

## SKSPP02

### Advise a potential client on a post production project



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#### Overview

This Standard is about helping a potential client achieve a realistic understanding of what can be achieved for their project within time, budget and technical feasibility. It entails explaining to them what is possible honestly and without criticising their request. It also involves anticipating the various ways in which the project can be exploited.

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#### Performance criteria

*You must be able to:*

- P1 check your understanding of the request, enquiry or possible project in detail
- P2 identify what the client needs to know to progress the project, including matters of cost, time and technical requirements
- P3 estimate from the potential client's overall budget what they have available for post production
- P4 help the client understand the implications and constraints of what they would like to do
- P5 find out, if necessary with technical advice, what is possible in terms of technical feasibility, workflows, cost and timing consistent with what the client wants to achieve
- P6 identify obstacles to the client achieving the outcome they want
- P7 find solutions that meet the client's needs and that have features and benefits that will be attractive to them
- P8 identify creative and technical possibilities that could exploit the material available and enhance sales
- P9 provide information to the client that is valid, complete and relevant
- P10 enable the client to understand the possibilities and constraints in a way that they are likely to see as helpful

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#### Knowledge and understanding

*You need to know and understand:*

- K1 technical capabilities of the facility and the people available
- K2 current viewing standards and current professional, national and international deliverable standards and expressions of best practice for a range of platforms
- K3 how long different processes and workflows take and their costs
- K4 workflow planning and choice
- K5 problems and risks associated with different kinds of project
- K6 the creative contribution that the people available can make to a project
- K7 who to consult for further information or guidance on different types of project and technical requirements
- K8 how to understand a potential client's needs beyond their initial request
- K9 how to present answers to questions and proposals in a way that a potential client will understand

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| Developed by             | Skillset  |
| Version number           | 1   |
| Date approved            | March 2010  |
| Indicative review date   | March 2014  |
| Validity                 | Current   |
| Status                   | Original  |
| Originating organisation | Skillset  |
| Original URN             | PP02  |
| Relevant occupations     | Arts, Media and Publishing; Associate Professionals and Technical Occupations; Media and Communication; Design Associate Professionals, Crafts, Creative Arts and Design; |
| Suite                    | Post Production; Editing; Visual Effects;   |
| Key words                | post production, client, visual effects, graphics, sound, record, atmosphere, grade colour, systems, equipment, technical, content, create                                |