

**SKILLS FRAMEWORK FOR MEDIA  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Visual Graphics					
<b>TSC Title</b>	Concept Art Creation					
<b>TSC Description</b>	Develop illustrations to convey ideas for character, environment or theme design for use in games, live-action films, animation films or other media					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>MED-MPN-2059-1.1</b>	<b>MED-MPN-3059-1.1</b>	<b>MED-MPN-4059-1.1</b>	<b>MED-MPN-5059-1.1</b>	
		Create concept art for environment and backgrounds to support production	Develop art to illustrate character designs to guide the development of characters in alignment with the creative vision and artistic direction of production	Lead the visual development of the production storylines by driving the development of concept illustrations to guide production	Drive the development of visual concepts to translate the creative vision of the production into tangible direction for creative development	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Sketching, illustration and painting techniques</li> <li>Artistic visualisation of environments and backgrounds</li> <li>Concepts of detail, composition, colour, forms and scales</li> <li>Research methods and techniques</li> <li>Visual reference materials</li> <li>Features, functionalities and applications of digital sketching and painting tools</li> <li>Creative guidelines and requirements for concept art</li> </ul>	<ul style="list-style-type: none"> <li>Concepts of detail, composition, colour, forms and scales</li> <li>Anatomy and structures character and environment</li> <li>Fundamentals of motion and animation to depict characters in motion</li> <li>Visual reference materials</li> <li>Sketching, illustrations, drawing and painting techniques</li> <li>Orthographic projections and perspective drawings</li> <li>Principles of consistency in creating illustrations</li> <li>Features, functionalities and applications of digital sketching and painting tools</li> </ul>	<ul style="list-style-type: none"> <li>Colour theories, lines, lights and shadows and how these influence mood and focal points</li> <li>Artistic visualisation of stories, characters, environments and backgrounds</li> <li>Principles of consistency in creating illustrations</li> <li>Processes involved in creation of animation, games and visual effects</li> <li>Principles and concepts of digital modelling</li> <li>Principles and concepts of digital surfacing</li> </ul>	<ul style="list-style-type: none"> <li>Creative vision of the production</li> <li>Impact of colour theories, lines, lights and shadows on aesthetics</li> <li>Artistic visualisation of stories, characters, environments and backgrounds</li> <li>Creative storytelling</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Conduct research to enhance understanding of the art concept and generate ideas for illustrating concepts</li> </ul>	<ul style="list-style-type: none"> <li>Analyse production scripts and creative briefs to understand the concept and elements for which illustrations would be required</li> </ul>	<ul style="list-style-type: none"> <li>Ideate characters and environment designs with art and design teams</li> <li>Develop creative briefs to communicate the</li> </ul>	<ul style="list-style-type: none"> <li>Review production scripts to envision the artistic direction of the production</li> <li>Make aesthetic judgement to translate</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Research settings and historical periods to illustrate appearances, clothing, environments and backgrounds</li> <li>• Assemble reference materials for the team to use</li> <li>• Create exploratory sketches of environment art</li> <li>• Detail reviewed sketches to create finalised illustrations for background art</li> <li>• Store files to enable the next stage of production to run efficiently</li> </ul>	<ul style="list-style-type: none"> <li>• Liaise with script, production and art teams to discuss understanding of scripts and concepts, story universes, periods, settings and character back stories</li> <li>• Create exploratory sketches of character concepts applying the principles of anatomy, structure, form, light and shadow as well as scale for dimensions that are critical for accuracy</li> <li>• Review exploratory character sketches to reflect measurements, dimensions and details accurately and in alignment with the artistic vision</li> <li>• Develop finalised illustrations through further detailing by painting of sketches</li> <li>• Create character rotation sheets and expression sheets to support further stages of production</li> <li>• Create clean orthographic drawings to be used as modelling guides</li> <li>• Liaise with other artists to align character models and character concepts</li> </ul>	<p>artistic direction of the production to guide concept illustration</p> <ul style="list-style-type: none"> <li>• Communicate the expectations of concept art to the art team</li> <li>• Review exploratory characters and environment sketches to ensure alignment with the artistic direction</li> <li>• Review finalised concept art for consistency and alignment with the artistic direction</li> </ul>	<p>words into a visual language to guide visual concept generation</p> <ul style="list-style-type: none"> <li>• Establish creative guidelines, style guides and colour palettes for the creation of concept art</li> <li>• Lead the development of creative briefs to guide the development of concept art</li> <li>• Review concept art for alignment with the creative vision and envisioned artistic direction</li> <li>• Approve concept art for production for projects</li> </ul>	
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