Overview of Role

The Lead Graphic Designer/Graphics Art Director heads the Graphics department team. They work with the Art Director (AD), Production Designer (PD) and other members of the Graphics department to interpret the creative brief and meet the production needs. The Lead Graphic Designer leads the team and oversees and has ultimate sign off on all graphics elements for production. They also act as the first point of contact with other departments and understand how the graphics department interacts with the wider Art Department, Props and Set Decoration departments.

Core Responsibilities:

These core responsibilities are provided as a guide and are not exhaustive. The exact responsibilities in a particular job will vary depending on the scale / budget band / genre of the production.

1. **Interpret the brief and carry out research**
   - Obtain the production brief and clarify and confirm any missing or ambiguous information regarding the visual design required
   - Confirm what your remit is, the objectives of the production, and how you fit into the larger production framework
   - Collate information about the period, genre, and type of production in relation to the graphic design requirements to make creative decisions, using various sources
   - Identify the conditions and requirements that apply to the production for example, period printing practices and specialist materials
   - Identify where specialist assistance may be required to meet the brief for example, a design nuance that is culture specific or a foreign language
   - Liaise with the AD/PD to establish key themes and guide your direction in design
   - Identify sources of information on new technology affecting different areas of design practice and investigate relevant technologies to assist work performance
   - Confirm who is responsible for the design vision, own level of authority, budget available and timescale for projects
   - Build rapport with the PD based on trust and shared values
   - Clarify the values and vision of the PD for the production

2. **Determine graphic design requirements**
   - Identify strengths required within your team to best execute the work and crew accordingly
   - Ensure your kit is compatible with the work required, keeping abreast of technological advances
   - Audit and select appropriate design tools to address the design challenges and support strategic decisions
   - Create and/or integrate the design vision

- Evaluate key information relating to scenes, locations and shooting schedules
- Identify any constraints that may impact on the design process for example a graphic being folded or unfolded, environmental conditions, being burnt in action etc.
- Identify and source relevant supporting information and assistance
- Develop a range of ideas to respond to the brief and undertake testing, prototyping and trialling of the proposed solution
- Collate mood boards and hold show and tells with the director/designer to evaluate prototypes and action any feedback
- Involve others in the process of developing ideas and solutions, seeking feedback
- Summarise the key ideas in the solution and present to senior production members in the appropriate format
- Obtain any required approvals to take the solution to the next stage
- Create a design brief for members of the Graphics department to follow

3. **Create visual designs to meet production requirements**
   - Collate existing information including concept art, designers notes, camera projections, perspectives, storyboards, key references and budget
   - Consider the audience that you want the design project to reach in terms of theirs demographic information such as age, gender, income, occupation and geographic location
   - Experiment with imaging techniques to create required visual design
   - Explore a range of typographical and visual design elements to create complementary designs
   - Create a range of visual design ideas that are technically feasible, meet the brief and provide creative solutions
   - Develop the design based on the scripted, directorial, action and design requirements using the selected techniques
   - Save the visual design in an appropriate format that meets the agreed technical specifications
   - Review the visual design to assess whether it meets the design brief and any technical specifications
   - Discuss and confirm with relevant people additional requirements or modifications and undertake any amendments
   - Share written information with those authorised to receive it and within agreed timescales
   - Create a presentation pack for the dressing of graphic elements onto sets
   - Ensure all design elements to be used by the "screens" contractors are in the correct format for use
   - Present designs through a physical "show and tell" or digitally as required
   - Produce any additional materials for the presentation that may be required for example handouts etc.
   - Provide the decision maker with the opportunity to ask questions and respond to these
   - Use different methods of communication to meet the needs of decision makers for example, bring graphics to set of approval, communicate via Whats App

4. **Create 2D designs**
   - Produce work in scale using industry standard software
   - Prepare print files according to supplier requirements
   - Create passable photo comps of actors
   - Create ref board of images for other depts to work from/ sign off

- Read and interpret construction drawings and extract linework/ vectors
- Create contact sheet/ design layout docs
- Provide construction/ contractors with relevant vector files

5. **Test designs**
   - Test designs with relevant people for example recording the video sequence and showing it to the director/ HOD or any hero graphic that has interaction with actors is trialled first
   - Test and record any amendments or modifications required to make a hero action prop viable for the required filming use
   - Record test results in accordance with provided instructions

6. **Define the design vision for a returning or franchise production**
   - Define the aesthetic, design vision, design values and visual architecture for a franchise or returning series
   - Integrate the design vision with the franchise / returning series vision
   - Communicate the design with internal and external key senior production members such as SD, PD, Director, Producer
   - Confirm, monitor and evaluate the recurring graphic requirements for example, set dressing for returning sets

7. **Outsource services for the production**
   - Identify when you need to obtain specialist or additional skills from outside the team
   - Ensure that the project budget is sufficient to pay for the cost of an external subcontractor
   - Agree contracts for the services that you need for the production
   - Confirm that the sub-contractor understands what will be delivered by them and on what terms
   - Make sure there are appropriate ways to communicate between the production and the sub-contractor
   - Agree on any alterations of the agreement with the contractor and inform them of the implications
   - Identify and record the reasons for any failures to meet requirements and deal with this
   - Arrange for payment to be made in line with contract performance and record the reasons for any payment that differs from the terms of the original contract
   - Seek legal advice where necessary via clearances and/or the production's legal team

8. **Manage design realisation**
   - Discuss and agree standards of work and monitoring requirements with SD, PD, Directors' Producers)
   - Develop a clear plan and schedule for design realisation, including key roles and responsibilities linked to timelines and budget
   - Liaise with the Production team for box and specialist kit rental for the team
   - Liaise with others involved in design realisation to ensure obligations and quality standards met within time, budget and technical resources
   - Monitor the design process to ensure the integrity of the design is maintained at all times

- Check production of print and/or products and undertake snagging as appropriate to the area of design
- Identify difficulties or problems that arise in relation to realisation of the design and take action to rectify the situation
- Establish and maintain communication channels with SD, PD, Directors or Producers
- Adhere to agreed terms and conditions or negotiate appropriate changes in light of changes for example, additional team members may be required if a deadline is brought forward or a change in scripted action may need additional repeats of a hero graphic
- Establish processes and resources to manage potential risks arising from the project, and deal with contingencies
- Review scripts and propose budget adjustments as per script and schedule
- Finalise design outcomes in accordance with terms and conditions
- Seek feedback from key senior production members on finished designs and make final adjustments as agreed
- Evaluate the completed design in relation to own work and overall process, to inform future practice
- Use the storage system identified, to keep all of the assets, data and information complete and secure
- Ensure all assets and data are stored in the shared drive and referenced for clear identification on wrap of project
- Maintain confidentiality of sensitive information in line with organisational procedures ensuring Non-Disclosure Agreements (NDAs) are in place for contractors

9. **Manage a graphic design budget**
   - Evaluate information available and work with others to prepare a realistic budget for a defined project
   - Submit the proposed budget to the relevant people in the Production team and assist the overall planning process
   - Discuss and, if required, negotiate the proposed budget with the relevant people in the Production team and agree the final budget
   - Operate the agreed budget in accordance with the project plan and actively monitor and control any variance throughout the development of the project
   - Identify the causes of any significant variances between what was budgeted and what was spent, and take prompt corrective action, obtaining agreement from the relevant people if required
   - Propose revisions to the budget, if necessary, in response to variances and/or significant or unforeseen developments and discuss and agree revisions with the Production team
   - Prepare documentation to present any budget revisions/variances to the Production Buyer
   - Confirm all agreed budget revision/variance agreed with the Production Buyer
   - Record information from the implementation of the budget to assist in the preparation of future budgets

10. **Source suppliers for the production**
    - Identify potential suppliers of equipment, material or services
    - Agree with the relevant person in the Production team or organisation on the specified criteria on which basis the final supplier will be chosen

- Provide suppliers with the specified criteria they need to provide a proposal and estimate or accurate quotation
- Assess potential suppliers against specified criteria for example, proximity to location, delivery time frames etc.
- Select a shortlist of preferred suppliers based on the specified criteria
- Select and recommend the most suitable supplier to the appropriate person within the Production
- Confirm with the selected supplier their appointment based on specified criteria and acceptance of their estimate or quotation
- Complete purchase records in line with the Production's requirements
- Assess the performance of the supplier in relation to the goods and services purchased in relation to their specification and workplace requirements
- Maintain and build on established relationships with suppliers

11. Manage the graphics department
- Confirm that you have sufficient prep and wrap for the team to ensure the completion of the job
- Develop a work plan with team members
- Check that team members understand the requirements of the brief, the work plan and schedule
- Prioritise the team's workload depending on changes in priorities and deadlines
- Provide advice and guidance as appropriate to meet the needs of the brief
- Confirm team members know how to use the necessary equipment and materials
- Check team members are using the specified storage systems (on and offline)
- Monitor work is being completed correctly and in line with the work schedule
- Provide individual feedback to team members on their work
- Prepare documentation to present any budget revisions/variances to the Production Buyer
- Confirm all agreed budget revision/variance agreed with the Production Buyer
- Record information from the implementation of the budget to assist in the preparation of future budgets

Role Specific Skills:

- Brief or concept interpretation and design, graphic design realisation and implementation
- Communicate production vision and aesthetics
- Liaise with other departments, act as first point of contact with HOD's, Art Director's and the Production team

Other / Transferable Skills:

- Communication: interpreting other's requirements and communicating requirements to other departments and colleagues
- Team-working: collaboration within own and with other departments, liaising with construction department
- Networking: investing time in networking activities, building a network of business contacts and establishing rapport with others quickly and effectively
- Problem-solving: contingency planning and resolving issues with suggested designs so that productions remain on schedule

Attributes:

- Resilience and enthusiasm: adapt positively to changing work priorities and patterns, ensuring deadlines continue to be met. Proactive and explores new ideas and non-standard ways of working which will enhance and deliver the best results for the production
- Productivity: organises work effectively and achieves required results within deadlines. Demonstrates the drive and energy to get things done in pressurised situations and escalates appropriately when necessary
- Ethics and integrity: honest and principled in all of their actions and interactions. Respectful and inclusive of others, and meets the ethical requirements of their profession
- Flexibility: willing to both listen and learn and to accept changing priorities and working requirements and has the flexibility to maintain high standards in a changing production environment
- Leadership and Management: Directly line manage the graphics department team, uphold ethics, and maintain respect when dealing with others. Support and encourage junior members of the team
- Professional development: develop an ethos to learn and seek out learning and networking opportunities, identifying those that will be most beneficial