

NSDA Reference
To be added by NSDA

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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: Sonal Mathur

Position in the organization: Project Manager

Address if different from above

Same as above.

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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

Qualification Title	Colour key artist(MES/ Q 0505)		
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	Colour- key Artist An Individual need to have a good knowledge of colour theory, light and shadows, draw and apply colour effects, design colour keys consistent with the creative style of the production.		
Proposed level of the qualification in the NSQF.	NSQF Level 3		
Anticipated volume of training/learning required to complete the qualification.	120 hours		
Entry requirements / recommendations.	Class X Preferred:Class XII and above		
Progression from the qualification.	Colour key artist(NSQF Level 4)		
Planned arrangements for RPL.	RPL with prominent players in the Animation industry 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	36	3
MES / N 0505 (Conceptualize color keys)	Mandatory	36	3
MES / N 0510 (Ensure that the color keys are consistent across all sequences)	Mandatory	36	3
MES / N 0514 (Maintain workplace health and safety)	Mandatory	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
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

Colour Key Artist

MES/ Q 0505

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	20	10	
	PC2. Be aware of the intended medium and target audience, and how this may affect animation processes		10	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		20	10	
	PC5. Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		10	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.)		10	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 color keys	PC1. Interpreting the requirements of the script to understand the color keys required with respect to the individual's job role	100	30	15	50
	PC2. Maintaining consistency across all production elements		20	10	
	PC3. Add color to line drawings in accordance with the color keys established, under supervision		20	10	
	PC4. Check that the color keys picked out and added to the drawings match the production requirements		20	10	
	PC5. Ensure consistency amongst all the characters		10	5	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Ensuring that the color keys are consistent	PC1. Ensure that the color keys match the production requirements	100	30	15	50

across all sequences	PC2. Scan the artwork to make sure it matches the technical standards	20	10	
	PC3. Ensure that the digital images match the production references	20	10	
	PC4. Resolve problems as and when they arise without delay to make sure that disruption in the production chain is minimized	20	10	
	PC5. Respond positively to feedback and any changes in creative requirements	10	5	
	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 though precautionary		10	5	

	measures				
	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 highly in demand at the entry level as well as aspirational for people who aim to be senior 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.

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>COLOUR KEY ARTIST (MES/ Q 0505)</u>					
PROCESS REQUIRED	PROFESSIONAL KNOWLEDGE	PROFESSIONAL SKILLS	CORE SKILLS	RESPONSIBILITY	LEVEL
<p>Job holder is expected to understand the script and the Storyboard in brief, by application of basic creative principles and processes for digital asset creation by interpreting script Considering the core skills, which, A Colour Key Artist possesses in terms to creative style properties to this outcome is pegged at Level 3.</p>	<p>Jobholder is expected to have knowledge of the script and Storyboard understanding needs to meet creative vision and elements, the color effects and the final outcome of production</p> <p>The job holder needs to understand Color theory, light and shadows to apply color effects such as color tones, textures, matte, Job Holder needs to have understanding of visualizing scene under different</p>	<p>The Colour Key Artist has to actively engage with Script and Storyboard, Also actively engage with Art Director, Jobholder is expected to conduct themselves 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. Hence Outcome is</p>	<p>The jobholder is needs to have Generic Skills of Writing, Reading, and Oral Skills.</p> <p>Job role needs to apply color theory to create images and use for all elements within a frame also the color keys selected match the production needs. An Jobholder needs to understand the color palette and requirements from the Art Director this outcome this is pegged at level 3</p>	<p>An Color Key Artist carries out his assigned functions like</p> <p>Conceptualizing color keys which include Character color keys, Background color keys, Lighting keys, Shadow keys, Adding color to line drawings</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</p>	<p>3</p>

	lighting conditions. Considering the in-depth professional and factual knowledge which Colour Key Artist outcome is pegged at Level 3.	pegged at Level 3.		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.	
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):

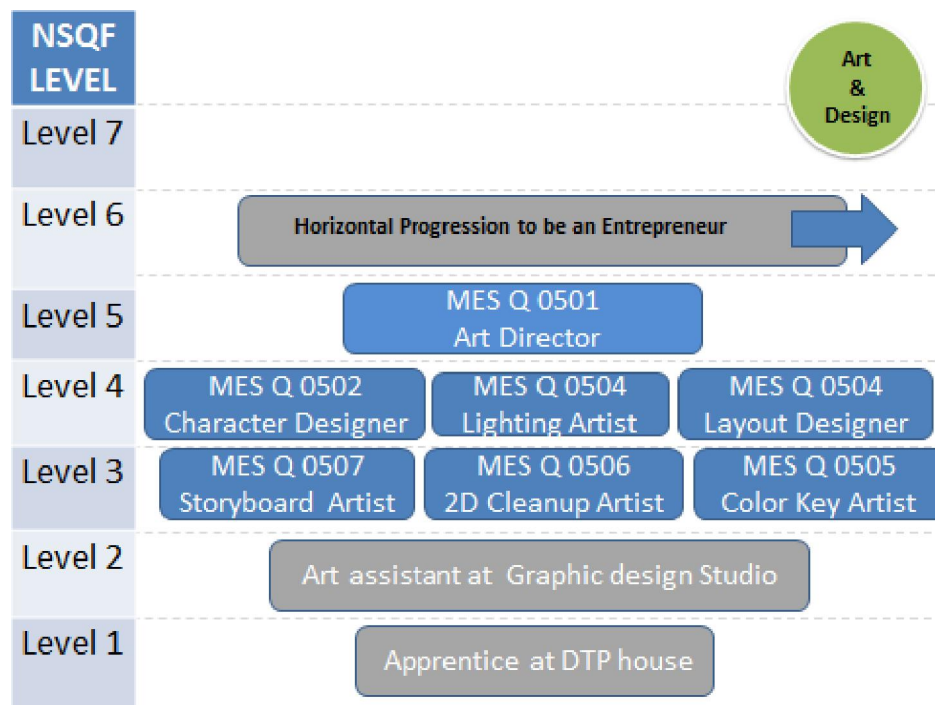
Kindly refer:

- 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