

Revised Application Documentation: Version 3.0 / 4<sup>th</sup> November, 2016

**QUALIFICATION FILE – Certified Graphic Designer**

**CONTACT DETAILS OF SUBMITTING BODY**

**Name and address of submitting body:**

NIELIT Kolkata,

Jadavpur University Campus, Kolkata-700032.

**Name and contact details of individual dealing with the submission**

**Name:** Shri Arup Chattopadhyay

**Position in the organisation:** Director Incharge

**Address if different from above:** NA

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**List of documents submitted in support of the Qualifications File**

1. Detailed Curriculum (Attached as Annexure-I)
2. Industry Validation (Attached as Annexure-II)
3. Evidence of Job Market (Attached as Annexure-III)

## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	Certified Graphic Designer
<b>Qualification Code</b>	NIELIT/MA/1/23
<b>Nature and Purpose of the qualification</b>	<ul style="list-style-type: none"> <li>➤ This is a Qualification Pack(QP)</li> <li>➤ The purpose of the qualification is to develop creative and practical skills equipping the students to work as an individual designer or collaboratively as a member of a team</li> <li>➤ To introduce the concepts on Visual Designing using multimedia elements like Text, Images, and Graphics with special emphasis on illustration and layout and optimization of content for printing, vector tools, image editing etc.</li> </ul>
<b>Body/Bodies which will assess the candidates</b>	Examination Cell, National Institute of Electronics and Information Technology, 6-CGO Complex, Electronics Niketan, Lodhi Road, New Delhi. 110003.
<b>Body/Bodies which will award the certificate for the qualification</b>	National Institute of Electronics and Information Technology, 6-CGO Complex, Electronics Niketan, Lodhi Road, New Delhi. 110003.
<b>Body which will accredit providers to offer the Qualification.</b>	National Institute of Electronics and Information Technology 6-CGO Complex, Electronics Niketan, Lodhi Road, New Delhi. 110003. Presently, Accreditation is not prescribed; affiliation is one of the models.
<b>Occupation(s) to which the qualification gives access</b>	1.Graphic Designer 2.Desktop Publisher 3.Assistant Web Designer 4.Packaging Designer 5.Graphic Operator
<b>Proposed level of the Qualification in the NSQF.</b>	5
<b>Notional Learning Hours</b>	80 Hrs.
<b>Entry requirements / recommendations.</b>	12 <sup>th</sup> passed candidates
<b>Progression from the Qualification.</b>	<p>Graphic Designer – Next Job Role – Next Job Role</p> <p><u>1) In Academic</u> After completion of this course, the students may take up courses on Interactive Multimedia Development to further enhance their skills on Multimedia &amp; Animation Technology.</p> <p><u>2) Professional</u> As a visual designer, the students can find employment in various sectors including advertising agencies, design studios, publishing houses and pre-press companies. Visual designers are employed both in-house and through agencies.</p>

Entry visual designer roles include:

- Junior graphic designers
- Desktop Publisher
- Assistant Web Designer
- Packaging Designer
- Graphic Operator

With enough experience, the students can progress to more senior roles and they may take on team management responsibilities, eventually becoming a studio manager, design director or creative director.

**Planned arrangements for RPL.**

- Presently only candidates who undergo training shall be assessed.
- It will be incorporated once RPL strategy is finalized

**Formal structure of the qualification**

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
Principles of Graphic Design	Mandatory	10	5
Problem Solving and Design Process	Mandatory	10	
Software Tools for Graphic Designing	Mandatory	40	
Soft Skills applicable to Graphic Designing	Mandatory	20	

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

The detailed course curriculum for the qualification is attached as **ANNEXURE-I**.

**SECTION 1**

**ASSESSMENT**

**Name of the Assessment Body:**

Examination Cell,  
National Institute of Electronics and Information Technology  
6-CGO Complex, Electronics Niketan,  
Lodhi Road, New Delhi. 110003.

**Will the assessment body be responsible for RPL assessment? Give details of how RPL assessment for the qualification will be carried out and quality assured.**

Presently, only candidates undergoing training shall be assessed. Later on, candidates having experience and knowledge shall be assessed. The information will be provided on finalization of such procedure.

**Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:**

The emphasis is on practical demonstration of skills & knowledge based on the performance criteria. Each OUTCOME is assessed & marked separately. Student is required to qualify in all OUTCOMES individually and marks are allotted. Following assessment methodologies are used.

- A. Written Assessment (Multiple Choice Questions) & Assignments
- B. Practical Assessment
- C. Project Work

The assessment results are backed by following evidences.

1. The assessor collects a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the In charge / Head of the Training Centre.
2. The assessor verifies the authenticity of the candidate by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same is mentioned in the attendance sheet.
3. The assessor assigns roll number.
4. The assessors take photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.

### ASSESSMENT EVIDENCE

**Complete the following grid for each grouping of NOS, assessment unit or other component as listed in the entry on the structure of the qualification on page 1.**

**Job Role** Graphic Designer

**Title of Unit/Component:**  
**(Detailed Curriculum attached As Annexure-I)**

Assessable Outcomes	Assessment Criteria for the outcome	Total Mark	Written		Practical
			Online MCQs	Assignments	
1. Explain basic principles and fundamentals in visual art and design	<ul style="list-style-type: none"> <li>➤ Learn Design Principles on Graphic</li> <li>➤ Execute design procedure to create balance, emphasis, content, harmony, hierarchy, rhythm and consistency</li> </ul>	20	5	5	10
2. Explain and Design on Graphic Design Process	<ul style="list-style-type: none"> <li>➤ Learn how to choose a typeface, Sketching and Drawing, Color Theory</li> <li>➤ Design of Layout and practice of Professional graphic Design Process</li> </ul>	25	5	10	10
3. Develop Skills on Graphic Designing Methods using software tools	<ul style="list-style-type: none"> <li>➤ Learn and execute various tools used for Graphic Designing viz. Photoshop, Illustrator, InDesign and Corel Draw</li> </ul>	25	5	10	10

4. Develop problem solving skills through Project Work	<ul style="list-style-type: none"> <li>➤ Project work in a peer group setting.</li> <li>➤ Make Presentation on the project development</li> </ul>	<b>30</b>	-	-	<b>30</b>
<b>Total</b>		<b>100</b>	<b>15</b>	<b>25</b>	<b>60</b>

**Means of assessment 1**

Proctored online assessments (LAN and Web based), carried out using a variety of question formats applicable for linear / adaptive methodologies; performance criteria being assessed via situation judgement tests, simulations, practical demonstrations, psychometrics and multiple choice questions, presentations including peer review.

**Pass/Fail**

Competency level of the students will be evaluated through performance evidences throughout the training duration with proven ability to meet all the assessment criteria for each assessable learning outcome.

**SECTION 2**

**EVIDENCE OF LEVEL**

<b>Title : Certified Graphic Designer</b>			<b>Level: 5</b>
<b>NSQF Domain</b>	<b>Outcomes of the Qualification/Component</b>	<b>How the job role relates to the NSQF</b>	<b>NSQF Level</b>

		<b>Level Descriptors</b>	
<b>Process</b>	Acquire, articulate, and apply specialized terminology and knowledge relevant to graphic design including relationships to other disciplines and to contemporary global issues.	Job that requires well developed skill, with clear choice of procedures in familiar context.	<b>5</b>
<b>Professional Knowledge</b>	Communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal and written means. Demonstrate the ability to analyze, synthesize, and develop probable solutions.	Knowledge of facts, principles, processes and general concepts, in a field of work or study.	<b>5</b>
<b>Professional Skill</b>	Access information through traditional and new technologies, and synthesize this information for problem solving activities. Critically analyze and evaluate information from multiple sources and diverse perspectives.	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information	<b>5</b>
<b>Core Skill</b>	Graphic Designers after acquiring skills both managerial and technical of this level are able to interact with different stakeholders involved like vendors, clients and users.  They are able to make independent decision involved in providing solution.	Desired mathematical skill; understanding of social, political; and some skill of collecting and organising information, communication.	<b>5</b>
<b>Responsibility</b>	Assess, predict, and articulate the influence and importance of graphic design issues within the human environment from social responsibility, sustainability and interdisciplinary perspectives.	Responsibility for own work and learning and some responsibility for others works and learning.	<b>5</b>

### **SECTION 3**

#### **EVIDENCE OF NEED**

**What evidence is there that the qualification is needed?**

The certified course in Graphic Designing will provide students with fundamental skills and

knowledge of design concepts and various computer graphics applications. Depending on the institution, the students of the certificate program may be able to transfer to an associate degree program in graphic design or a related area of study. The qualification will equip the students with skills necessary for direct-entry into the workforce.

**What is the estimated uptake of this qualification and what is the basis of this estimate?**

The batch size of the qualification is expected to be 20 on average. Estimating minimum 4 batches a year to undergo this qualification, the number of students to undergo this qualification is expected to be 80 Nos per NIELIT Centre. At least 2500 Nos of students will be trained per year in this qualification throughout NIELIT. The numbers of students to be trained are expected to raise manifold once the qualification is made available to all the accredited centres of NIELIT.

**What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?**

As the understanding and adoption models of QPs evolve in the industry and across its sub-sectors, we foresee consolidation of qualification packs as a natural progression. The Qualification does not exist as per information available in public domain.

**What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?**

The Qualification is to be monitored and reviewed every two years.

The following data will be used

1. Results of assessments
2. Employer feedback will be sought post-placement
3. Student feedbacks

**SECTION 4**

**EVIDENCE OF RECOGNITION OR PROGRESSION**

**What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?**

This qualification that is based on the foundation of acquiring skills on Graphic Design can be linked to any qualification higher than this one, existing or yet to come.

Please attach any documents giving further information about any of the topics above.

NA

**SECTION 5**

**EVIDENCE OF INTERNATIONAL COMPARABILITY**

**List any comparisons which have been established.**

**NIL**

