Digital animator

1. Role Description

Profile title	Digital animator	
Also known as	**2D-3D specialist, computer animator, virtual animator, computer-generated imagery (CGI) specialist**	
Summary statement	A digital animator is the creator of moving pictures in a digital environment, using 2D or 3D techniques.	
Mission	To contribute to the success of an organisation, through presenting relevant data using 2D or 3D techniques.	
Responsibility	To collaborate with designers in the creation of 2D and 3D animations.	
Deliverables	**Accountable**	**Contributor**
	• Creation of 2D and 3D animations	• Design
Main task/s	• Create story boards that explain the narration and script • Work with animation experts to create look, characters and objects and movement for the characters and objects in the animation • Design sketches and characters and build models • Create detailed frame by frame visuals • Ensure that the timing of object and character's movements match to the soundtrack • Prepare conceptual drafts • Consult with writers about the storylines and actions required to be taken on a particular plot • Meet user's and client's requirements from their point of view	
Environment	Usually works with the design team. May also interact with technicians, such as programmers, webmasters, etc. May report to the animation director.	
KPI's	• ????	

2. Role Profile

2.1 Profile Summary

Area	No.	Competence	Importance	T01	T02	T03	T04	T05	B01	B02	B03	B04	B05	B06	B07	B08	B09	B10	B11	B12	M01	M02	M03	M04	M05
				Technical					**Behavioural**												**Business**				
Plan	A.1	IS and Business Strategy Alignment																							
	A.2	Service Level Management																							
	A.3	Business Plan Development																							
	A.4	Product or Project Planning									x	x													
	A.5	Architecture Design																							
	A.6	Application Design	x		x		x		x											x		x				
	A.7	Technology and Market Watching	x																					x		
	A.8	Sustainable Development																							
Build	B.1	Design and Development	x		x		x	x	x	x	x	x	x					x	x	x	x	x		x		
	B.2	Systems Integration									x														
	B.3	Testing	x		x						x									x					
	B.4	Solution Deployment	x		x		x	x																	
	B.5	Documentation Production						x			x					x									
Run	C.1	User Support																							
	C.2	Change Support																							
	C.3	Service Delivery																							
	C.4	Problem Management																							
Enable	D.1	Information Security Strat. Development																							
	D.2	ICT Quality Strategy Development																							
	D.3	Education and Training Provision																							
	D.4	Purchasing																							
	D.5	Sales Proposal Development																							
	D.6	Channel Management																							
	D.7	Sales Management																							
	D.8	Contract Management																							
	D.9	Personnel Development																							
	D.10	Information and Knowledge Management																							
Manage	E.1	Forecast Development																							
	E.2	Project and Portfolio Management	x																	x		x				
	E.3	Risk Management											x												
	E.4	Relationship Management	x														x	x							
	E.5	Process Improvement																							
	E.6	ICT Quality Management																							
	E.7	Business Change Management																							
	E.8	Information Security Management																							
	E.9	IT Governance																							

Column legend (vertical headers):
- T01: Has knowledge of netiquette, interactive virtual environments and social networks usage
- T02: Has knowledge of online usability requirements
- T03: Can promote and sell products or services online
- T04: Can create media elements (audio, graphics, video)
- T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar
- B01: Is creative, imaginative, artistic
- B02: Is ethical
- B03: Is precise and aware of details
- B04: Is customer oriented
- B05: Is committed to corporate strategy and aware of corporate culture
- B06: Has good interpersonal skills
- B07: Has presentation / moderation skills
- B08: Can communicate effectively (also in foreign languages)
- B09: Can work in a team
- B10: Can seek, organize and synthesize
- B11: Can analyse
- B12: Can explain
- M01: Has knowledge of project management principles
- M02: Has knowledge of budgeting / estimating issues and practices
- M03: Has knowledge of legal, environmental, labour, standards issues
- M04: Has marketing knowledge
- M05: Can lead a team

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2.2 Detailed Profile

A. PLAN

A.4. Product/Project Planning

Dimension 2: e-Competences: Title + generic description	In analysing and defining the current and target status of the animation project, the digital animator acts systematically in estimating cost effectiveness and decision templates. He maintains a project diary and exploits specialist knowledge in the specification development to create and maintain standard and complex documents of the animation project (such as structure plans, timescales, milestone descriptions).	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge in specification development to create and maintain complex 2D and 3D animations.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B03 Is precise and aware of details ✓ B04 Is customer oriented	

A.6. Application Design

Dimension 2: e-Competences: Title + generic description	During the planning and specification process of the animation project, the digital animator organises the overall planning of the design of the project or module in accordance with ICT policy and user or customer needs. He estimates costs of development, implementation and maintenance and selects options for the project. He validates the models with representative users. He ensures that the animation is correctly integrated within a complex overall design and technical environment.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises the overall planning of the animation project.
	Level 3	Accounts for own and others actions in ensuring that the animation is correctly integrated within a complex environment.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T02 Has knowledge of online usability requirements ✓ T04 Can create media elements ✓ B01 Is creative, imaginative, artistic ✓ B11 Can analyse (assess, evaluate, critique, test) ✓ M01 Has knowledge of project management principles	

A.7. Technology & Market Trends Watching

Dimension 2: e-Competences: Title + generic description	The digital animator is aware of technology improvements in his field of competence and is able to integrate them into the specification of the animation project. He therefore contributes added value by making steps towards improvements in efficiency, productivity quality or competitiveness of the developed project or content module. He is able to identify the articulations between emerging technologies affecting animation and business requirements in accordance with long term strategy.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.

	Level 3	Is actively looking out for new technology improvements in his field of competence. Can identify the articulations between emerging technologies affecting animation and business requirements in accordance with long term strategy.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ M03 Has knowledge of legal, environmental, labour, standards issues	

B. BUILD

B.1. Design and Development

Dimension 2: e-Competences: Title + generic description	The digital animator acts systematically and creatively to develop 2D and 3D software modules and components into a larger project. He always considers the required specifications. He tests singular units and the whole animation project to ensure that all design and performance criteria are met. He develops standard procedures to handle complexity.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Systematically develops small animation components or modules.
	Level 3	Acts creatively to develop and integrate animation components into a larger project.
	Level 4	Handles complexity by developing standard procedures in support of cohesive animation development.
	Level 5	
Dimension 4: Knowledge and Skills	✓ T02 Has knowledge of online usability requirements ✓ T04 Can create media elements ✓ T05 Can draft texts, clearly, concisely, correctly ✓ B01 Is creative, imaginative, artistic ✓ B02 Is ethical ✓ B03 Is precise and aware of details ✓ B04 Is customer oriented ✓ B05 Is committed to corporate strategy and aware of corporate culture ✓ B09 Can work in a team ✓ B10 Can seek, organize and synthesize ✓ B11 Can analyse (assess, evaluate, critique, test) ✓ B12 Can explain (defend, argue, justify) ✓ M01 Has knowledge of project management principles ✓ M03 Has knowledge of legal, environmental, labour, standards issues	

B.2. Systems Integration

Dimension 2: e-Competences: Title + generic description	The digital animator installs the animation into an existing or proposed system. To ensure interoperability and integrity of the overall system functionality and reliability he complies with established technical processes and procedures. He considers the specification, capacity and compatibility of existing and new modules.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Acts systematically to identify compatibility of animation with software and hardware specifications. Documents all activities during implementation and records deviations and remedial activities.
	Level 3	
	Level 4	
	Level 5	

Dimension 4: *Knowledge and Skills*	✓ B03 Is precise and aware of details

B.3. Testing

Dimension 2: e-Competences: Title + generic description	He has specialist knowledge to organise testing programmes for animations in view of customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of new or revised animations conforms to the expectation. By documenting and reporting the tests and results he provides an important input to all involved persons like developers, users or maintainers and to evidence certification requirements.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises test programmes to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.
	Level 3	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent owners such as developers, users or maintainers. Accountable for compliance with testing procedures including a documented audit trail.
	Level 4	
	Level 5	
Dimension 4: *Knowledge and Skills*	✓ T02 Has knowledge of online usability requirements ✓ B03 Is precise and aware of details ✓ B11 Can analyse (assess, evaluate, critique, test)	

B.4. Solution Deployment

Dimension 2: e-Competences: Title + generic description	He is involved in the integration of animations into the overall solution, application or project. He follows predefined general standards of practice. He builds or deconstructs animation elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. He completes the documentation by recording all relevant information. He supports his less experienced colleagues. He gives advice on aligning animation components with software upgrades.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Acts systematically to build or deconstruct animation elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.
	Level 3	Accounts for own and others actions within solution provision activities. Exploits specialist knowledge to influence solution construction. Gives advice on aligning animation components with software upgrades.
	Level 4	
	Level 5	
Dimension 4: *Knowledge and Skills*	✓ T02 Has knowledge of usability requirements ✓ T04 Can create media elements ✓ T05 Can draft texts, clearly, concisely, correctly	

B.5. Technical Publications Development

Dimension 2: e-Competences: Title + generic description	He makes input to technical authors to organise the production of different documents reflecting the animated elements of a project or application. The digital animator is also responsible for the update and validation of the existing animation-related documentation.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises the production of animation-related documentation making input to technical authors.

	Level 3	
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T05 Can draft texts, clearly, concisely, correctly ✓ B03 Is precise and aware of details ✓ B08 Can communicate (including in foreign languages if useful)	

E. MANAGE

E.2. Project and Portfolio Management

Dimension 2: e-Competences: Title + generic description	He understands and applies the principles of project management. That means that he defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to apply methodologies, tools and processes. He is able to meet identified business needs by implementing new, internal or external defined processes. He collaborates with a team. He also creates and maintains documents to facilitate the monitoring of project progress from an animation point of view.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.
	Level 3	Accounts for own and others activities, working within the project boundary, making choices and giving instructions.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B11 Can analyse (assess, evaluate, critique, test) ✓ M01 Has knowledge of project management principles	

E.3. Risk Management

Dimension 2: e-Competences: Title + generic description	He understands and applies the principles of risk management (i.e. assesses risk, documents potential risk and containment plans) and is able to investigate solutions to mitigate identified risks. He evaluates, manages and ensures the validation of exceptions and audits animation process and environment.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of risk management and investigates solutions to mitigate identified risks.
	Level 3	
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B05 Is committed to corporate strategy and aware of corporate culture	

E.4. Relationship Management

Dimension 2: e-Competences: Title + generic description	He accounts for his own and others actions in managing a limited client base (often other team members).	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Accounts for own and others actions in managing a limited client base.

	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B05 Is committed to corporate strategy and aware of corporate culture ✓ B08 Can communicate (including in foreign languages if useful) ✓ B09 Can work in a team	

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