Overview of Role

The Graphic Design or Senior Graphic Designer works with the Art department team, they create and produce all of the props that contain written and illustrative elements – for example, signage, newspapers, letters, maps, and so on. 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. They research specific periods, characters and styles to meet the look of the production. They liaise with specialist suppliers to deliver graphics props on budget and on schedule. The graphic designer role can sometimes be the most senior role in the department, depending on the size and budget of the show.

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 brief and clarify and confirm any missing or ambiguous information regarding the visual design required
   - Confirm what your remit is, 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 where specialist assistance may be required to meet the brief for example, foreign languages, animated screen graphics, fine art painting etc.
   - Liaise with the AD/PD to establish key themes and guide the direction in design
   - 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

2. **Determine graphic design requirements when leading the design process**
   - Identify leading team members PD, Lead Graphic Designer (LGD), Set Decorator (SD) key challenges, barriers, threats and opportunities
   - 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, environmental conditions etc.
   - Source supporting information about the scope and nature of the production to help develop ideas and identify assistance that may be required
   - 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

3. **Create visual designs to meet production requirements**
   - Collate existing information including concept art, designers notes, camera projections, perspectives, storyboards, key references and budget
   - Develop the design based on the final design concept 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 the set
   - Ensure all design elements to be used by the "screens" contractors are in the correct format for use
   - Present the designs through a physical "show and tell" or digitally as required
   - Produce any additional materials for the presentation that may be required (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

4. **Create 2D designs**
   - Produce work in scale using industry standard software
   - Prepare print files according to the requirements from the supplier
   - 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 required information and or vectors if needed
   - 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. **Manage design realisation**
   - Discuss and agree standards of work and monitoring requirements with LGD, 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 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 your 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 relevant LGD, SD, PD, Directors or Producers
   - Adhere to agreed terms and conditions or negotiate appropriate changes in light of changing circumstances for example, a change in scheduling may need additional team members to meet the deadline
   - Put processes and resources in place to manage potential risks arising from the project and deal with contingencies
   - 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

7. **Manage graphic design budgets as required**
   - 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 actually happened 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 relevant people in the Production
   - Prepare documentation to present any budget revisions/variances to the Production Buyer and/or the Financial Controller
   - 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

8. **Manage the graphics team**
   - 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
   - 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

Role Specific Skills:

- Brief or concept interpretation and design, graphic design realisation and implementation
- Research and evaluation of reference material
- Communicate visual language and tone
- Liaise with other departments act as second point of contact with HOD's, Art Director's and the Production team if working under a Lead Graphic Designer

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
- Professional development: develop an ethos to learn and seek out learning and networking opportunities, identifying those that will be most beneficial