

**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**

**TansenMarg, New Delhi 110001Marg, New Delhi 110001**

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

**Name: SonalMathur**

**Position in the organization: Project Manager**

**Address if different from above**

**Same as above.**

**Tel number(s) + 0 11 2348 7352**

**E-mail address: [sonal.mathur@ficci.com](mailto: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**
- 8. Bodies and Assessment Framework**



## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	Clean up Artist(MES/ Q 0506)		
<b>Body/bodies which will assess candidates</b>	MESC – Media & Entertainment Skill Council		
<b>Body/bodies which will award the certificate for the qualification.</b>	MESC – Media & Entertainment Skill Council		
<b>Body which will accredit providers to offer the qualification.</b>	MESC – Media & Entertainment Skill Council		
<b>Occupation(s) to which the qualification gives access</b>	Clean up Artist The Job holderneeds to clean-up/ detail-out the Designs of the Character designers/ Layout designersalso an individual to know how to draw, illustrate and finalize designs. The individual must be able to work on image editing software such as Adobe Photoshop, Gimp.		
<b>Proposed level of the qualification in the NSQF.</b>	NSQF Level 3		
<b>Anticipated volume of training/learning required to complete the qualification.</b>	120 hours		
<b>Entry requirements / recommendations.</b>	Minimum : Class X Preferred : Class XII		
<b>Progression from the qualification.</b>	Senior Clean up Artist (NSQF Level 4)		
<b>Planned arrangements for RPL.</b>	RPL with prominent players in the Film, Television, Radio, Gaming, Advertising and Animation industries are in progress.		
<b>International Comparability</b>	Creative Skill Set, United Kingdom & IBSA (Australian Business Skill Council)		
<b>Formal structure of the qualification</b>			
<b>Title of unit or other component</b> (include any identification code used)	<b>Mandatory/ Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
MES / N 0501 (Understanding the script)	<b>Mandatory</b>	36	3
MES / N 0502 (Ensuring consistency across all scenes)	<b>Mandatory</b>	36	3
MES / N 0506 (Clean art work)	<b>Mandatory</b>	36	3
MES / N 0514 (Maintain workplace health and safety)	<b>Mandatory</b>	12	3

Please attach any document giving further detail about the structure of the qualification – e.g. 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  
NavritiTechnologies  
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**

**Clean up Artist**

**MES/ Q 0506**

**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)

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	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Ensure consistency across all scenes	PC1. Record continuity-related details e.g. position, placement, color etc. as required	100	25	15	50
	PC2. Ensure that the final look is consistent with the creative requirements agreed upon, and continuity is maintained throughout the production		20	10	
	PC3. Ensure that designs, layouts and templates are uniform across the production, as required		15	5	
	PC4. Ensure that lighting, color formats and effects are consistent across the production		10	5	
	PC5. Check the resolution of scenes to ensure that they match the production requirements		20	10	
	PC6. Alert relevant personnel (Art Director, Animation Supervisor, Producer) if continuity is not being maintained, and rectify the situation as appropriate		10	5	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>

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

Clean artwork	PC1. Ensure that the drawings and associated material are complete, accurate and comply with the design information and industry technical conventions	100	20	10	50
	PC2. Ensure that the drawings clearly show the visual effect at key stages intended by the decision makers for the production		20	10	
	PC3 Select methods, media and relevant scale for the drawings		20	10	
	PC4. Make sure there is consistency amongst all the drawings in the sequence		20	10	
	PC5. Make sure there is consistency amongst all the drawings in the sequence		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 and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and		10	5	

	safety			
	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	
		<b>Total</b>	<b>100</b>	<b>50</b>
			<b>50</b>	<b>50</b>

## SECTION 2

### **EVIDENCE OF NEED**

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

In early 2013 MESCC 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 highly in demand at the entry level in art & design for 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.

<b><u>CLEAN UP ARTIST ( MES/ Q 0506)</u></b>					
<b>PROCESS REQUIRED</b>	<b>PROFESSIONAL KNOWLEDGE</b>	<b>PROFESSIONAL SKILLS</b>	<b>CORE SKILLS</b>	<b>RESPONSIBILITY</b>	<b>LEVEL</b>
Job holder is expected to understand the script and Storyboard in brief by application of basic creative principles and processes for digital asset	Jobholder is expected to have knowledge of the script understanding needs to meet creative vision and elements of production also technical, generic, professional and	The Cleanup Artist has to actively engage with Script and Storyboard. Also actively engage with Art Director, Jobholder is expected to conduct themselves	The jobholder is needs to have Generic Skills of Reading, Oral Skills.  Read and understand the character descriptions prepared by the character designers	An Clean up Artist carries out his assigned functions cleaning all the rough drawings prepared by the character and layout designers and preparing the final assets for production,	3

<p>creation by interpreting script and storyboard. Considering the core skills, which, AnClean up Artist possesses in terms to creative style properties to this outcome is pegged at Level 3.</p>	<p>organizational specific knowledge ofUnderstanding the production specifics. The job holder needs to understand Life drawing including human anatomy, emotions, actions and expression Human mannerisms, behavior, facial expressions, walking style landscapes, architecture,to draw, paint and clean frame-by-frame layouts perspective and three-dimensional space Considering the in-depth professional and factual knowledge which and Clean up Artist outcome is pegged at Level 3.</p>	<p>in ways, where they plan individual timelines and deliver on schedule. Identify any creative problems that may arise during the production and find Solutions to address them, Finalize the look and feel for the character and layouts. Hence Outcome is pegged at Level 3.</p>	<p>An Jobholder needs to understand requirements from the character designers and layout designers consulting with the the Art Directorinvolved in this outcome this is pegged at level 3</p>	<p>His/her responsible to clean up the Character packs, background visuals, architecture, machinery, props, landscapes</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 3.</p>	
LEVEL 3	LEVEL 3	LEVEL 3	LEVEL 3	LEVEL 3	

**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):

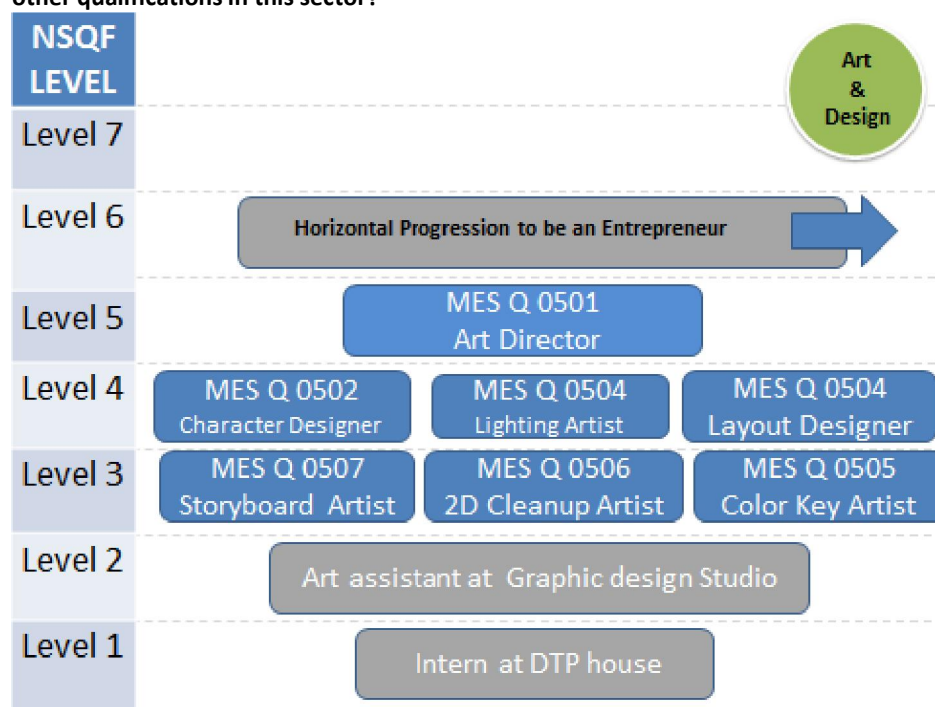
Kindly refer:

- 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