

QUALIFICATION FILE

Digital Still Photography

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA

☒ General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: **NSQF Level 4**

Submitted By:

National Film Development Corporation Ltd.

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New Delhi

110003

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Section 1: Basic Details

1.	Qualification Name	Digital Still Photography													
2.	Sector/s	Media & Entertainment Skills Council													
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: (change to previous, once approved)	Qualification Name of existing/previous version:												
4.	a. OEM Name b. Qualification Name (Wherever applicable)	b. Digital Still Photography													
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-04-ME-03711-2025-V1-NFDC	6. NCrf/NSQF Level: <i>NSQF Level 4</i>												
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate													
8.	Brief Description of the Qualification	As a Digital Still Photographer in the media industry, the individual will be responsible for creating visually compelling and high-quality digital images to support various media projects. Working within a dynamic and creative team, you will use your technical expertise and artistic vision to capture images that effectively communicate the desired message or narrative.													
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialisation - if applicable)</th> <th>Required Experience (with Specialisation - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12th Grade or equivalent</td> <td>No Experience required</td> </tr> <tr> <td>2</td> <td>10th Grade</td> <td>3 years experience in photography and allied roles</td> </tr> <tr> <td>3</td> <td>Previous relevant qualification of NSQF Level 3 with</td> <td>3 years experience in photography and allied roles</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialisation - if applicable)	Required Experience (with Specialisation - if applicable)	1	12th Grade or equivalent	No Experience required	2	10th Grade	3 years experience in photography and allied roles	3	Previous relevant qualification of NSQF Level 3 with	3 years experience in photography and allied roles
S. No.	Academic/Skill Qualification (with Specialisation - if applicable)	Required Experience (with Specialisation - if applicable)													
1	12th Grade or equivalent	No Experience required													
2	10th Grade	3 years experience in photography and allied roles													
3	Previous relevant qualification of NSQF Level 3 with	3 years experience in photography and allied roles													
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	18	11. Common Cost Norm Category (I/II/III) (wherever applicable): II												
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)	NA													

13.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☒ Offline ☐ Online ☐ Blended					
		Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)
		Classroom (offline)	150	270	60		480
		Online					
		(Refer Blended Learning Annexure for details)					
14.	Aligned to NCO/ISCO Code/s (if no code is available, mention the same)	3521.0501					
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)	Horizontal progression: Camera Assistant, Graphic Designer Vertical Progression: Specialized Photographer (Medical, Marketing, Fashion, Journalism, etc.)					
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Will be translated into Hindi					
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:					
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify the applicable type of Disability:					
19.	How Participation of Women will be Encouraged						
20.	Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)	☒ Yes ☐ No					
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☒ Yes ☐ No					
22.	Name and Contact Details of Submitting / Awarding Body SPOC (In the case of CS or MS, provide details of both Lead AB & and Supporting ABs)	Name: Mr.Gautam Bhanot; Shri. D. Ramakrishnan Position in the organisation: Head of Skill Development Address if different from above: Tel number(s): 044 – 2819 2506 / 2819 2407 Fax: 044-2819 2408 E-mail address: rama@nfdcindia.com					
23.	Final Approval Date by NSQC: 18/02/25	24. Validity Duration: 3 years			25. Next Review Date : 18/02/28		

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases, these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at the NOS/ Module level. For further details, refer curriculum document.

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj.-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Develop Pre-production Plans	NFD/MES/NO 202	Core	4	1	10	20			30	20	30	-	-	50	10
2.	Operate DSLR, Mirrorless, Drone, and Mobile Photography Devices	NFD/MES/N 0201	Core	4	1.5	20	25			45	30	70	-	-	100	20
3.	Execute Photographic Techniques	NFD/MES/N 0203	Core	4	1.5	15	30			45	30	70	-	-	100	15
4.	Process and refine Images Digitally	NFD/MES/N 0204	Core	4	2	20	40			60	30	70	-	-	100	15
5.	Oversee and Maintain Photography Equipment	NFD/MES/N 0205	Core	4	2	20	40			60	30	70	-	-	100	10
6.	Adhere to legal and ethical considerations in photography.	NFD/MES/N 0206	Core	4	1	10	20			30	30	70	-	-	100	10
7.	Communicate effectively with clients and team members.	NFD/MES/N 0207	Non-Core	4	1	15	15			30	20	30			50	10

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
8.	Maintain Workplace Health & Safety	NFD/MES/N0304	Non-Core	4	2	20	40			60	30	70	-	-	100	5
9.	Employability Skills (60 Hours)	DGT/VSQ/N0102	Non-Core	4	2	20	40			60	20	30	-	-	50	5
Duration (in Hours) / Total Marks					16	150	270	60		480					750	100

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score a specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: 70 % (Every Trainee should score a specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Post-graduate in any field with 2 years of relevant experience with 1 year of training experience. OR Graduate in any field with 5 years of relevant experience with 3 years of training experience.
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Post-graduate in any field with 8 years of relevant experience with 5 years of training experience.
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Post-graduate in any field with 4 years of relevant experience with 2 years of assessment experience. OR Graduate in any field with 6 years of relevant experience with 4 years of assessment experience.
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate with proctoring experience of 1 year.
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	
4.	Assessment Mode (Specify the assessment mode)	Offline
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☒ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): No
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): The Submitting Body would produce any reputable and reliable research reports, such as labour market information reports, occupational mapping or similar research carried out by Ministry/State/Any other authentic source forecasting the demand for the proposed qualification As per a FICCI Report, A Billion Screens of Opportunity March 2019, The Indian M&E sector reached INR1.67 trillion (US\$23.9 billion), a growth of 13.4% over 2017. With its current trajectory, they expect it to grow to INR 2.35 trillion by 2021 (US\$33.6 billion). Digital Media grew by 41%. Ashish Pherwani, Partner and Media & Entertainment Leader at EY India said, "The growth of digital infrastructure is further enabling Indians to fulfil the need for personal content consumption across languages and genres. There is a large shift in consumer behaviour from mass-produced content to specific content defined by audience segments. The sector can serve a billion screens in India and globally." The growth in digital video consumption provides new growth opportunities for major international film studios, many of which have already established domestic divisions or are collaborating with local studios. As per Umesh Bopche, Vice President, Prime Focus Technologies (PFT), which is into Enterprise Resource Planning for the Media and entertainment (M&E) industry : Digital technologies have revolutionised the video entertainment industry in a remarkably short time. This is true both in creating film and video content and in localising and distributing that content. The high demand for content, along with the many choices to deliver that content, has, in turn, driven demand for video content creation that is higher now than ever before in history. Nowhere is this change more apparent than in the area of post-production. In the post-production world, India is fast emerging as a primary hub. India's post-production sector is one of the biggest globally and is well-known for high-quality work, along with the ability to handle large-scale projects.

	Introduction number of online streaming services such as Netflix, Amazon Prime and Hulu are changing overall perspective of watching television. Such services are offering commercial content to user while charging on monthly basis. Moreover, easy availability of DVR services allows users to skip commercials, thus contributing significantly to market growth over the forecast period. The field of film making is highly competitive and has a lot of scope for employment opportunities, especially in India, which releases a large number of films every year. If one possesses artistic and technical skills and at the same time an ability to express ideas, this is the most appropriate field to work in. Besides media houses, large film studios, electronic news channel groups, one can also find wide ranging opportunities in various production houses scattered all across the country. The increased popularity of YouTube has also resulted in a large number of job opportunities for competent video editors. Majority of film and video editors work on freelance basis, taking short-term projects for TV companies, corporate employers and post-production studios. NFDC has been providing "Video Editing" Skill Training for the past many years. NFDC has trained around 1200 candidates in Video Editing in which more than 70% of them have been placed wage and self employment . We wish to upgrade and align our existing course to the current market requirements and align it to NSQF through this qualification.
3.	Government /Industry initiatives/ requirement (Yes/No):
4.	Number of Industry validation provided:
5.	Estimated nos. of persons to be trained and employed: Total Trained for the year 2017-18: 3689 Candidates Total Trained for the year 2018-19: 1727 Candidates Total trained for the year 2019-20: 1307 Candidates Out of the total trained for each year, around 70% to 75% have engaged in the TV Channels, Production Houses, Local Cable Channels, Production Houses, Cine Industries, Corporate Houses, Real Estate Companies and Local Photo Studios, Etc., Also around 5% candidates have opted freelance job and self employment. The Submitting Body should submit the estimated uptake by reflecting the number of the takers for this qualification for at least two years from submission of the qualification Proposal for Editor Job Role: For the year 2020-2021 - Around 100 Candidates can be trained due to the COVID situation. For Mobilising: For mobilising candidates, NFDC have been invited by State Skill Development Agency (TNSDC) for attending the JOB FAIRS conducted by Tamil Nadu Skill Development Corporation at various districts of Tamil Nadu. Approximately 10,000 to 20,000 job seekers attend the job fairs, out of that NFDC mobilise the candidates for the skill training
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: <i>Line Ministry Concurrence is initiated</i> If "No", why: Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences The National Film Development Corporation Ltd. (NFDC), incorporated in the year 1975 is a wholly-owned Public Sector Enterprise formed by the Government of India, under the aegis of the Ministry of Information & Broadcasting, with the primary objective of planning, promotion and organising an integrated and efficient development of the Indian Film industry.

In addition to planning, promoting and funding Independent films in India & International markets NFDC develops new talent and facilitates the growth of the Indian Entertainment Industry in all languages through productions and co-productions, script development and need-based workshops.

Having its offices in New Delhi, Mumbai, Kolkata, Chennai and Thiruvananthapuram, NFDC is a truly pan-India organisation that has been effectively working towards the development of the Film and Television Sector through production, distribution, promotion, and training & development activities.

Additionally, NFDC has been successfully conducting various skill training programmes in the field of Media & Entertainment in Chennai and other parts of Tamil Nadu. We have successfully trained approx 16000 candidates in skills such as Avid & FCP Digital Non-Linear editing, Audio Engineering, Digital Cinematography, Multimedia, Still Photography on behalf of the Tamil Nadu Skill Development Corporation and various Government Departments in Tamil Nadu such as TAHDCO (Tamil Nadu Adi Dravidar Housing Development Corporation), Differently Abled Persons Welfare, Scheduled Tribes and Backward & Most Backward Classes Departments. In addition to this NFDC also ensured placement of more than 70% of the trained & certified candidates.

The Skill training centre in Chennai and has the state of the art training centre spread over 5000 Sq. Ft. with modern infrastructures and training equipment's for the students training. Also, NFDC conducted skill training in capable of conducting various locations in Tamil Nadu and other states of country. NFDC depute highly qualified trainers for conducting the classes.

Collaborations to undertake Training Programmes

- Tamil Nadu Skill Development Corporation (TNSDC), TN

NFDC has been associating with TNSDC since from the year 2013 onwards for providing skill training in technical aspects of film making and so far around 5000 candidates have been trained by NFDC.

- Tamil Nadu AdiDravidar Housing Development Corporation (TAHDCO), TN

So far 750 Scheduled Caste (SC) and Scheduled Tribes candidates were trained.

- Tamil Nadu Minorities Economic Development Corporation (TAMCO), TN

Around 240 minorities candidates were received skill training in media since 2011.

- Backward Classes and Most Backward Classes Department (BC&MBC), TN

Around 500 BC/MBC/DNC unemployed youth in Tamil Nadu were provided the skill training in Media and Entertainment Sectorsince 2005

- Tribal Welfare Department (TWD), TN

Skill training for 334 unemployed tribal youth were imparted the training in Media for the self and wage employment.

- Differently Abled Persons Welfare Department (DAPW), TN

Around 1000 Persons with disabilities(PWDs) were provided skill training since 2012.

- Tamil Nadu Police Department, TNPD

Tamil Nadu Police Personnel'swere provided skill training in crime scene photography

- APSSDC (Andhra Pradesh State Skill Development Corporation)

MoU has been signed with APSSDC for providing skill training in media to around 5000 unemployed youth in Andhra Pradesh.

- MPSSDM (Madhya Pradesh State Skill Development Mission)

NFDC has signed MoU with MPSSDM for imparting skill training for 3240 unemployed youth in Madhya Pradesh.

- NBCFDC (National Backward Classes Finance Development Corporation)

NFDC to train 200 OBC candidates in Editing and Graphics Design and also to train 100 transgender candidates in Assitant Cameraman and Editing.

	National Handicapped Finance Development Corporation(NFHDC) MoU has been signed with NFHDC to train PWDs across India Digital Video Editing was one of the courses that is part of all the above collaborated based demand from the ground. NFDC has conducted an internal study based on feedback from various centres that it is associated with and ascertained the requirement to run certain NSQF aligned and upgraded Skill development courses that are in demand. Digital Still Photography course is one of them.
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Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	Annexure 1
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	Annexure 2
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	Annexure 6
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	Annexure 7
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	Annexure 5
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	Annexure 8
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	Model Curriculum
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	
12.	Any other document you wish to submit:	

Annexure 1: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	● Perform Pre-production activities ● Capture images using digital cameras or other imaging devices (Production Phase) ● Apply knowledge of composition, lighting, and other photographic elements. ● Use photo editing software for post-processing and enhancement. ● Maintain and manage photography equipment. ● Adhere to legal and ethical considerations in photography. ● Communicate effectively with clients and team members. ● Maintain Workplace Health & Safety ● Employability Skills	As can be inferred from the learning outcomes and performance criteria of the Qualification listed in the adjacent cell, the Digital Still Photography requires well developed skill, with clear choice of procedures in familiar context. Hence NSQF level for this descriptor is 4.	4
Professional and Technical Skills/ Expertise/ Professional Knowledge	● Mastery of aperture, shutter speed, and ISO settings. ● Knowledge of white balance and metering modes. ● Familiarity with various types of cameras (DSLRs, mirrorless, etc.). ● Knowledge of different lenses and their applications. ● Ability to use external flashes and lighting equipment. ● Proficiency in image file formats (JPEG, RAW, etc.). ● Knowledge of post-processing software (Adobe Lightroom, Photoshop, etc.). ● Understanding of image resolution, color spaces, and bit depth. ● Mastery of composition principles (rule of thirds, leading lines, framing, etc.). ● Knowledge of when to use different focal lengths and perspectives. ● Ability to think creatively and envision unique shots. ● Developing a personal style and vision. ● Understanding the impact of color on composition and mood.	As can be inferred from the knowledge and understanding related points mentioned in the adjacent cell, which have been taken from the Digital Still Photography qualification pack, job role holder must have a knowledge of facts, principles, processes and general concepts, in a field of work or study. Hence NSQF level for this descriptor is 4.	4

	• Ability to use color effectively in photography. • Knowledge of natural and artificial lighting techniques. • Ability to manipulate light to achieve desired effects. • Ability to convey a narrative or emotion through images. • Understanding the importance of sequencing in a series of photos.. • Occupational health and safety requirements as applicable in the workplace • Significance of health and hygiene • SOP on personal hygiene		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Recall and demonstrate practical skill, routine and repetitive in narrow range of application • Identify common types of digital cameras • Identify common components and accessories of digital cameras • Set up a digital camera • Handle and care for a digital camera • Operate a digital camera in automatic mode • Transfer pictures from camera to computer • Take pictures using semi - manual settings of camera • Take pictures using fully manual settings • Take pictures using various flash related techniques Use appropriate rule and tool, using quality concepts. • Apply visual composition techniques • Take aesthetically pleasing portrait pictures as per specifications • Take aesthetically pleasing landscapes and cityscapes as per specifications • Take aesthetically pleasing night photographs as per specifications	As can be inferred from the knowledge and understanding related points mentioned in the adjacent cell, which have been taken from the Digital Still Photography qualification pack, job role holder must have a knowledge of facts, principles, processes and general concepts, in a field of work or study Hence NSQF level for this descriptor is 4	4

	• Take aesthetically pleasing action photos as per specifications • Take aesthetically pleasing sunrise & sunshine photos as per specifications • Take aesthetically pleasing indoor photos as per specifications • Create aesthetically pleasing panoramas as per specifications • Edit photo to enhance them • Troubleshoot basic camera issues		
Broad Learning Outcomes/Core Skill	Language to communicate written or oral, with required clarity • Explain the importance of communication in planning and execution of an animation production project • State the various methods of communication used in a professional set-up • Explain the key elements of effective communication in the context of various modes and purpose of communication • Explain how to develop effective communication skills in a professional context • Explain various techniques that can be used for communicating effectively • • Skill to basic arithmetic and algebraic principles • Demonstrate the uses of different aperture value. • Explain the importance of shutter speed. • Demonstrate the range of ISO and how it affects photography. • Explain how Depth of Field (DoF) affects the	As can be inferred from the knowledge and understanding related points mentioned in the adjacent cell, which have been taken from the Digital Still Photography qualification pack, job role holder must have a knowledge of facts, principles, processes and general concepts, in a field of work or study. Hence NSQF level for this descriptor is 4	4

	photography. ● Explain different types of DoF. ● Types: Shallow, Medium, Deep, etc. ● ● Basic understanding of social political and natural environment. ● State the career choices and specialisations available within digital photography. ● Explain career paths and employment/livelihood avenues available for Digital Still Photographys. ● Describe the various stakeholders who need to communicate during an animation production project ● Detail the various information needs of various stakeholders at each stage of the planning and production phase for successful execution of the project ● Describe the various security risks including information security while working in the knowledge and creative industries ● State the various measures to prevent and reduce security risks in knowledge and creative industries ● Describe IPR elements in the context of media and entertainment, and creative industries		
Responsibility	● Most Digital Still Photographys work on a freelance and contractual basis. Hence, they have to work independently. ● No where in the qualification are the dependent of a supervisor or manager. ● They are being trained to take instructions directly	As can be inferred from the knowledge and understanding related points mentioned in the adjacent cell, the Digital Still Photographymust take responsibility for own work and learning and some responsibility for others' works and	4

	from the client and deliver the output back to them.	learning.	
		Hence NSQF level for this descriptor is 4	

Annexure 2: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size:

	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Sample digital cameras (mirrorless, point-and-shoot, bridge/superzoom)	High-performance desktop or laptop with sufficient RAM and storage capacity.	1 each
2.	DSLR Cameras	Popular video editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, Avid Media Composer, or Sony Vegas.	
3.	DSLR Lenses and external flash	High-resolution monitors with accurate color reproduction for precise video editing.	1 each
4.	Studio lights (Continuous (LED, Halogen and Tungsten) and strobe)		
5.	Studio light modifiers (Umbrellas, Softbox, Grid, Gel, Diffuser)		
6.	Digital camera accessories (flashgun, tripod, bag, memory cards, USB drive, USB reader, connecting cable, chargeable batteries, battery recharger)		
7.	Computer systems		3
8.	camera cleaning kit		3
9.	Camera storage and packing material		1 each

10.	Photo printing printers		1 each
11.	Various types of paper for printing photos		1 each
12.	Internet access		
13.	Camera software		
14.	Photo album software		
15.	Cloud account		
16.	Basic photo editing software (e.g. Adobe Lightroom)		
17.	Adobe Photoshop software		
18.	First Aid Box		
19.	Fire Extinguishers (water, powder and CO2)		
20.	Personal protective equipment (Hard hat, Boots, Gloves, Apron)		
21.	Projection facilities and equipment		

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Laptops
2. Whiteboards and markers
3. Projector
4. Screen
5. Chart paper
6. AV equipment
7. Stationery
8. Telephone connection

Annexure 3: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organisation Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
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1.	Tamil Nadu Open University	Kamesh Dayal	Editor cum Multi-Skilled Broadcasting Professional	No: 577, Anna Salai, Saidapet, Chennai	9791054622	kamleshdayal@gmail.com	NA
2.	Real Graphics	Saravana Kumar	Branch Head	Real Graphics, 27, Kumaran colony 5 th street, vadapalani, Chennai	9840940259	psaravana27@gmail.com	NA
3.	South India Film Editor Association,	S. Mahendran	Film Editor	South India Film Editor Association, North Usman Road, T. Nagar, Chennai	9840240549	bsmahee@yahoo.com	NA
4.	Chennai National Arts and Science College	Srinivasan R	Head, Department of Viscom	Srinivasan R, Head, Department of Visual Communication, Chennai National Arts and Science College, Avadi, Chennai- 600054	9841250003	viscomhod@cnasc.edu.in	NA
5.	Opera Global PVT. LTD	Shailendra Kumar Singh	General Manager (Marketing and Merchandising)		9971995752	Sksingh76ster@gmail.com	NA
6.	UFO Moviez India Limited	Pankaj Saxena	General Manager	Valuable Techno Park. Plot No. 53/1, Road No.7, MIDC, Andheri (East) Mumbai 400093	9810128848	pankaj.saxena@ufomoviez.com	NA
7.	Key elements	Vipul Dwivedi	COO(Chief Operating Officer)	79, Utkarsh Estate, Ashish Nagar Bengali Square, Indore 4520016	9755915552	vipul@keyelements.in	NA
8.	Freelancer	Adnan Taque Ahmad	Freelance Cinematographer and Editor		+91 9718534884	adnantaquea@gmail.com	NA
9.	Freelancer	Ahmad Raza	Freelance Cinematographer and Editor		+91 85418 50587	ahmadrazarmgrh24@gmail.com	NA
10.	Intellect moxie	Rajeev	Director	3rd Floor The Agrawal corporate House Sector B, Greater Brajeshwari Indore Madhya Pradesh 452016			NA
11.	Skill Mantra	Ketan Bindra	MD	Indore			NA
12.	Aptech	ABIR AICH	EXECUTIVE VICE PRESIDENT	Aptech, A, 65, MIDC Central Rd, Marol, Andheri East, Mumbai, Maharashtra 400093	9819933742	abir@aptech.ac.in	NA
13.	Meeran Theatres	Amjath Meeran	Film Writer, Director, Actor, Voice Artist and Producer	Aptech, A,65, MIDC Central Rd, Marol, Andheri East, Mumbai, Maharastra 400093	98400 38583, 9487332119	amjath@meerantheatres.com	NA
14.	Music Broadcast Limited (Radio City 91.1 FM)	Anshul Munjal	Executive Vice president	203, 1st Floor, Okhla industrial Estate, phase 3, New Delhi 110020	9899060009	anshulm@myradiocity.com	NA

15.	Neo Film and Broadcasting School Pvt. Limited	Sanjay Ganesan	Administrator	66/2341 Pullepady Cross Road, Erenakulam, Ernakulam-682018, Kerala	7670882944	administrator@neofilmschool.com	NA
16.	Ramesh Sippy Academy of Cinema & Entertainment	Tangsu		University of Mumbai Vidyanagari Santacruz (E), Mumbai- 400098		outreach@rsace.edu.in	NA
17.	Khabar Lahariya	Shefali Khan	Multimedia Producer		6395523950	itskhanshefali@gmail.com	NA
18.	Graphico	Younus Khan	Founder	Indore	9584530793	younus.grafico@gmail.com	NA
19.	Pragmatics Learning	Anuradha Kadam	Proprietor	Office No. B-102, Phase 1, Dwarka Suncreast, Park Royal Road, Kokane Chowk, Pimple Saudagar 411027 – Pune, Maharashtra, India	9623 70 2697	anuradha@pragmaticslearning.com	NA
20.	Lucky Design Hub and Packaging	Lucky Khan	Founder	– UG-7 Balaji Market, 2 Imli Bazar, Indore (M.P.)	98936 75921	lucky1112137@gmail.com	NA
21.	Artography Designs	Akbar Khan	Founder	14, Aman Nagar, Indore (M.P.)	86023 33707	akbkhan26@gmail.com	NA

Annexure 4: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2023-24	600	425	150	120	18	

Data to be provided year-wise for next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

1.

2.

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

NSQC APPROVED

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling" available on:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education.%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☐ Theory/ Lectures - Imparting theoretical and conceptual knowledge	Laptop, Projector, Projecting Screen and LMS.	1:1
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Laptop, Projector, Projecting Screen and LMS.	1:1
3	☐ Showing Practical Demonstrations to the learners	As per tool list attached	NA
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	As per tool list attached	NA
5	☐ Tutorials/ Assignments/ Drill/ Practice	As per tool list attached	NA
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	As per tool list attached	NA
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	As per tool list attached	NA

Annexure 6: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NFD/MES/N0201:Develop Pre-production Plans	Perform Pre-production activities	20	30		
	PC1. Perform concept development and planning by collaborating with clients, art directors, and other creatives to understand the desired visual style and message of the project.				
	PC2. Carry location scouting and research to find and secure suitable locations for shoots, considering factors like lighting, accessibility, and background elements.				
	PC3. Choose the right equipment and props to achieve the desired results.				
	PC4. Create visual representations of the intended shots to ensure clarity and efficiency during the shoot.				
	Total Marks	20	30		

NFD/MES/N0202: Operate DSLR, Mirrorless, Drone, and Mobile Photography Devices	Capture images using digital cameras or other imaging devices (Production Phase)				
	PC1. Demonstrate proficiency in operating digital cameras and imaging devices (Digital Cameras, DSLR Cameras (Digital Single-Lens Reflex), Mirrorless Cameras, Smartphone Cameras, Webcams, Action Cameras (e.g., GoPro), Drone Cameras)				
	PC2. Capture high-quality images with proper focus, exposure, and composition.				
	PC3. Adapt camera settings to different environments and lighting conditions.				
	PC4. Demonstrate high technical proficiency in operating digital cameras and imaging devices.				
	PC5. Achieve consistent and accurate exposure, focus, and framing in captured images.				
	PC6. Utilises the full range of camera settings to adapt to various shooting conditions.				
	PC7. Apply a deep understanding of composition principles, incorporating elements such as the rule of thirds, leading lines, and framing.				
	PC8. Demonstrate creativity in framing shots to capture unique perspectives and visually engaging content.				
	PC9. Adjust composition to suit the subject matter and convey the desired narrative.				
	PC10. Adapt to different environments and lighting conditions to capture high-quality images.				
	PC11. Modify camera settings dynamically to accommodate challenging lighting situations, including low light and high contrast scenarios.				
	PC12. Ensure images are visually compelling regardless of the shooting environment.				
	PC13. Achieve precise focus on the subject, considering depth of field for creative and storytelling purposes.				
	PC14. Utilise depth of field effectively to emphasise or de-emphasise specific elements within the frame.				
	PC15. Demonstrate control over focus points to enhance image clarity and impact.				
	PC16. Discuss the subject matter and context before capturing images.				

	PC17. Adjust the photographic approach based on the characteristics and requirements of the subject.				
	PC18. Capture images that align with the intended purpose, whether for artistic expression or specific client needs.				
	PC19. Achieve a consistent quality of captured images across different shooting sessions.				
	PC20. Ensure that specific styles or requirements are reproducible, maintaining a cohesive look for a series or project.				
	PC21. Adhere to established standards and guidelines for image quality.				
	Total Marks	30	70		
NFD/MES/N0203: Execute Photographic Techniques	Apply Knowledge of Composition, Lighting, and Photographic Elements				
	PC1. Utilise a strong understanding of composition principles, including balance, symmetry, and leading lines.				
	PC2. Apply knowledge of lighting techniques to enhance the visual impact of photographs.				
	PC3. Demonstrate creativity in framing shots and using other photographic elements effectively.				
	PC4. Identify and apply the rule of thirds, leading lines, symmetry, and other composition techniques in photography.				
	PC5. Create well-composed images that convey a strong visual impact and engage the viewer.				
	PC6. Adjust lighting settings effectively to achieve the desired mood and atmosphere in photographs.				
	PC7. Demonstrate the ability to work with natural light, artificial light sources, and various lighting conditions.				
	PC8. Experiment with creative techniques such as depth of field, long exposure, and framing to enhance visual storytelling.				
	PC9. Showcase a diverse range of creative approaches in the portfolio.				
	PC10. Incorporate colour, texture, perspective, and contrast to add depth and interest to photographs.				
	PC11. Show versatility in adapting photographic elements to different genres and styles.				
	PC12. Tailor composition and lighting to suit specific photography genres (e.g., portrait,				

NFD/MES/N0204: Apply Digital Post-Processing Techniques.	landscape, product).				
	PC13. Maintain a high level of technical proficiency in composition and lighting.				
	PC14. Ensure that images are well-exposed, sharp, and free from distracting elements.				
	PC15. Gather feedback from clients and colleagues regarding the composition and lighting of photographs.				
	PC16. Demonstrate the ability to incorporate feedback and continuously improve.				
	Total Marks	30	70		
	Use Photo Editing Software for Post-Processing and Enhancement				
	PC1. Navigate and utilise photo editing software (e.g., Adobe Photoshop, Lightroom).				
	PC2. Edit and enhance images to achieve desired effects while maintaining a natural appearance.				
	PC3. Retouch images skillfully, addressing imperfections and optimising visual appeal.				
	PC4. Demonstrate advanced proficiency in using industry-standard photo editing software.				
	PC5. Apply a range of editing techniques to enhance and optimise images.				
	PC6. Demonstrate the ability to adjust colour balance, contrast, and saturation effectively.				
	PC7. Utilise retouching tools to remove imperfections, blemishes, or distractions while maintaining a natural appearance.				
	PC8. Demonstrate skill in addressing specific client or project requirements through retouching.				
	PC9. Incorporate creative editing techniques to achieve unique and visually striking effects.				
	PC10. Demonstrate the ability to experiment with different styles while maintaining a consistent quality standard.				
	PC11. Maintain consistency in editing style across a series of images or projects, ensuring a cohesive visual narrative.				
	PC12. Adapt editing style based on project requirements and client preferences.				
	PC13. Develop an efficient and organised workflow in the editing process, minimising turnaround time without compromising quality.				
	PC14. Utilise keyboard shortcuts and other time-saving features to enhance productivity.				
	PC15. Practice effective file management practices, including naming conventions and folder organisation.				
	PC16. Implement version control to keep track of edits and variations during the editing process.				
	PC17. Exhibit knowledge of different image formats and selects the appropriate format				

	based on the intended use or distribution.				
	PC18. Optimise images for various platforms, considering file size and resolution.				
	PC19. Review the edited images to ensure quality and consistency.				
	PC20. Rectify any errors or discrepancies in the editing process before delivering the final product.				
	PC21. Incorporate feedback and revisions into the editing process to achieve client satisfaction.				
	PC22. Seek opportunities for professional development to enhance editing skills.				
	PC23. Manage time effectively to meet project deadlines for the delivery of edited images.				
	Total Marks	30	70		
NFD/MES/N0205: Oversee and Maintain Photography Equipment	Maintain and Manage Photography Equipment				
	PC1. Inspect and maintain digital cameras, lenses, and other photography equipment.				
	PC2. Ensure equipment is clean, calibrated, and in optimal working condition.				
	PC3. Manage equipment inventory and communicate any repair or replacement needs.				
	PC4. Conduct thorough checks on digital cameras, lenses, lighting equipment, and other accessories to promptly identify and address any issues.				
	PC5. Perform routine cleaning and upkeep of equipment to ensure optimal functionality.				
	PC6. Adhere to the manufacturer's equipment maintenance guidelines and follow established calibration and adjustment protocols.				
	PC7. Maintain a comprehensive and up-to-date photography equipment inventory, including serial numbers, specifications, and conditions.				
	PC8. Implement an organised system for tracking equipment usage, availability, and scheduling for individual and team use.				
	PC9. Monitor and replenish consumables, such as batteries, memory cards, and cleaning supplies, promptly.				
	PC10. Transport and handle photography equipment during transit to and from locations.				
	PC11. Utilise appropriate protective cases and packaging to prevent damage during transportation.				
	PC12. Ensure secure and climate-controlled storage for equipment to minimise the risk of environmental damage.				
	PC13. Troubleshoot common equipment malfunctions and perform basic repairs when feasible.				
	PC14. Collaborate with technical support or specialised technicians for more complex repairs, adhering to established communication protocols.				
	PC15. Maintain a record of equipment issues, repairs, and resolutions for future reference and continuous improvement.				

	PC16.	Integrate new equipment seamlessly into existing workflows, ensuring compatibility with software and other tools used in the production process.				
	PC17.	Collaborate with relevant stakeholders to assess the impact of equipment upgrades on budget and project timelines.				
	PC18.	Provide training and guidelines to team members on properly using, handling, and maintaining photography equipment.				
	PC19.	Develop and maintain comprehensive documentation, including user manuals and troubleshooting guides, to support team members in equipment-related matters.				
	PC20.	Ensure all team members know and adhere to safety protocols and best practices for equipment usage.				
	PC21.	Collaborate with relevant stakeholders to develop and manage budgets for photography equipment maintenance, repairs, and upgrades.				
	PC22.	Seek cost-effective solutions without compromising the quality and performance of the equipment.				
	PC23.	Review and reports on equipment-related expenditures, identifying areas for optimisation.				
	PC24.	Ensure that all photography equipment complies with health and safety standards and regulations.				
	PC25.	Implement safety measures, such as proper cable management and securing tripods, to prevent accidents and injuries during shoots.				
	PC26.	Conduct regular safety audits and address any non-compliance issues promptly.				
Total Marks			30	70		
NFD/MES/N0206: Adhere to legal and ethical considerations in photography.	Adhere to Legal and Ethical Considerations in Photography					
	PC1.	Demonstrate understanding and compliance with copyright laws and licensing agreements.				
	PC2.	Maintain privacy and obtain necessary permissions when photographing individuals or private property.				
	PC3.	Follow ethical standards in all aspects of photography, including image manipulation.				
	PC4.	Articulate key legal concepts and ethical considerations related to photography during discussions and assessments.				
	PC5.	Where applicable, record obtained permissions and signed releases for subjects and locations.				
	PC6.	Demonstrate diligence in obtaining necessary permissions and releases before initiating photography projects, ensuring compliance with legal and ethical standards.				
	PC7.	Maintain confidentiality regarding sensitive information related to clients, projects,				

	or subjects.				
	PC8. Showcase examples where images accurately represent the subjects and avoid intentional misrepresentation or manipulation.				
	PC9. Demonstrate cultural awareness and sensitivity, showcasing an understanding of how different cultural norms may impact the ethical considerations in photography.				
	PC10. Show awareness and adherence to intellectual property rights, including proper attribution and licensing of third-party content.				
	PC11. Updates practice to align with current industry standards, demonstrating a commitment to continuous learning and improvement.				
	PC12. Display the ability to recognise and navigate ethical challenges, making decisions and prioritising ethical considerations in photography.				
	PC13. Document participation in relevant workshops, training sessions, or courses addressing legal and ethical considerations in photography.				
	Total Marks	30	70		
NFD/MES/N0207: Communicate effectively with clients and team members.	Communicate Effectively with Clients and Team Members				
	PC1. Engage in clear and professional communication with clients to understand project requirements.				
	PC2. Convey creative ideas and concepts to clients and team members.				
	PC3. Collaborate with team members to coordinate and execute photography projects.				
	PC4. Respond promptly to client feedback and adjusts approach accordingly.				
	PC5. Demonstrate strong interpersonal and client management skills.				
	PC6. Seek information on the latest trends and advancements in digital photography.				
	PC7. Participate in industry-related workshops, conferences, and training programs.				
	Total Marks	20	30		
NFD/MES/N0304: Follow Workplace Health & Safety Protocols	Follow the health, safety and security risks prevalent in the workplace				
	PC1. Adhere to established safety protocols, promptly reporting any identified hazards to relevant authorities and consistently avoiding unsafe practices.				
	PC2. Advocate for and maintain a healthy posture during work activities, incorporating regular breaks to mitigate the risk of work-related injuries.				
	PC3. Prioritise proper eye care by taking regular breaks to prevent eye strain while working on screens, ensuring sustained productivity and well-being.				
	PC4. Comply with government health and safety norms and policies, including familiarity with emergency procedures such as evacuation protocols for illness, accidents, or fires.				
	PC5. Engage in relevant health and safety training programs to remain updated on				

	workplace best practices, ensuring a proactive approach to safety measures.				
	PC6. Implement effective stress management techniques to sustain personal well-being and optimise productivity amidst workplace demands.				
	PC7. Recognise and respond to security signals, such as fire alarms, and familiarise oneself with designated safety locations like staircases, fire warden stations, and medical rooms.				
	PC8. Execute emergency procedures swiftly in the event of an accident or fire, ensuring personal and collective safety.				
	PC9. Uphold personal health and safety, as well as that of colleagues, through consistent adherence to precautionary measures and safety guidelines.				
	PC10. Ensure personal health and safety, and that of others in the workplace, through precautionary measures.				
	PC11. Demonstrate awareness of and responsiveness to safety-related protocols and instructions, maintaining a vigilant approach to workplace safety.				
	PC12. Contribute to a culture of safety by actively promoting and adhering to established safety practices, fostering a secure and conducive work environment.				
	Total Marks	30	70		
DGT/VSQ/N0102: Employability skills	1. Introduction to Employability skills				
	2. Constitutional values				
	3. Becoming a professional in the 21st century				
	4. Basic English skills				
	5. Career development and goal setting				
	6. Communication skills				
	7. Diversity and inclusion				
	8. Financial and legal literacy				
	9. Essential digital skills				
	10. Entrepreneurship				
	11. Customer service				

	12. Getting ready for apprenticeship and job				
	Total Marks	20	30		
	Grand Total	450			

Annexure 7: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

On the Job:

1. Each module will be assessed separately.
2. The candidate must score 70% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
 - Videos of Trainees during OJT

4. Assessment of each Module will ensure that the candidate is able to:
- Effective engagement with the customers
 - Understand the working of various tools and equipment

Annexure 8: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf