

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Media and Entertainment Skill Council
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Name and contact details of individual dealing with the submission

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Position in the organisation: Chief Executive Officer

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List of documents submitted in support of the Qualifications File

1. Occupational Map
2. Qualification Pack
3. Progression matrix
4. Protocol for Affiliation of Assessment

Model Curriculum to be added which will include the following:

- **Indicative list of tools/equipment to conduct the training**
- **Trainers qualification**
- **Lesson Plan**
- **Distribution of training duration into theory/practical/OJT component**

NSQF QUALIFICATION FILE

Approved in 23rd NSQC Meeting, 22nd August,2019

SUMMARY

1	Qualification Title	Animation Director
2	Qualification Code, if any	MES/ Q 1302
3	NCO code and occupation	NCO 2015- 2166.0205 Animation Director
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Nature of qualification is Creative Art and purpose is to provide job and freelance opportunity as Animation Director in M&E Industry (This qualification is Short Term Course)
5	Body/bodies which will award the qualification	MESC – Media & Entertainment Skill Council
6	Body which will accredit providers to offer courses leading to the qualification	MESC – Media & Entertainment Skill Council
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	YES
8	Occupation(s) to which the qualification gives access	Animation Director
9	Job description of the occupation	Individuals at this job need to support the director and guide efforts of the production team, to have a good understanding of all animation processes including art & design, pre-production, production like modelling/rigging, animation, sound design and postproduction.
10	Licensing requirements	NO
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	NO
12	Level of the qualification in the NSQF	NSQF LEVEL 6
13	Anticipated volume of training / learning required to complete the qualification	510 hours
14	Indicative list of training tools required to deliver this qualification	

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15	Entry requirements and/or recommendations and minimum age	Graduate Preferred : Post-Graduate in Film	
16	Progression from the qualification (Please show Professional and academic progression)	Live-Action Director	
17	Arrangements for the Recognition of Prior learning (RPL)	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress	
18	International comparability Where known (research evidence to be provided)	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)	
19	Date of planned review of the qualification	20/06/2021	
20	Formal structure of the qualification Mandatory components		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
1.	MES/N1304 (Communicate requirements to the team)	88	6
2.	MES/N1306 (Direct the animation process)	160	6
3.	MES/N1307 (Direct the postproduction process)	190	6
4.	MES/N1309 Maintain Workplace health and safety	72	6
	Sub Total (A)	510	6
	Optional component		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
(i)			

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	Sub Total (B)		
	Total A+B	510	LEVEL 6

SECTION 1 ASSESSMENT

21	Body/Bodies which will carry out assessment: MESC will conduct assessment through its empanelled assessment agency and through certified assessors.
22	How will RPL assessment be managed and who will carry it out? Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing ridge training to cover competency gaps and conduct final assessment of the candidates
23	Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF. Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information: <ul style="list-style-type: none">● What will be assessed, i.e. the competency based on each NOS● How assessment will occur i.e. methods of assessment● When the assessment will occur● Where the assessment will take place i.e. context of the assessment (workplace/simulation)● The criteria for decision making i.e. those aspects that will guide judgements and The assessment is conducted through theory, viva voce and practical.

ASSESSMENT EVIDENCE

Grid for each component as listed in “Formal structure of the the qualification” in the Summary.

24. Assessment evidences Title of Component:

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Communicate requirements to the team	PC1. Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional heads prior to the production
	PC2. Receive periodic updates and ensure that any major changes agreed upon are recorded and communicated to the appropriate people
	PC3. Develop a function-wise action plan to help execute the vision, as appropriate
	PC4. Ensure that the teams are aware of their role towards realizing the creative vision of the project
	PC5. Articulate and encourage the need for team work and work standards that are expected to match the production’s requirements
Direct the Animation process	PC1. Work with storyboard and pre-visualization artist to establish the mood, feel and style of cinematography
	PC2. Plan the descriptions and timing of actions for every scene. Provide inputs on action timing, expressions, dialogue as per the storyboard and director’s vision

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	<p>PC3. Identify where camera technique, lighting and design relate to the theme of the production</p> <p>PC4. Provide specifics and approve all design/ animation/ assets during the making of the film (characters, backgrounds, models, layouts, animated shots & sequences)</p> <p>PC5. Provide design and creative inputs to help guide the production process</p>
	<p>PC6. Work with the animators to ensure the animation meets the brief</p> <p>PC7. Ensure through your direction, that appropriate use is being made of camera and lighting techniques during pre-production and production</p> <p>PC8. Liaise with the producer at key points during production</p> <p>PC9. Test and approve the character rig</p>
Direct the postproduction process	<p>PC1. Guide/direct the entire post-production process to ensure that the final output is in line with the creative vision (can include Editing, Special effects, Colour grading, Dubbing, Rendering, Rotoscopy, Compositing, Wire removal, Chroma, Sound design, sound editing, music and sound mixing)</p> <p>PC2. Identify any gaps/deficiencies through critical feedback</p> <p>PC3. Guide/direct the relevant post-production processes to ensure the final version incorporates all changes</p> <p>PC4. Prepare a director's cut of the film (optional)</p>
Maintain workplace health and safety Description	<p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p> <p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>

NSQF QUALIFICATION FILE

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	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
Means of assessment 1	Online (Multiple choice Questions) Offline (Practical)
Means of assessment 2 Add boxes as required.	
Pass/Fail	Pass : Above 70%

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SECTION 2

25. EVIDENCE OF LEVEL

Title/Name of qualification/component : ANIMATION DIRECTOR (MES/ Q 1302) Level : 6			
NSQF Domain	Outcome of the qualification/component	How the outcomes relates to the NSQF level descriptors	NSQF Level
Process	<ol style="list-style-type: none">1. Communicate requirements to the team2. Direct the Animation process3. Direct the postproduction process4. Maintain workplace health and safety Description	Job holder is expected to understand the script in brief requires the individual to have a good understanding of all animation processes including art & design, preproduction, production by application of basic creative principles Considering the core skills like modelling /rigging, animation, sound design and postproduction which Animation Director possesses in terms to creative style as an individual should be technically qualified and/ or have an understanding of the technical aspects of animation this outcome is pegged at Level 6.	Level 6
Professional knowledge	<ol style="list-style-type: none">1. Communicate requirements to the team2. Direct the Animation process3. Direct the postproduction process4. Maintain workplace health and safety Description	Jobholder is expected to have knowledge of the script understanding The fundamentals and principles of Animation and film-making and animate characters to the demands of the script and animatic Jobholder is need to have knowledge about the movement and timing, The principles of continuity also the technical aspects of production. needs to meet creative vision and elements of production also technical, generic, professional and	Level 6

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		organizational specific knowledge of responsibilities of members of the preproduction, production and post-production teams. Considering the in-depth professional and factual knowledge which an Animation Director outcome is pegged at Level 6.	
Professional skills	<ol style="list-style-type: none"> 1.Communicate requirements to the team 2.Direct the Animation process 3.Direct the postproduction process 4.Maintain workplace health and safety Description	Animation Director has to actively engage with the production team and also actively engage with Director, Jobholder is expected to plan an organize and work according to the requirements and agreed timeline, Solve technical problems during the animation process Identify any creative problems that may arise during the production and find solutions to address them,. Hence Outcome is pegged at Level 6.	Level 6
Core skills	<ol style="list-style-type: none"> 1.Communicate requirements to the team 2.Direct the Animation process 3.Direct the postproduction process 4.Maintain workplace health and safety Description	<p>The jobholder is needs to have Generic Skills of Writing, Reading, and Oral Skills. Job role needs to assist the animation production process like range of movements of mouth, eyes, max expressions on characters, Read and understand the script.</p> <p>The Job Holder needs to be a good story teller and can act the character and correspondently animate the character and make the animation production work on it. Jobholder needs to</p>	Level 6

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		understand creative requirements from Director ,this is pegged at level 6	
Responsibility	<ol style="list-style-type: none"> 1.Communicate requirements to the team 2.Direct the Animation process 3.Direct the postproduction process 4.Maintain workplace health and safety <p>Description</p>	<p>Animation Director carries out his job role by Understanding the story, script approving the design assets Guiding and managing the animation process team Testing and approving the character rig.</p> <p>Responsible for carrying out his/her job, some of which will require them to make choices about the approaches they adopt. They also require to constantly improvising their approach based on their experience. Individuals employed to carry out these jobs will be expected to be able to communicate clearly in speech and writing also Ensure that the work-products meet quality standards Therefore this is pegged at level 6</p>	Level 6

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SECTION 3

EVIDENCE OF NEED

26	What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?		
	Basic	In case of SSC	In case of other Awarding Bodies (Institutes under Central Ministries and states departments)
	Need of the qualification	As per the 2019 FICCI report the Entertainment industry is growing at a very significant rate and to cater the demand of the industry we need to skill our youth. As per the report its evident that the qualification is needed.	.
	Industry Relevance	The MESC has undertaken validation of the job roles with actual end-user industry and association where such employment is going to be generated and absorbed instead of generic validation of industry. The MESC submitted the endorsements from users/intended users of the qualification clearly supporting need for trained people against specific job role.	
	Usage of the qualification	MESC prepared this on the basis of requirement from industry and demand raised by various association. The qualification will be used both for new inductees as well as RPL of	

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		working actors in the industry.	
	Estimated uptake	MESC has conducted skill gap study in consultation with FICCI (KPMG and EY) and interaction with the industry. The skill gap study and industry interaction says huge demand of manpower for this qualification. MESC will share the tentative demand sheet whenever desired.	
27	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences</p> <p>MESC has approached the line Ministry (Ministry of information and broadcasting) and submitted detail Qualification for their concurrence. Response is yet to be received.</p>		
28	<p>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>As part of the skilled Gap Survey we have done functional mapping for all the job roles ,ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and horizontal multiskilling</p>		
29	<p>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? Specify the review process here</p> <p>The qualification will be revised and updated when any one of the below instances occur</p> <ol style="list-style-type: none"> 1. 24 months from the approval of the NSQC 2. If less than 30% of the certified candidates get employed 3. When there is significant improvement in technology/processes for executing the job role 		

SECTION 4

EVIDENCE OF PROGRESSION

30 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?
Show the career map here to reflect the clear progression

NSQF LEVEL	Qualification
Level 7	MES Q 1301 Live Action Director
Level 6	MES Q 1302 Animation Director
Level 5	
Level 4	
Level 3	
Level 2	
Level 1	

Direction