

SKSPP09

Create a title sequence



Overview

This Standard is about planning titles and credits and placing them in the film. Titles may involve graphics superimposed on already shot material, graphics, animation or graphics superimposed on specially shot material and music or other sound. Creating a title sequence involves generating and pooling ideas and helping to realise a film maker's vision.

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Performance criteria

You must be able to:

- P1 identify and agree the role that title and credits will play in the film
- P2 agree the schedule, time and budget to be spent on the sequences
- P3 develop, propose and agree a style of title and credits that matches or enhances the genre, mood and profile of the film
- P4 develop ideas that have not yet been thought of that help tell the title story
- P5 collaborate and cooperate with the client in a creative conversation around their ideas
- P6 select or design a typeface consistent with the style and role that the graphics will play
- P7 agree sequences from the film if the graphics are to be superimposed
- P8 commission film sequences or animation consistent with the style and role of the title and credits
- P9 choose music and other sound that complements and enhances mood and impact
- P10 adjust colour, image sharpness and other textural enhancements to fit the required look and feel using colour grading and others artists when needed
- P11 produce title and credit sequences that:
 - P11.1 match the remainder of the film
 - P11.2 produce the required mood and impact
 - P11.3 are readable in format and duration
 - P11.4 realise the client's vision
- P12 make critical judgements about audio and visual quality
- P13 store material securely using clear naming conventions

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Knowledge and understanding

You need to know and understand:

- K1 types of title and credit
- K2 techniques of superimposition
- K3 graphics techniques
- K4 typefaces and their impact
- K5 the impact of music and other sound on the audience
- K6 how to adjust colour, image sharpness and other textual enhancements, such as digital diffusion and softening
- K7 how to discuss the role of titles and credit and interpret these in graphical/visual terms
- K8 how to assess video and audio quality to expected artistic standards
- K9 current viewing standards and current professional, national and international deliverable standards and expressions of best practice for a range of platforms

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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	PP09
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
Key words	post production, client, visual effects, graphics, sound, record, atmosphere, grade colour, systems, equipment, technical, content, create