

# Proposal to develop an apprenticeship standard

## L4: Junior Animator

### Trailblazer name

Creative and Design

### Trailblazer reference number

TB0136

### Title of occupation

Junior Animator

### UOS reference number

ST0488

### Core and options

Yes

### Level of occupation

Level 4

### Route

Creative and Design

### Typical duration of apprenticeship

12 months

### Target date for approval

21 January 2019

### Resubmission

Yes

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[www.gov.uk](http://www.gov.uk)

21 November 2016

Dear Tom,

RE: EXPRESSION OF INTEREST TO DEVELOP NEW APPRENTICESHIP STANDARDS

Thank you for submitting a proposal to develop three new apprenticeship standards in the occupations of Junior Animator; Animator and Storyboard Artist. I am pleased to confirm that the Minister of State for Skills has approved your proposal to develop two apprenticeship standards covering the following occupations:

☐ Animator

☐ Storyboard Artist

Feedback

During the approvals review process some points were identified which we encourage you to consider as you develop the standards. Your Relationship Manager (see below) will be able to provide further details in due course, but the key point is that it is important that the final standards are clearly occupationally distinct, in terms of the skills, knowledge and behaviours set out, in relation to each other. This is to ensure that each standard is clear in terms of the occupation it will train the apprentice to be fully competent in, and to ensure that it will support future progression opportunities. s. The group will also need to ensure the occupation described in each standard matches the level. You may wish to consider developing this as a core and options standard rather than two distinct standards, if a substantial number of the core skills, knowledge and behaviours align across both standards.

The reference numbers assigned to these standards are: Animator- ST0488; and Storyboard Artist- ST0489. Please use this in all future correspondence in relation to the standards.

Publicity

The current name of the standards, as listed above, will shortly be published on the Standards in Development page on the gov.uk website. This will also include the details of your nominated contact. If any of these details have changed, please let us know as soon as possible.

Please feel free to notify other members of your Trailblazer group that your application to develop the above standard has been successful. We encourage you and your group to undertake PR activity to help publicise and promote the standard. If you would like to send out a Press Notice please send us a draft and we would be happy to include a supportive Ministerial quote.

Support

Your Relationship Manager, who will be able to advise you on policy and process will be Gemma Payne from the Department for Education who will be in touch with you shortly. In the meantime, if you have any queries please contact [apprenticeship.trailblazers@bis.gsi.gov.uk](mailto:apprenticeship.trailblazers@bis.gsi.gov.uk).

The latest version of Guidance for Trailblazers is available here. This contains all the latest information on developing a standard successfully. We hope to publish an updated version of the Guidance by early December, containing all recent policy updates and clarifications based on feedback on the previous version. We will circulate a copy of this when it becomes available. We also run introductory webinars every few months for all Trailblazer groups developing new standards. If this is something you are interested in please speak to your Relationship Manager.

Junior Animator Level

I am sorry to say that, on the basis of the information submitted, we are not able to approve the development of a standard in the occupation of Junior Animator for the following reason:

☐ This is not a distinct enough occupation from the ☐Animator☐ standard we are recommending for approval. From the detail you have provided, rather than this being a distinct occupation with enough stretch for at least 12 months of training the role appears to

# Proposal to develop an apprenticeship standard

## L4: Junior Animator (continued)

be an entry-level support role.

I hope this feedback is helpful and sets out the reasons for our decision clearly. I would like to thank you and your fellow employers for your commitment to the apprenticeship reform process and wish you every success in developing your standards and assessment plans.

I am copying this letter to ...

### Occupational profile

#### This occupation is found in...

the British and International animation industries, providing animated content for film, television, advertising, games, corporate and immersive reality industries. Animation companies and studios vary in size and the number of employees they have, and are described as small, medium or large companies. They are to be found across England and the UK. The output and remit of an animation studio is varied, and they will produce work for a range of clients across advertising, film, television and commercial. Some studios specialise in one area, particularly children's media, which is the largest area of the industry. There are a number of studios who also provide service work to other creative industries to diversify their revenue streams, providing visual effects, animated content, live action or interactive content production. Animation is the process of displaying still images in a rapid sequence to create the illusion of movement. The animation the Junior Animator is required to create may vary and can include dialogue or non-dialogue. These images can be created using various process including: hand drawn, computer generated, or pictures of 3D objects.

#### The broad purpose of the occupation is...

to create animated assets and content, by producing the motions, gestures, expressions and performance of two or three dimensional characters and inanimate objects.

#### In their daily work, an employee in this occupation interacts with...

and works closely with the Animator, Animation Lead, Supervisor and Director, along with clients and team members. They must be able to take direction and feedback, in order to create the actions of their animated character, according to the story and the director's wishes. To support this, they must also be able to interpret a story/playboard and any character layout/scene planning that has been done in advance.

#### An employee in this occupation will be responsible for...

animating characters, objects, creatures and/or scenes. The junior animator should have an excellent knowledge of timing and spacing within the story being animated, and have excellent drawing skills. Using model sheets, and any given reference material, they will be able to visualise the character/object/creature in any number of poses, and stage the character/object/creature effectively according to the layout/scene plan. Junior Animators must also know and understand how characters develop, and their role in that development, the principles of anatomy and how these affect movement, shot construction and composition, shot breakdown and continuity.

They are a highly creative individual who must be able to focus on their own work for long

periods, but also be able to work in collaboration within a team. The junior animator should understand their place within the production workflow process, and be able to organise their animation files and filing system accordingly. They should be able to use the equipment required of a given project, learn and keep up to date with animation software, and be able to use traditional techniques such as hand drawn as required. They should be able to export their work for review, and to work within a given schedule. This role may include out of hours or irregular working patterns when collaborating on international projects.

This Standard has a core and four options, with the option taken dependant on the animation specialism of the employer.

#### Core duties:

Research information, resources and tools required for own animation work

Improve own knowledge and performance in animation

Work effectively with colleagues, partners and suppliers in the animation industry

Work effectively as a junior animator with clients or customers in the animation industry

Prepare to create animated characters/objects/creatures

Use appropriate methods to present ideas and tell stories, to clients or colleagues in the animation industry

Create animated assets

Organise, store and retrieve animated assets

Undertake basic compositing and rendering

#### Options:

2D Animation [?](#) including the creation of hand drawn images onto cells or computer animations

Stop Motion Animation [?](#) including the posing and movement of models such as clay figures

3D Animation [?](#) including the creation of Visual Effects and post production assets

Interactive media and immersive reality - including Augmented Reality/Virtual Reality (AR/VR) and Games animation creation

#### Transferability

*The Institute expects that being competent in the duties you have listed in this proposal will mean that an individual will be able to undertake the occupation in all relevant types of employer. Please outline the steps you have taken to ensure that this will be the case.*

We have added to the transferability of the Standard by re-leveling it at Level 4 and also by making it a core and options Standard. We have identified the core duties and the skills, knowledge and behaviours that underpin these and also the specialist areas that are needed for the junior animator to meet the needs of their specialist animation employer. We have a range of employers involved in the drafting process covering several animation specialisms, e.g. Salamandra for advertising and corporate, Blue Zoo for children's animation and games and Framestore who use 3D animation for visual effects for TV and motion pictures. These also range from Micro to Large employer Animation Associates to Tiger Aspect. We have also consulted with wider industry on several occasions with the draft Standards, and also with

## Proposal to develop an apprenticeship standard L4: Junior Animator (continued)

potential training providers for the Standard including Escape Studios and UAE Norwich. Uploaded is a job spec from Salamandra one of the employers on the working group, and also adverts taken from the Glass Door recruitment site as of 3/7/18.

### **Stand-alone occupation**

*Please confirm that the proposed apprenticeship relates to a stand-alone occupation and explain how it will fit in with any associated apprenticeship standards.*

This is a standalone occupation at entry level into the Animation/Games industries. We have designed the Standard as core and options to ensure that there is sufficient coverage to avoid the need for additional Standards in this area.

We have already cross-checked against the Junior 2D Artist for VFX to ensure the Standard does not duplicate this.

An initial online consultation for the draft core and options Standard was held 28/03/18-10/4/18 and publicised via the news pages of the Creative Skillset website which averages around 90,000 - 100,000 hits on its website each month

Links to consultation via:

- ☞ Creative Skillset Twitter feed which has 44,200 followers
- ☞ Creative Skillset Facebook Account ☞ which is ☞liked☞ by over 6000 contacts
- ☞ Creative Skillset LinkedIn Pages - which is has over 1,800 followers
- ☞ Creative Skillset Google+ Account ☞ which has 454 followers.

Linked In Apprenticeships 4 England group

The feedback was shared with the working group at their meeting held 10/4/18 and the suggested revisions and amendments were incorporated.

An additional telephone conference was held with potential providers on 16/5; those in attendance included Escape Studios, Bournemouth and Poole College and Bolton School of the Arts University of Bolton. They commented on the ease of reading of the Standard and also that all key areas and skills, knowledge and behaviours had been covered. There was a discussion re the use of motion capture for immersive reality, film and vfx, but this was felt to be outside the remit of a Junior Animator's role.

The Standard has had a total of 4 revisions, as all feedback has been reviewed and actioned as it has been received.

There was a follow on consultation held 17/5/18-23/5/18 for the Standard in the new duties template; no additional feedback has been received.

Duty	Criteria for measuring performance	OTJ training (days)
Research information, resources and tools such as real world objects from the world around you and find appropriate visual, written, empirical and physical references in order to create credible animation	Work delivered in line with organisational procedures to meet production deadlines	3
Improve own knowledge and performance in animation by seeking out information about emerging practice in the animation industry such as new tools, software, data and other related technology	Proactively seeking out information about emerging practice in the animation industry and evaluating and improving own practice	10
Work effectively in collaboration with colleagues, partners and suppliers in the animation industry	Work delivered in line with organisational procedures to meet production deadlines	2
Work autonomously and communicate effectively with clients or customers in the animation industry, effectively prioritising and meeting deadlines in order to meet agreed production requirements	Ensure that your performance is consistent in meeting or exceeding agreed requirements	3
Prepare to create animated characters/objects/creatures by assessing the requirements set by the brief by adapting to meet the required creative, narrative and technical demands of the production	Create animated assets in line with production requirements	10
Plan and present ideas and tell stories to dramatise a narrative, plan shots and demonstrate action to meet animation production requirements to clients or colleagues in the animation industry	Use visual storytelling to dramatise a narrative, plan shots and demonstrate action to meet animation production requirements	5
Create animated assets in line with production requirements, ensuring output is correct and meets the requirements for the next stage of the process	Create animated content in line with production requirements	10
Follow your organisations policies and procedures to organise, store and retrieve animated assets	Maintain data security and follow your organisation's guidelines and file structures for storing animated assets	2
Undertake basic compositing and rendering of an animation to meet organisational requirements	Use previously created elements to prepare and render an animation to meet organisational requirements	10

## Option 1: 2D Animation

Duty	Criteria for measuring performance	OTJ training (days)
Create 2D Animated content by producing a series of sequential 2d images, which, when played back, produce the illusion of movement	Produce a series of sequential 2D images which, when played back, produce the illusion of movement	12
Test 2D animated sequences to confirm and check continuity	Accurately test and confirm animated sequences in line with feedback	5

## Option 2: Stop Motion Animation

Duty	Criteria for measuring performance	OTJ training (days)
Make characters move in stop motion animation in line with production requirements and ensure continuity throughout the shots	Create Stop Motion Animation by making characters move in line with production requirements	12
Evaluate characters and sequences in line with feedback to ensure requirements are met	Accurately test and confirm stop motion animated sequences in line with feedback	5

## Option 3: 3D Animation

Duty	Criteria for measuring performance	OTJ training (days)
Create 3D Animation by producing accurate key frames and in-betweens, breathing life in to the character/object/creature where necessary	Accurately create 3D animation; you are expected to breathe life into a character/object/creature where necessary and to produce accurate key frames and in-betweens.	12
Evaluate 3D animations created in line with feedback to ensure requirements are met	Accurately assess animated assets created in line with production requirements	5

## Option 4: Interactive media and immersive reality

Duty	Criteria for measuring performance	OTJ training (days)
Create animated assets for use in computer games, interactive media or immersive reality	Deliver animated assets in line with production requirements	12
Evaluate animations created for use in computer games, interactive media or immersive reality in line with feedback to ensure requirements are met	Accurately assess animated assets created in line with production requirements	5



## Trailblazer group membership details

### Facilitator

No facilitator

### Employer members

Name	Employer
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### Other members

Name	Employer
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