

NSDA Reference
To be added by NSDA

Revised Application Documentation: Version 5 /22 May, 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd Floor, FICCI Federation House

Tansen Marg, New Delhi 110001

Name and contact details of individual dealing with the submission

Name: SonalMathur

Position in the organisation: Project Manager

Address if different from above

Same as above.

Tel number(s) + 0 11 2348 7352

E-mail address: sonal.mathur@ficci.com

List of documents submitted in support of the Qualifications File

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

QUALIFICATION FILE SUMMARY

Qualification Title	Art Director (MES/ Q 0501)		
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	<p>Art Director</p> <p>The job needs to have a creative vision and style of the production also requires the individual to have overall understanding of design, color theory and life drawing, he should be able to develop original and creative ideas and align a new team.</p>		
Proposed level of the qualification in the NSQF.	NSQF Level 5		
Anticipated volume of training/learning required to complete the qualification.	480 hours		
Entry requirements / recommendations.	<p>Minimum: Graduate</p> <p>Preferred: Post Graduate in Fine Arts, Design</p>		
Progression from the qualification.	Senior Art Director (NSQF Level 6)		
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Radio, Gaming, Advertising and Animation industries are in progress.		
International Comparability	Creative Skills Set , United Kingdom , IBSA (Australian Business Skills 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 0501 (Understanding the script)	Mandatory	144	5
MES / N 0511 (Conceptualize the creative style)	Mandatory	192	5
MES / N 0512 (Manage the production process)	Mandatory	96	5
MES / N 0514 (Maintain workplace health and safety)	Mandatory	48	5

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.

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

CRITERIA FOR ASSESSMENT OF TRAINEES

Art Director

MES/ Q 0501

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 center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical)

Job Role	Art Director				
NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Understanding the script	PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual’s role	100	15	10	50
	PC2. Be aware of the intended medium and target audience, and how this may affect animation processes		15	5	
	PC3. Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)		10	5	

	PC4. Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements		10	5	
	PC5. Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		15	10	
	PC6. Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.)		10	5	
	PC7. Understand the of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc		15	5	
	PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc) to better understand script elements, as appropriate		10	5	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Conceptualize the creative style Description	PC1. Understand the story/ concept and conceptualize a range of ideas for the creative style	100	20	10	50
	PC2. Decide the final styling keeping preferences of the target audience in mind		30	15	
	PC3. Approve all creative elements of production produced by team members within the art department, and ensure they are in sync with the overall creative vision		25	15	
	PC4. Ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production		25	10	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills

Manage the production process	PC1. Understand and research various production styles, technologies and methods, and their corresponding implications on budget, time schedule, cast and crew requirements	100	15	10	50
	PC2. Break-down the production process into a daily/weekly task list and manage these activities during filming		15	10	
	PC3. Identify and allocate the resources as efficiently as possible		15	5	
	PC4. Devise workflow processes that the team can follow		10	5	
	PC5. Lead the production unit toward successful completion of their tasks		15	5	
	PC6. Track progress against the production schedule and budget		15	5	
	PC7. Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them		15	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 organization'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 and medical rooms		10	5	
	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 through 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?

In early 2013 MESC 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 media and entertainment community across India, it was evident that this qualification pack is aspirational for people who are currently employed as designers in the animation and gaming industry.

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

There is a demand for ~7,000 art & design 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.

<u>ART DIRECTOR (MES/ Q 0501)</u>					
PROCESS REQUIRED	PROFESSIONAL KNOWLEDGE	PROFESSIONAL SKILLS	CORE SKILLS	RESPONSIBILITY	LEVEL
<p>Job holder is expected to understand the script and Storyboard in brief by application of basic creative principles and processes for digital asset creation by interpreting script and storyboard. Considering the core skills, which, An Art Director possesses in terms to creative style properties to this outcome is</p>	<p>Jobholder is expected to have knowledge of the script understanding needs to meet the standards of the storyboard , in terms of their technical, generic, professional and organizational specific knowledge of the fundamentals of colour theory, dimension, depth etc Understanding the production specifics from the Director in</p>	<p>The Art Director has to actively engage with Script and Storyboard. Also actively engage with Director. Jobholder is expected to conduct themselves in ways, where they plan individual timelines and deliver on schedule. Finalize the colour palette based on colour gradients that are broadcast safe e.g. shades that do not</p>	<p>The jobholder is needs to have Generic Skills of writing, Oral and Communication Skills</p> <p>An Jobholder Document the design brief to be used as a reference document for team members</p> <p>the jobholder need to accordingly plan his task based on his own learning and experience, which he gained having practical knowledge from Director , Read</p>	<p>An Art Director carries out his assigned functions like Designing the styling for the production</p> <p>creative elements of production Look and feel, character design, costume design, layout design, lighting keys, colour scheme, colour palette, texturing •</p> <p>Maintaining continuity and consistency across scenes</p>	5

<p>pegged at Level 5.</p>	<p>term of The objective and outcomes of the production i.e. commercial success, public service, information dissemination, audience engagement Considering the in-depth professional and factual knowledge which an Art Director outcome is pegged at Level 5.</p>	<p>smudge/bleed on screen ,the colour scheme and the lighting keys</p> <p>Considering the core skills, which an Art Director. Finalize the look and feel for the entire show in consultation with the Director Hence Outcome is pegged at Level 5.</p>	<p>and understand the script to determine style requirements involved in this outcome this is pegged at level 5 oral.</p>	<p>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</p>	
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				meet quality standards Therefore this is pegged at level 5.	
LEVEL 5	LEVEL 5	LEVEL 5	LEVEL 5	LEVEL 5	

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

Summary of other evidence (if used):

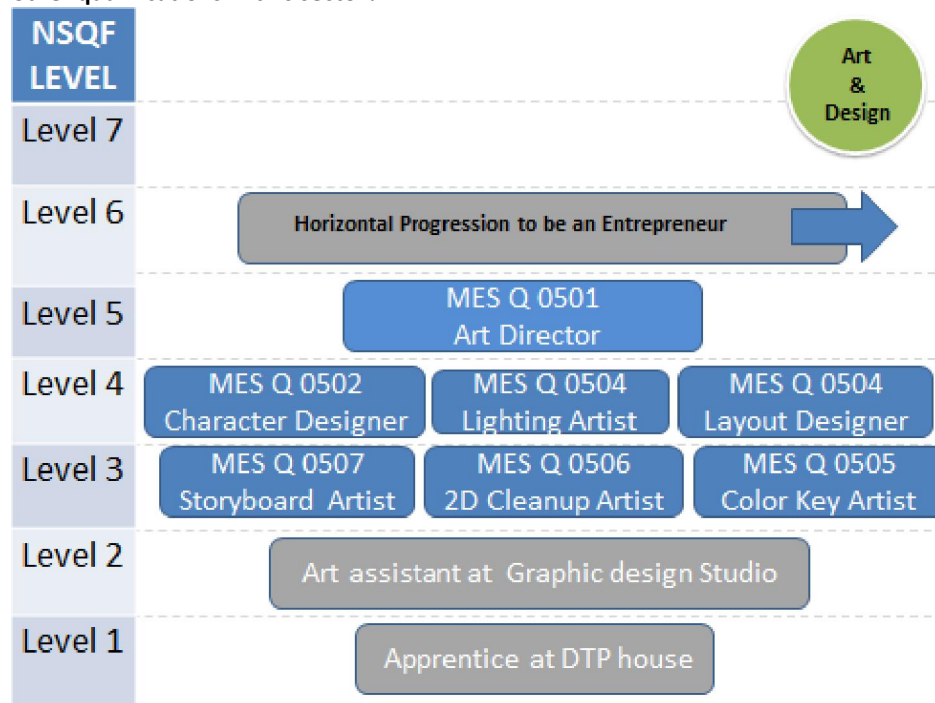
Kindly refer:

- Occupational Map

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?



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