production Technical Services			
Sub-track	Art Direction and Set Design			
Occupation	Production Design Professional			
Job Role	Art Director			
Job Role Description	<p>The Art Director oversees the alignment of the overall visual aspect of films, videos or concepts. He/She is responsible for ensuring that the content achieves the desired look, stimulates mood and appeals to the target audience. He is involved from very early stages of pre-production to look at scripts or screenplay to assess the visual qualities that will help to create the atmosphere and bring the story to life. He provides expert advice and recommendation on how best to shoot the film including use of sets and locations, make-up, hair, costumes, visual theme etc. He oversees the development of design sketches, technical drawings and models for building of sets and adapting locations including design elements that may require computer-generated imagery (CGI). During the production stage, he manages many large teams to oversee the development of sets or preparation of locations, hair and make-up for the actors.</p> <p>The work involves high levels of creative thinking and collaboration with the creative leadership as well as providing leadership and creative direction to the art department.</p> <p>The Art Director handles the production budget, visualises scenes from the scripts and realises it using sets, props and character appearances He is a strong leader and people manager. He should be meticulous and highly organised. He has a creative mindset and is able to solve complex problems.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Develop the visual concept	Key Tasks	
			Analyse the script or concept to develop an overarching design concept	
			Present the overall design concept to the directors and producers to discuss breakdown of the requirements of the design elements including sets, locations, make-up, computer-generated imagery and other visual elements	
			Lay out a comprehensive set of requirements for the production by collaborating with production teams	
			Develop the budget and schedule for the department by detailing time, material and resources required to complete the project	
	Plan art specifications for production	Direct the production of illustrative material to depict the design concept		
		Guide the research for theme and historical information to produce design ideas that are accurate		
		Advise the team to work within the constraints of the location, budgets, materials while producing the desired visual concept		
		Oversee the development of technical sketches and illustrations for various design elements		
		Oversee the logistics and sourcing of appropriate materials and researching effects		
		Oversee the collaboration with the special effects teams for scenes with special requirements		
	Prepare for set development	Provide regular updates to the various departments in content production and discuss any changes that may be required		
		Drive the teams to meet schedule and budget targets		
		Ensure cohesive development of design elements by collaborating with various teams in the camera, art and other departments		
		Coordinate the on-set teams responsible for putting together the design elements		
		Monitor the execution of set development in accordance to approved designs and sketches		
		Monitor the playbacks from the day's shoots to discuss improvements required for the overall design concept		
		Perform quality and safety checks to ensure workplace safety and health for production team and other crew members		
		Conduct regular team reviews to recommend schedule changes, cost or resource adjustments		
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)
Procurement for Production Operations		Level 4	Communication	Advanced
Production Budget Management		Level 4	Creative Thinking	Advanced
Production Design		Level 5	Problem Solving	Intermediate
Production Operations		Level 3	Decision Making	Intermediate
Prop Design		Level 3	Interpersonal Skills	Intermediate
Set Construction		Level 4		
Set Design		Level 5		
Visual Style Development		Level 5		

	Workplace Safety and Health	Level 4	
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.