

RAVE EXPERIENCE

Head of Visuals - Candidate Project Brief

Rave Experience is a new 20-minute, 360-degree immersive experience exploring rave culture, the social changes happening around it and the impact the movement had on a generation. The work is being developed as part of Northern Lights Dumfries.

The Creative Approach

The visual language will move between specially shot film, contemporary dance, animation, motion graphics, landscape, original rave flyers and genuine archive material. We want the audience to feel less like they are watching a film about rave and more like they are stepping inside a memory of it.

The Creative Team

- Two emerging animators / motion graphics artists - one with professional experience and one recently graduated.
- A filmmaker with strong experience filming dance and movement.
- A choreographer and dancers creating movement specifically for the immersive environment.
- Two sound designers, with one taking a supervising role across the overall sound experience.
- A wider creative and production team contributing archive, music, storytelling and technical expertise.

The Head of Visuals Role

The Head of Visuals will take overall responsibility for bringing these different visual elements together, with compositing and delivery of the final 360 visual experience being a key part of the role.

This is not intended to be simply a technical compositing role. We are looking for someone who can bring their own creative practice to the project - whether through animation, motion graphics, visual design, filmmaking or another complementary skill - while supporting and coordinating work created by several artists.

Development & Delivery Timeline

7-10 September 2026 - Development period, Dumfries

The wider creative team will come together for an initial development period. Engagement from the Head of Visuals during this stage will be discussed with shortlisted candidates.

28 November 2026 - Mandatory interim review - potentially Manchester

This is a mandatory project date. We expect at least 50% of the visual work to be previewable and capable of being tested in an environment that replicates the final immersive experience as closely as possible. The location is currently expected to be Manchester, subject to final confirmation.

22 December 2026 - Full draft delivery

The remaining work should be available to the creative team in draft form, giving the team a complete view of the visual journey and allowing for a structured review period.

22 December 2026-5 January 2027 - Review period

A 14-day review window will allow the wider creative and technical team to provide consolidated feedback.

Approximately 10-14 January 2027 - Final edits

A focused period for final changes, refinements and technical adjustments following the review.

25-27 January 2027 - Mandatory production period, Dumfries

These are mandatory project dates. The Head of Visuals will be required in Dumfries as the visual, sound and technical elements are brought together in the full 360 environment.

Travel & Accommodation

All agreed project travel and accommodation required for the role will be covered and booked directly by us. Candidates will not be expected to absorb these costs within their fee.

Key Expectations

- Lead the visual compositing process across a four-wall 360-degree environment.
- Create a coherent visual language across film, dance, animation, motion graphics, archive and landscape.
- Work collaboratively with emerging artists and the wider creative and technical team.
- Have 50% of the visual work previewable for the mandatory 28 November review.
- Provide the complete visual work in draft form by 22 December for team review.
- Respond to consolidated feedback and complete final edits in January.
- Attend the mandatory 28 November interim review and 25-27 January production period.

Our ambition is to create an experience that surrounds the audience - visually, physically and emotionally.