QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd Floor, FICCI Federation House

TansenMarg, New Delhi 110001

Name and contact details of individual dealing with the submission

Name: SonalMathur

Position in the organisation: Project Manager

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List of documents submitted in support of the Qualifications File

1. **Skill Gap Study**
2. **Occupational Map**
3. **Qualification Map**
4. **Validation of Occupational Standards by Industry**
5. **Progression matrix**
6. **Protocol for Affiliation of Assessment**

QUALIFICATION FILE SUMMARY

Qualification Title:	Animator (MES/ Q 0701)
Body/bodies which will assess candidates	MESC – Media & Entertainment Skill Council
Body/bodies which will award the certificate for the qualification.	MESC – Media & Entertainment Skill Council
Body which will accredit providers to offer the qualification.	MESC – Media & Entertainment Skill Council
Occupation(s) to which the qualification gives access	The individual to know the fundamentals of life drawing including human anatomy, emotions, actions and expressions also on graphics and animation.
Proposed level of the qualification in the NSQF.	NSQF Level 4
Anticipated volume of training/learning required to complete the qualification.	240 Hours
Entry requirements / recommendations.	Minimum: Class XII Preferred: Graduation in Fine arts or equivalent
Progression from the qualification.	Senior Animator (NSQF Level 5)
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Radio, Gaming, Advertising and Animation industries are in progress.
International Comparability	Creative Skill Set, United Kingdom & IBSA (Australian Business Skill Council)

Formal structure of the qualification

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
MES / N 0701 (Understand Animation Requirements)	Mandatory	28	4
MES / N 0702 (Conceptualise creative ideas for Production)	Mandatory	40	4
MES / N 0703 (Plan Tools and Workflow)	Mandatory	40	4
MES / N 0704 (Produce 2D Animation)	Mandatory	40	4
MES / N 0705 (Produce 3D Animation)	Mandatory	40	4
MES / N 0706 (Produce Stop Motion Animation)	Mandatory	40	4
MES / N 0707 (Maintain workplace Health & Safety)	Mandatory	12	4

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.
Give details of the document here:
Kindly refer:
- Qualification Pack

SECTION 1

ASSESSMENT

Name of assessment body:
If there will be more than one assessment body for this qualification, give details.

Aspiring Minds
Navriti Technologies
Manipal City & Guilds

Will the assessment body be responsible for RPL assessment?

Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates.

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:

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:
- 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

Please attach any documents giving further information about assessment and/or RPL.
Give details of the document(s) here:

Kindly refer
- Protocol for Affiliation of Assessment Bodies and Assessment Framework.
- Validation of Occupational Standards by Industry.

CRITERIA FOR ASSESSMENT OF TRAINEES

Animator
MES/ Q 0701
MESC – Media & Entertainment Skill Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on these criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% cumulatively (Theory and Practical)

Job Role	Animator				
Nos Name	**Assessment Criteria**	**Total marks**	**Marks Allocation**		
			Out of	**Theory**	**Skills**
Understand Script Requirements	To be competent, the user/individual on the job must be able to: PC1. Understand, clarify and agree on the project brief from the Director, Art Director and Supervisors. This could include the following: Objective, concept/style of animation, script, storyboard and animatic, do's and don'ts for animation, target audience, project pipeline/ asset management/ scheduling and activities, project timelines and constraints, production brief/ key milestones for delivery, creative brief/desired look of the end-product – using similar projects for reference, quality standards to be maintained, technical	100	35	20	50

	Assessment Criteria	Total marks	Out of	Theory	Skills
	details like aspect ratio, output format, list of deliverables and their respective output format				
	PC2. Understand various parameters of the end-product that would influence production requirements (e.g. duration, style, number of characters, subject and storyline, culture and period the story is based in, effects required, format, music etc.)		25	10	
	PC3. Understand the treatment of the output that needs to be produced and the volume of the final output		20	10	
	PC4. Understand the shot sequence (high-level) and continuity/consistency Required		10	5	
	PC5. Select an appropriate animation technique based on the output required. This could include: · 2D animation: cell animation e.g. early episodes of tom and jerry (series), cut out animation e.g. charlie and lola (series), limited animation e.g. south park, empire square (series) 3D Animation: realistic 3D animation e.g. beowulf, avatar, gollum (movies), semirealistic e.g. little krishna, brave (movies), toon animation e.g. kung-fu panda (movie), simulation of traditional & stop motion techniques e.g. vinetacucini and amaron battery (advertisements, flushed away (movie), stop-motion animation, VFX, stereo conversion		10	5	
	Total		100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Conceptualise creative ideas for Production	PC1. Research and find character references that would aid and inspire designs	100	40	20	50
	PC2. Generate creative concepts and ideas for production using visualization and using references from the concept art-work prepared by the designers, drawing from imagination, acting and performing		25	15	
	PC3. Present ideas to the Director, Art Director and Supervisors		20	10	
	PC4. Agree on the style of the work-product that would most appeal to the target audience in sync with the schedule and show requirement"		15	5	
		Total	100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Plan Tools and Workflow	PC1. Stay apprised of the various types of software tools available for production in the market	100	30	15	50
	PC2. Research and Suggest the best tool for the production		30	15	
	PC3. Evaluate timelines for production in accordance to the production schedule (supervisor)		20	10	
	PC4. Read, follow and update the production workflow/schedule, deliverables and timelines with the Director, Art Director and Supervisors"		20	10	
		Total	100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Produce 2D Animation	P1. Follow the storyboard for composition i.e. positioning of the character with respect to the background and camera to create the desired animation	100	10	5	50
	P2. Draw/source key frame drawings to establish a reference point for strong poses		10	5	
	PC3. Incorporate audio/music assets		5	3	
	PC4. Create shadows for animation using pre-defined lighting keys		5	2	
	PC5. Bring assets together to produce sequences and scenes/shots as per requirements and ensuring continuity		5	3	
	PC6. Ensure that the hook-up/transition from one scene to another is done properly		5	2	
	PC7. How to work with layers and get a good perspective view		5	3	
	PC8. Work effectively within the team and with other departments, namely, assets, lighting and effects		5	2	
	PC9. Critically review animation produced, keeping in mind the creative and design specifications and producer brief		5	3	
	"PC10. Refine the output based on deviations		5	2	

	Assessment Criteria		Out of	Theory	Skills
	observed and/or modifications required within requisite timelines				
	PC11. Ensure that the work-products meet quality standards (so that they can be approved with minimum iterations) and are delivered within the requisite"		5	2	
	PC12. How to achieve the required output targets		5	3	
	PC13. Organise, store and manage work-products into file formats using standard file naming conventions and maintain assets for further use		5	2	
	PC14. Train junior animators to improve their quality ability to deliver within given timelines		5	2	
	PC15. Apply principles of design, 2D animation and film-making to create sequences and scenes/shots		10	5	
	PC16. Apply varied techniques and styles based on the requirement		5	3	
	PC17. Use graphics and animation software to produce in-between poses for Animation		5	3	
		Total	100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Produce 3D Animation	"PC1. Apply principles of design, 3D animation and film-making to create sequences and scenes/shots		20	10	50
	PC2. Follow the storyboard for composition i.e. positioning of the character model with respect to the background and camera to create the desired animation		10	5	
	PC3. Animate expressions and lip movements to match dialogues and sound		10	5	
	PC4. Communicate requirements to camera and lighting for motion capture, where required		5	2	
	PC5. Work with motion capture data received from the motion/ performance		5	3	
	capture studio (clean up the data and map animation data to 3D models)"		10	5	
	PC6. Prepare a prototype work product/pre-visualisation for review		5	3	
	PC7. Refine the product until the required creative effect is achieved		5	2	
	PC8. Organise, store and manage work-products into file formats using standard file naming conventions and maintain assets for further use "		5	3	

Nos Name	Assessment Criteria			
	PC9. Work effectively within the team and with other departments, namely, design, modelling/rigging, texturing, editing, rendering and compositing"		5	3
	PC10. Critically review animation produced, keeping in mind the creative and design specifications and producer brief "		5	3
	PC11. Refine the output based on deviations observed and/or modifications		5	3
		Total	100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Produce Stop Motion Animation	"PC1. Understand requirements including the way the characters will act/move in accordance to the storyboard "	100	20	10	50
	PC2. Move characters and construct/compose a shot in accordance to the script and storyboard as a prototype		20	10	
	PC3. Animate stop motion characters (puppets or models) in accordance to the script and directors instructions		20	10	
	PC4. Contribute creative ideas during the animation process		20	10	
	PC5. Apply stop motion animation techniques including traditional frameby-frame capture, Claymation and cut-out using computer-generated tools		20	10	
		Total	100	50	50

Nos Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Maintain workplace health and safety Description	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	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		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid		10	5	

	and medical rooms				
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	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		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		Total	100	50	50

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed? **MESC had commissioned E & Y to conduct a survey to understand the various sectorial needs in media and entertainment that is Film, Television, Print , Animation , Gaming, Digital , OOH and Advertising after extensive Interviewing with the VFX community across India it was evident that this qualification pack of Animation is highly in demand for entry level as well as aspirational for people who are currently employed as a Animator**
What is the estimated uptake of this qualification and what is the basis of this estimate? **There is a demand for ~2,800 Animator professionals across the animation and gaming industry (Rough estimate)**
What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF? **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**
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 qualifications will be revised and updated when any one of the below instances occur** 1. **24 months from the approval of the NSQC** 2. **If less than 50% of the certified candidates get employed.** 3. **When there is significant improvement in technology/ processes for executing the job role**

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here:

Kindly refer

● MESC Skill Gap Study

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

ANIMATOR MES/ Q 0701					
PROCESS REQUIRED	**PROFESSIONAL KNOWLEDGE**	**PROFESSIONAL SKILLS**	**CORE SKILLS**	**RESPONSIBIITY**	**LEVEL**
Job holder is expected to understand the script brief by application of basic creative principles and processes for digital asset creation by interpreting script and storyboard. Considering the core skills, which, a 2d and 3d Animator creates possesses in terms to animate an character or an object properties to this outcome is	Jobholder is expected to have knowledge the script and the understanding needs to meet the standards of the storyboard, in terms of their in terms of their technical, generic, professional and organizational specific knowledge of Understanding the production specifics from the Director and Art Director in term of of producing an animation from an animation Considering the	The Animator has to actively engage with Script and Storyboard. Also actively engage with Director and Art Director. Jobholder is expected to conduct themselves in ways, where they plan individual timelines and deliver on schedule in Plan and Organize manner, understanding of shot break up, time lapse required.	The jobholder is needs to have Generic Skills of writing, Oral and Communication Skills A Jobholder needs to Document the notes, project brief, reference links, videos, decisions on the technique etc., that can serve as a reference document for circulation to the production team. Variations in the strategy for an animator to Read and understand the script and determine animation requirements	An Animator carries out his assigned functions like Preparation of a prototype 2D and 3D work product/pre-visualization for review, Preparation 2d and 3d films, television series, advertisements, education content, work-products for the internet, promotional material/corporate presentations, game art, augmented reality and industry specific content such as scientific	4

pegged at Level 4.	in-depth professional and factual knowledge which an animator outcome is pegged at Level 4.	Understanding of the social and professional environment for Planned production workflow, timelines and deliverables Considering the core skills, which an animator must possess of basic understanding of 2d and 3d animation Outcome is pegged at Level 4.	(including specifics of the characters, country, culture emerging techniques in animation and also updating skills accordingly. the jobholder need to accordingly plan his task based on his own learning and experience, which he gained having practical knowledge from Director and Art director of Understanding , clarify and agree on the project brief and parameters of the end-product to be produced Involved in this outcome this is pegged at level 4.	animation, legal hand drawn animation, cut out animation, 2D and 3D animation techniques, Animate expressions and lip movements to match dialogues and sound he is 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 4.	
LEVEL 4	LEVEL 4	LEVEL 4	LEVEL 4	LEVEL 4	

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**
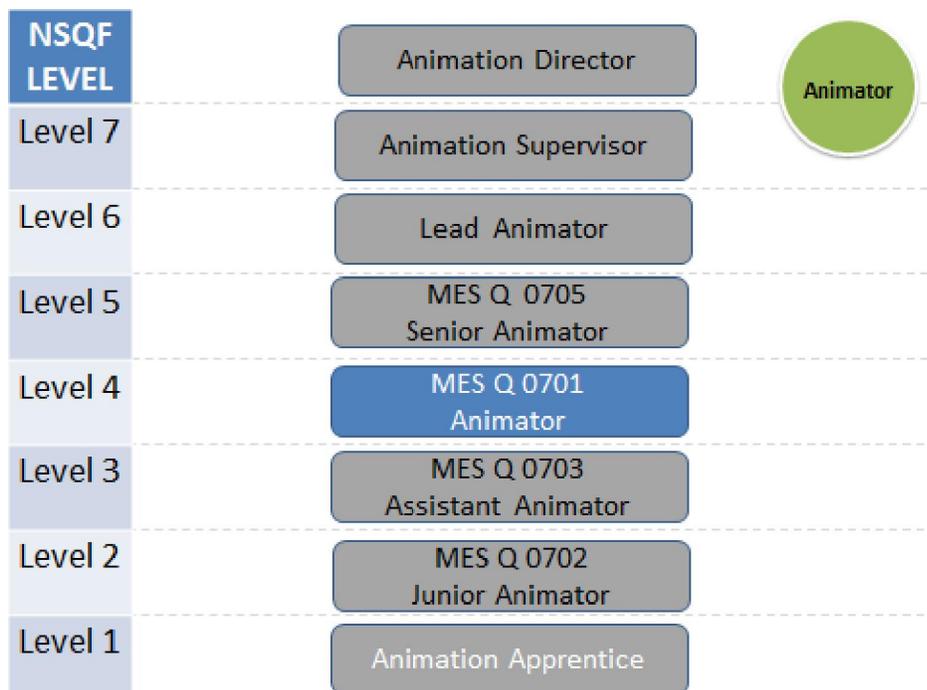
Kindly refer:

● Occupation Map

Summary of other evidence (if used):

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?

NSQF LEVEL	
Level 7	Animation Director
	Animation Supervisor
Level 6	Lead Animator
Level 5	MES Q 0705 Senior Animator
Level 4	MES Q 0701 Animator
Level 3	MES Q 0703 Assistant Animator
Level 2	MES Q 0702 Junior Animator
Level 1	Animation Apprentice

Animator

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here:
Kindly refer:

● NSQF Progression Matrices