

Revised Application Documentation: Version 2.0 / 17th November, 2016

QUALIFICATION FILE – Certified Multimedia Developer

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

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List of documents submitted in support of the Qualifications File

1. Detailed Curriculum Annexure-I)
2. Industry Validation (Annexure-II)
3. Evidence of Job Market (Attached as Annexure-III)
4. Placement Record / Training Details (Annexure-IV)

QUALIFICATION FILE SUMMARY

Qualification Title	Certified Multimedia Developer
Qualification Code	NIELIT/MA/4/45
Nature and Purpose of the qualification	<ul style="list-style-type: none"> ➤ This is a Qualification Pack(QP) ➤ The purpose of the qualification is to build proficiency in students in Multimedia and Animation to cater to the needs of growing Animation and Multimedia Industry like Television, Advertising, Architectural, Modelling, Multimedia Presentations, Web Designing, Films and Movies. ➤ The objective of the course is to enable the students to apply knowledge, techniques, skills of modern multimedia tools in different digital media disciplines like text, images, audio, video and animation (2D & 3D)
Body/bodies which will assess the candidates	Examination Cell, National Institute of Electronics and Information Technology, 6-CGO Complex, Electronics Niketan, Lodhi Road, New Delhi. 110003.
Body / bodies which will award the certificates for the qualification	National Institute of Electronics and Information Technology 6-CGO Complex, Electronics Niketan Lodhi Road, New Delhi. 110003.
Body which will accredit providers to offer the qualification	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.
Occupation(s) to which the qualification gives access	<ul style="list-style-type: none"> • Multimedia Developer • Multimedia Designer • Multimedia Programmer • Multimedia Specialist
Proposed level of the qualification in the NSQF.	5
Anticipated volume of training/learning required to complete the training	200 Hrs.
Entry requirements / recommendations.	12 th passed candidates
Progression from the qualification.	<p><u>1) In Academic</u> After completion of this course, the students may take up specialised courses on Multimedia Technologies to further enhance their skills and job prospects</p> <p><u>2) Professional</u> Multimedia Developers may hold different titles and work in different specialties. They may pursue their career in industries including film, communications, graphic arts, marketing and</p>

computers. Job titles may include web developer, film editor, animation specialist and game designer			
Planned arrangements for RPL.			
<ul style="list-style-type: none"> ➤ 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
Multimedia Fundamentals	Mandatory	10 Hrs	5
Image Editing Techniques	Mandatory	30 Hrs	
Audio Editing Techniques	Mandatory	20 Hrs	
2D Animation Techniques	Mandatory	30 Hrs	
Video Editing & Special Effects	Mandatory	20 Hrs	
3D Animation Techniques	Mandatory	30 Hrs	
Website Development Fundamentals	Mandatory	30 Hrs	
Soft Skills	Mandatory	30 Hrs	

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?

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

Multimedia Developer

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 Multimedia systems and its applications	<ul style="list-style-type: none"> ➤ Learn Multimedia objects: Text, Graphics, Animation, Audio, Images, video, hypertext and hypermedia ➤ Implement it in education, entertainment, advertising world 	10	3	7	-
2. Develop knowledge of Image Editing & Graphic Design Techniques	<ul style="list-style-type: none"> ➤ Learn Adobe Photoshop, Adobe illustrator, Adobe In design, Corel draw ➤ Implement practically on different fields. 	30	5	8	17
3. Explain Audio Editing Techniques	<ul style="list-style-type: none"> ➤ Learn Audio Editing and implement the techniques in various fields. 	20	5	7	8
4. Explain 2D Animation Principles & Techniques	<ul style="list-style-type: none"> ➤ Learn 2D Animation Techniques and Transformation Tools and implementation of it. 	30	5	7	18
5. Develop Skills on video editing and special effects	<ul style="list-style-type: none"> ➤ Learn and Practical implementation on video editing and special effects techniques 	20	5	7	8
6. Understand and Practice 3D Animation Techniques	<ul style="list-style-type: none"> ➤ Learn and implementation on 3D Animation Techniques 	30	5	7	18
7. Explore knowledge on Web Page Design	<ul style="list-style-type: none"> ➤ Learn various tools and interface for Web Page Design 	30	2	7	21

& Development	Web Site Development				
8. Develop problem solving skills through Project Work	<ul style="list-style-type: none"> ➤ Project work in a peer group setting. ➤ Make Presentation on the project development. 	30	-	-	30
Total		200	30	50	120

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 etc.

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

Title : Certified Multimedia Developer			Level: 5
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF Level Descriptors	NSQF Level
Process	The multimedia developer after acquiring wide range of theoretical & practical skills on processing and editing of multimedia content are capable of providing multimedia post-production solutions to clients	Job that requires well developed skill, with clear choice of procedures in familiar context.	5
Professional Knowledge	Appreciate the role multimedia content in multimedia post-production activities. Develop competency to use different software tools to generate image and graphics pattern in multimedia contents including audio and video .	Knowledge of facts, principles, processes and general concepts, in a field of work or study.	5
Professional Skill	Acquire skill on editing multimedia contents image editing, sound editing and video editing with different software tools	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information	5
Core Skill	Multimedia Developers after acquiring skills at this level are able to provide technical solutions in multimedia post-production activities	Desired mathematical skill; understanding of social, political; and some skill of collecting and organising information, communication.	5
Responsibility	Assess, predict, and articulate the influence and importance of multimedia development 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.	5

SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

The last decade has seen unprecedented innovation in technologies for communication, interactivity, and delivery of information. Online games, search engines, dynamic and personalized Web sites – New Media touches all of us daily. Over the last few years, New Media products and services have become a staple in industry, education, the arts, the sciences, politics, and entertainment. Indeed, there is virtually no area of society that does not benefit from the capabilities that new media offers.

The Certificate Course in Interactive Multimedia Development explores the art and science of interactive media development. In this course, students delve into concepts of interactive multimedia development through collaborative, hands-on projects and they explore interactive computing, the fundamentals of website architecture and development, interactive multimedia design and development.

Multimedia developers might work directly with other multimedia design professionals, including Web developers, graphic designers and Web designers. These developers can integrate website and Internet programs, visual art and computer programming techniques to develop interactive programs. They might develop programs for CD-ROMs, websites or even touch-screen kiosks using graphics, audio, and video and animation aspects. Alternative job titles for multimedia developers can include multimedia producer, media production specialist, multimedia artist and Web designer.

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 basic skills on Interactive Multimedia Development 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.

NIL

SECTION 5

EVIDENCE OF INTERNATIONAL COMPARABILITY

List any comparisons which have been established.

NIL

