

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding



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Introduction

Qualifications Pack-Live Action Director

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Advertising

OCCUPATION: Live Action Director

REFERENCE ID: MES/ Q 1301

ALIGNED TO: NCO-2004/2455.90

Live Action Director in the Media & Entertainment Industry is also known as a Film Director/ Show Director

Brief Job Description: Individuals at this job establish and drive the execution of the creative vision of the production with the support of the production, creative and technical teams

Personal Attributes: This job requires the individual to be well-versed with the principles of film-making and cinematography and must have a good understanding of pre-production, production and post-production processes. The individual must be a good story-teller. The individual must have a clear creative vision and guide and direct efforts of the production team to achieve this vision in a collaborative manner. The individual must be involved across all stages of production (i.e. end to end).

Job Details	Qualifications Pack Code	MES/ Q 1301		
	Job Role	Live Action Director This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	13/10/14
	Sub-sector	Film, Television, Advertising	Last reviewed on	29/10/14
	Occupation	Direction	Next review date	12/10/16

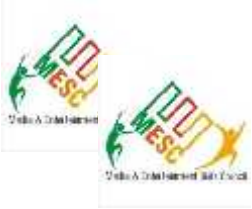
Job Role	Live Action Director
Role Description	Establish creative vision and direct efforts to achieve it through production teams
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate in Film
Training (Suggested but not mandatory)	Course in Direction and Film Making (minimum duration = 2 years)
Minimum Job Entry Age	18 Years
Experience (Suggested but not mandatory)	5-7 Years of work experience 8+ Years of work experience for senior directors
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 1301 (Evaluate production concepts and ideas) MES / N 1302 (Sourcing financiers) (where there Director is also the Producer) MES / N 1303 (Conceptualise the creative vision) MES / N 1304 (Communicate requirements to the team) MES / N 1305 (Direct the production process) MES / N 1307 (Direct the post-production process) MES / N 1 308 (Manage the production's marketing and release) MES / N 0104 (Maintain workplace health and safety) <p>Optional:N.A.</p>
Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Colour grading	Colour grading is the process of modifying/enhancing the colour of productions
Compositing	Compositing is the process of combining layers of images/elements into a single frame
Computer-generated effects	Computer-generated effects is the process of creating illusionary images for use in productions
Continuity	Continuity represents the seamless transition from one shot to another
Copyright Laws	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
Creative Brief	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
Digital Intermediate	Digital Intermediate is the process of altering the colour characteristics of a digital version of the production
Editing	Editing is the process of cutting, organising and putting together audio, visual footage to prepare an accurate, condensed and consistent final output
Financer	An entity (individual or organization) that provides financing for a project
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Ingest	Ingest is the process of importing the relevant audio visual files and/or images to the computer's hard disk and uploading them to the editing software
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Modeling	Modeling is the process of creating three-dimensional models for animation using a specialised software application.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Rendering	Rendering is the process of converting three-dimensional models into two-dimensional images with 3D effects



Rotoscopy	Rotoscopy is the process of breaking down content into individual frames, tracing out individual images and altering content according to requirements
Screen conversion	Screen conversion is the process of conversion from 2D to 3D
Script	Script is a structured narrative of a story
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sound editing	Sound editing
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Target Audience	Group of people at whom content/ advertising is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters
Timelines	Timelines is a listing of dates by which the production milestones/stages need to be completed
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Visual effects	Visual effects is the process of integrating live-action footage with computer-generated effects
Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

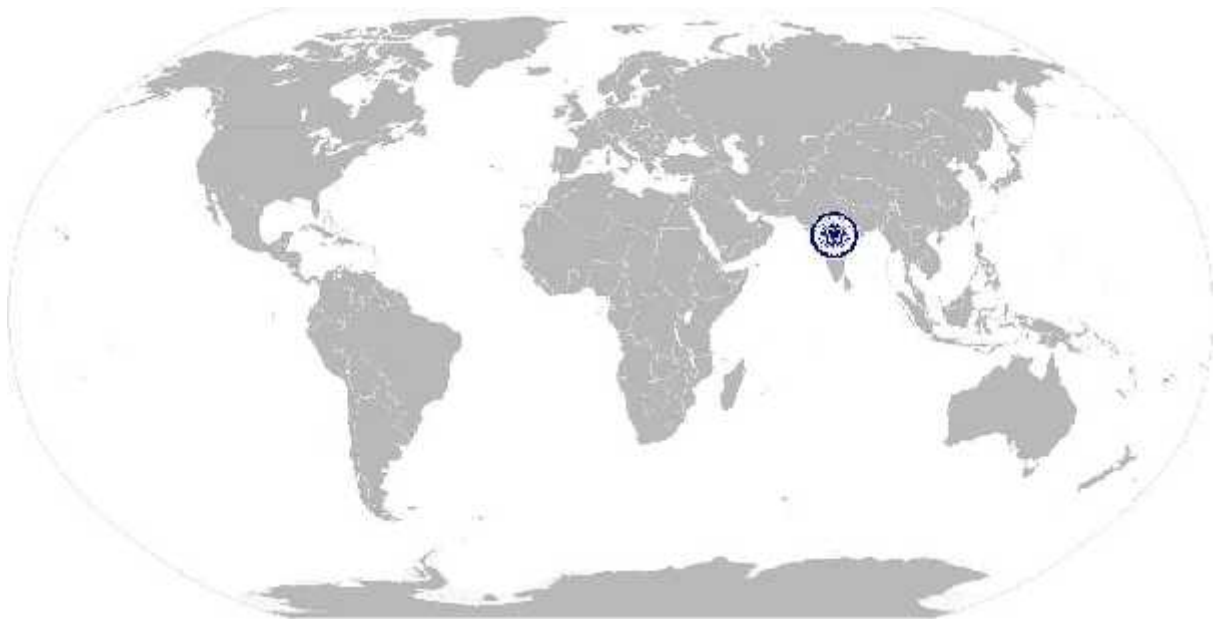
Acronyms



MES/ N 1301

Evaluate production concepts and ideas

National Occupational Standard



Overview

This unit is about evaluating production concepts and ideas and selecting an appropriate idea that the individual can deliver creatively



MES/ N 1301

Evaluate production concepts and ideas

National Occupational Standard

Unit Code	MES/ N 1301
Unit Title (Task)	Evaluate production concepts and ideas
Description	This OS unit is about evaluating production concepts and ideas and selecting an appropriate idea that the individual can deliver creatively
Scope	This unit/task covers the following: Sourcing ideas for production, which could include Evaluating and selecting ideas
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Sourcing ideas for production	To be competent, the user/individual on the job must be able to: PC1. Source innovative and creative ideas for production, which could include Animation, Advertisements (commercials and public service campaigns), Documentaries, Feature films, Short Films, Television series
Evaluating and selecting ideas	PC2. Select ideas that are aligned to one's creative vision, and that can be executed with currently possible production techniques PC3. Determine the ease and/ or difficulty (financial, operational and technical) of executing potential ideas and the corresponding resource requirements (talent, budget and timelines) PC4. Consult with relevant personnel (scriptwriters, producers, technical teams) to understand these creative, financial and operational requirements
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. Constraints such as budget, time, logistics and skills-sets KA2. The capabilities of the resources that could potentially be employed on the project KA3. The objective and expected outcomes of production such as commercial success, public service, information dissemination and/ or audience engagement
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The principles of film-making. This is a broad field and could cover aspects such as: Trends in contemporary film making, different types of films being produced and appreciated around the world. Major issues with regard to storytelling (genre and style) as well as cultural and socio-political issues History of films and film making Current trends in international cinema History of complementary fields including fine art, literature and theatre Theatre and repertory acting in order to create unique characters who interact to tell the story



MES/ N 1301

Evaluate production concepts and ideas

	<p>Knowledge and appreciation of contemporary art and contemporary artistic movements</p> <p>History of alternative arts, folk traditions, non-classical and subaltern traditions in visual art, story-telling traditions and music</p> <p>KB2. The technical aspects of production across all processes from pre-production to post-production</p> <p>KB3. The principles of script-writing and how to write a script from an idea</p> <p>KB4. How to visualise a story from the script</p> <p>KB5. The sources of procuring ideas for production</p> <p>KB6. How to estimate the cost, number of resources required and skill-sets that would be required to produce the idea</p> <p>KB7. Possible avenues for showcasing the production – including knowledge of prevailing content distribution norms and the film festival route</p> <p>KB8. Relevant copyright norms and intellectual property rights</p> <p>KB9. Relevant production software and hardware relating to cameras, film and vfx</p> <p>KB10. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Document the pros and cons for each production idea
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read and understand the script SA3. Keep updated on the industry trends and developments and the types of productions (genre, language and budget) that are successful in the market SA4. Research the profile and preferences of the target audience, the genre, culture and region of the production
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Network with script-writers, industry experts, creative personnel, producers to source ideas SA6. Work across departments within film production SA7. Pitch potential ideas to the key decision makers and solicit feedback
	B. Professional Skills
Decision Making	
The user/individual on the job needs to know and understand how to: SB1. Evaluate scripts and select the most feasible option for production	
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB2. Identify the target audience for the idea and select an idea that would most appeal the targeted audience	
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB3. Document creative ideas and concepts in an organized manner SB4. Work effectively as a member of the team and help realise overall timelines	

MES/ N 1301

Evaluate production concepts and ideas

	SB5. Prioritise work-products and tasks based on requirements
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. Act as the crucial link between the production, technical and creative teams
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Critically evaluate visual and written content/products during concept conceptualization
	Analytical Thinking
The user/individual on the job needs to know and understand how to: SB8. Envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process	

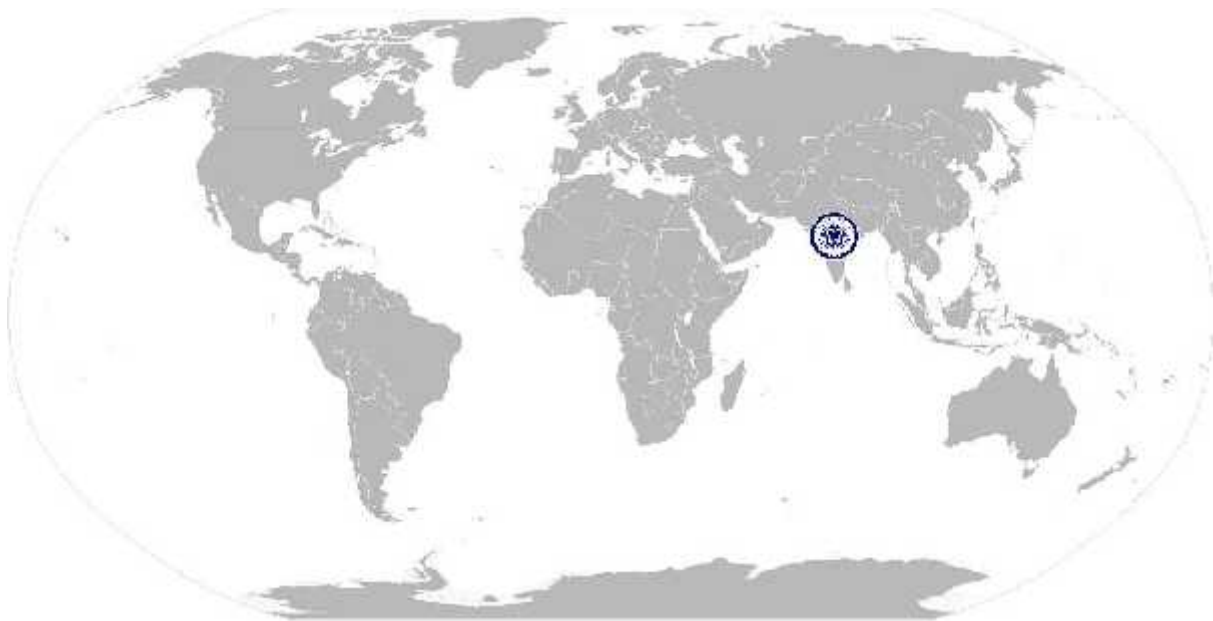


MES/ N 1301

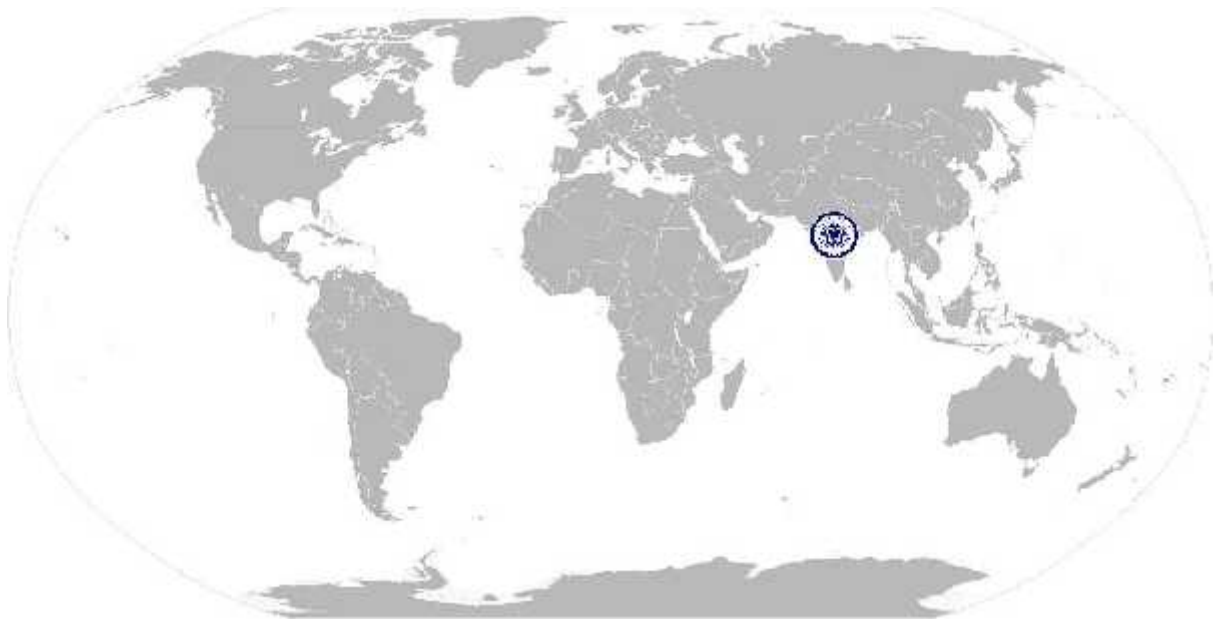
Evaluate production concepts and ideas

NOS Version Control

NOS Code	MES / N 1301		
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Occupation	Direction	Next review date	12/10/16



National Occupational Standard



Overview

This unit is about determining the financial resources that would be required for production and pitching the project to potential financiers. It is especially relevant in cases where the director is also the producer



MES/ N 1302

Sourcing financiers

National Occupational Standard

Unit Code	MES/ N 1302
Unit Title (Task)	Sourcing financiers
Description	This OS unit is about determining the financial resources that would be required for production and pitching the project to potential financiers. It is especially relevant in cases where the director is also the producer
Scope	This unit/task covers the following: Preparing the budget for the production Preparing a list of potential sponsors Preparing and pitching the production proposal to financiers
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Preparing the budget for the production	To be competent, the user/individual on the job must be able to: PC1. Prepare and finalise the production budget accounting for all cost components (can include Actors/Artists, Production and post-production resources, Location cost, Sets, Make-up, costume and props, Travel and stay, Logistics, Equipment, Food and snacks) PC2. Allocating a separate budget for film enhancing/ correction based on critical evaluation (Internal and external)
Preparing a list of potential sponsors	PC3. Source potential financiers whose investment philosophy/ objectives match the production
Preparing and pitching the production proposal to financiers	PC4. Prepare and pitch the production proposal to financiers, deploying persuasive skill and justifications to finalise the financier(s) and arrive at a final number for the overall production budget PC5. Negotiate the mode of finance with the financiers PC6. Prepare a docket highlighting the key choices made for production PC7. Finalise contracts with financiers
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The objective and outcomes of the production such as commercial success, public service, information dissemination and/or audience engagement KA2. The production genre, locations, language, culture and region KA3. The target audience and how the production would appeal to them
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The principles of film-making and the necessary skill sets for executing a project KB2. The various softwares used for editing, Sound Mixing, color-correction, grading, pre-visualization, storyboarding, 2-D and 3-D Animation; and knowledge of the possibilities that these softwares and technologies provide

MES/ N 1302

Sourcing financiers

	<p>in value-addition to any production – a general knowledge of these aspects is required, and not proficiency. (Software currently being used on the industry include FCP, AVID, Adobe Premier Pro, Apple Color, Soundtrack Pro, Nuendo, ProTools, Adobe After Effects, SMOKE, Adobe Flash and FrameForge 3D)</p> <p>KB3. How to calculate the accurate amount of resources that would be required for production and the time that it will take to produce</p> <p>KB4. General understanding of the various softwares used for scheduling and budgeting productions (e.g. EP Scheduling and EP Budgeting)</p> <p>KB5. How to put together a proposal in accordance to industry best practices</p> <p>KB6. How to be a good story-teller and ensure that all stakeholders understand the story and narrative</p> <p>KB7. How to identify the financiers for various kinds of projects and understand their investment philosophy</p> <p>KB8. How to identify and project the key aspects that would attract financiers</p> <p>KB9. How to build a rationale/case for each individual financier, based on their investment philosophy</p> <p>KB10. How to defend and negotiate for finances, with reasonable justifications and persuasive skill</p> <p>KB11. The relevant copyright norms and intellectual property rights</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Document the project budget including a break-up of the key components</p> <p>SA2. Prepare a pitch presentation, to be used for discussion with key decision makers</p> <p>SA3. Prepare a detailed proposal, that would include a detailed description of key production aspects</p> <p>SA4. Guide the documentation and maintenance of contracts signed with financiers</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Research various aspects of production to develop a pitch presentation for the Producer and/or any other key decision makers</p> <p>SA6. Research/delve into specific areas of the production to help detail out the proposal</p> <p>SA7. Benchmark the budget with other productions of a similar scale/type executed in the past/available in the public domain</p> <p>SA8. Read and interpret contractual terms</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA9. Network with key industry professionals to help identify financiers for the production</p> <p>SA10. Pitch potential ideas to the financiers with appropriate reasoning and</p>

MES/ N 1302

Sourcing financiers

	negotiate financial terms effectively
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Finalize the production budget and its components
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Plan the allocation of funds across the cost components of the budget e.g. location, resources, equipment and sets SB3. How to track the production budget, ensure activities stay within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. Foresee and account for contingencies in the production budget
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Evaluate the scale of the production in relation to the budget
Customer Centricity	
The user/individual on the job needs to know and understand: SB6. the constraints of the film's budget and schedule and manage the expectations of the film's financiers	



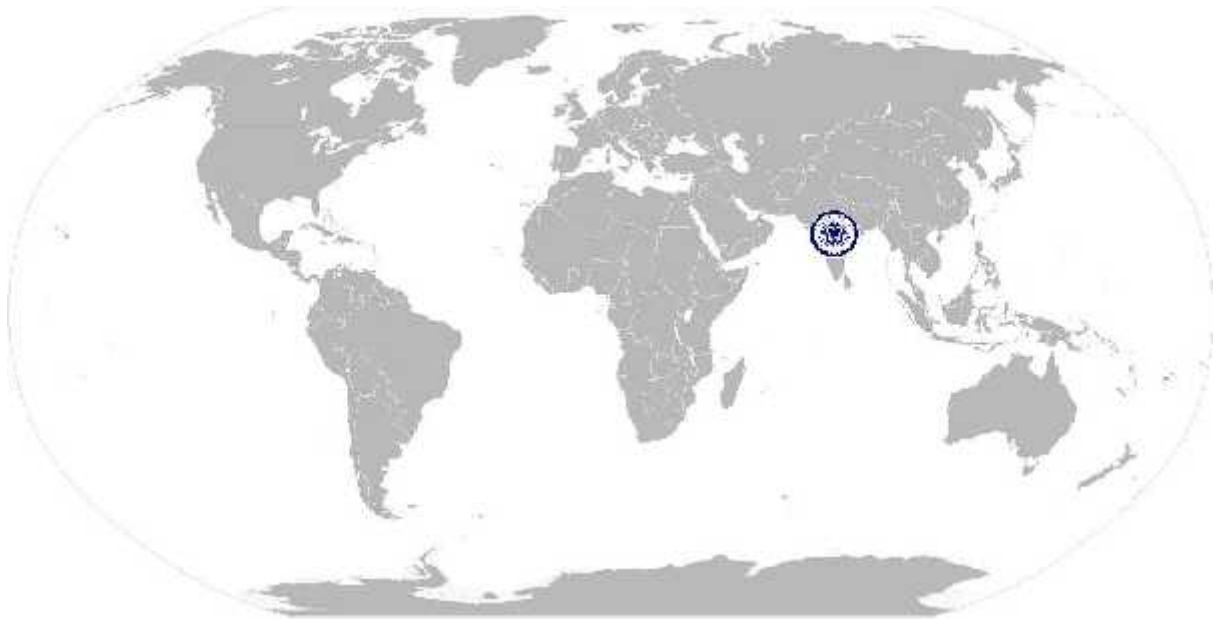


MES/ N 1302

Sourcing financiers

NOS Version Control

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Sector	Media and Entertainment	Drafted on	13/10/14
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Occupation	Direction	Next review date	12/10/16



MES/ N 1303

Conceptualise the creative vision

National Occupational Standard



Overview

This unit is about conceptualising the creative vision for the production



MES/ N 1303

Conceptualise the creative vision

National Occupational Standard

Unit Code	MES/ N 1303
Unit Title (Task)	Conceptualise the creative vision
Description	This OS unit is about conceptualising the creative vision for the production
Scope	This unit/task covers the following: Conceptualising the creative aspects to set a common vision Managing creative areas such as the screenplay, storyboard and shot planning Modifying and finalizing the script
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Conceptualising the creative aspects to set a common vision	To be competent, the user/individual on the job must be able to: PC1. Interpret the script and conceptualise ways to represent it creatively through visuals and sound PC2. Collaborate with the producers, supporting staff (production designers, artistic directors and music directors), technical crew (lighting, sound, set and costume designers) to ensure a common vision is communicated for the film
Managing creative areas	PC3. Break down and identify the creative and technical requirements for different creative aspects in a manner that helps in realizing the overall creative vision (eg: Break down the script into the following units – storyboard, shooting script, critical sequences and shot breakdown)
Modifying and finalising the script	PC4. Develop/refine the script to reflect the creative vision in collaboration with the script-writers
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience and their tastes and preferences KA2. The production budget and timelines
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The principles of film-making and cinematography KB2. The creative production processes including script-writing, cinematography, production design, sound design, post-production KB3. How to translate the script into creative aspects that would need to be built into the production such as special effects, style and set design KB4. How to assess the creative aspects of production in light of their costs, technical requirements and relevance to the content KB5. How to determine the technical requirements - based on the production vision and creative style KB6. The various methodologies of directing for the screen, traditional as well as



MES/ N 1303

Conceptualise the creative vision

MES/ N 1303

Conceptualise the creative vision

	<p>newer approaches(e.g. French School, Soviet School, Indian theatrical traditions)</p> <p>KB7. Understanding film making technologies and workflows with regard to cinematography (both celluloid and digital), audiography (location synch recording, dubbing, track laying, sound mixing, music recording and arrangement) and editing (synchronising, splicing and structuring)</p> <p>KB8. Relevant copyright norms and intellectual property rights</p> <p>KB9. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Document the creative vision, for circulation to the production team</p> <p>SA2. Document key aspects from the research undertaken, for circulation to the production team</p> <p>SA3. Document aspects such as the narrative, characters profiles and turning points to help script-writers refine the script</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Read and understand the script</p> <p>SA5. Research the profile and preferences of the target audience</p> <p>SA6. Research attributes of end-products from the genre, language, culture, region of the production to determine creative and technical attributes that may need to be reflected in the final output</p> <p>SA7. Research creative and innovative ways to represent the script</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. Discuss and solicit ideas to refine and finalise the creative vision with the Producer and key members of the Production team</p> <p>SA9. Collaborate with the scriptwriters to refine the script, if required</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Finalise the creative vision of the production</p> <p>SB2. Make relevant decisions related to the area of work e.g. choice of cast and crew, production techniques etc.</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Identify any problems with successful execution of the task and resolve them in consultation with the producer and production team</p>
	<p>Analytical Thinking</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Foresee technical issues that may arise during production/post-production of the idea and explore options to modify script/ resolve issues proactively</p>	
<p>Plan and Organize</p>	
<p>The user/individual on the job needs to know and understand how to:</p>	



MES/ N 1303

Conceptualise the creative vision

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MES/ N 1303

Conceptualise the creative vision

	SB5. Ensure that understanding of the concept is at a sufficient level for further tasks, and that this is achieved within timelines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB6. The consumption patterns and preferences of the target audience (end user/ viewer/ listener)
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB7. How to assess the suitability of production concepts/ scripts for the intended target audience





MES/ N 1303

Conceptualise the creative vision

MES/ N 1303

Conceptualise the creative vision

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MES/ N 1303

Conceptualise the creative vision

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National Occupational Standard



Overview

This unit is about communicating a cohesive creative vision across teams and developing a function-wise action plan to help execute it



MES/ N 1304

Communicate requirements to the team

National Occupational Standard

Unit Code	MES/ N 1304
Unit Title (Task)	Communicate requirements to the team
Description	This OS unit is about communicating a cohesive creative vision across teams and developing a function-wise action plan to help execute it
Scope	This unit/task covers the following: Communicating the key aspects of production to the teams
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Communicating the key aspects of production to the teams	To be competent, the user/individual on the job must be able to: 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
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The creative vision of the project KA2. The production budget and timelines KA3. The roles and responsibilities of the production team
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The language of film-making and cinematography KB2. Stage and repertory acting KB3. The various pre-production, production and post-production processes involved in creating animation KB4. How to set and communicate action areas for each team KB5. How to set realistic requirements that would be achievable within the given budget and timelines KB6. How to convey expectations and requirements in a manner that is easy to understand and adapted to each individual person KB7. Applicable health and safety guidelines



MES/ N 1304

Communicate requirements to the team

Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Document action plans including functional roles, responsibilities, expectations, requirements, budget and timelines for circulation to functional heads SA2. Document issues, feedback and suggestions after discussions with production team
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Conduct technical readings of the script with the production team
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. Communicate the creative vision and production aspects to the entire Production team SA5. Discuss and agree on the roles, responsibilities, expectations, requirements, budget and timelines with the functional heads of various departments SA6. Solicit feedback and suggestions from the teams
D. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Finalise action plans for all teams SB2. prepare a work schedule/ sequence of activities to help the entire production unit plan their work on a daily basis, if appropriate
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Identify issues that may arise during production/ probe into issues highlighted by the production team and explore options to resolve them proactively SB4. Conflict management and negotiation skills
	Decision making
	The user/individual on the job needs to know and understand how to: SB5. Manage decision on suitable course of action SB6. Interpret managerial decisions and communicate them to the film crew SB7. determine and guide the narrative content and visual style of a production
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB8. Communicate properly about project requirements there by facilitating team development
	Analytical Thinking
The user/individual on the job needs to know and understand how to: SB9. help the team balance their creative desires with the requirements of the production	



MES/ N 1304

Communicate requirements to the team

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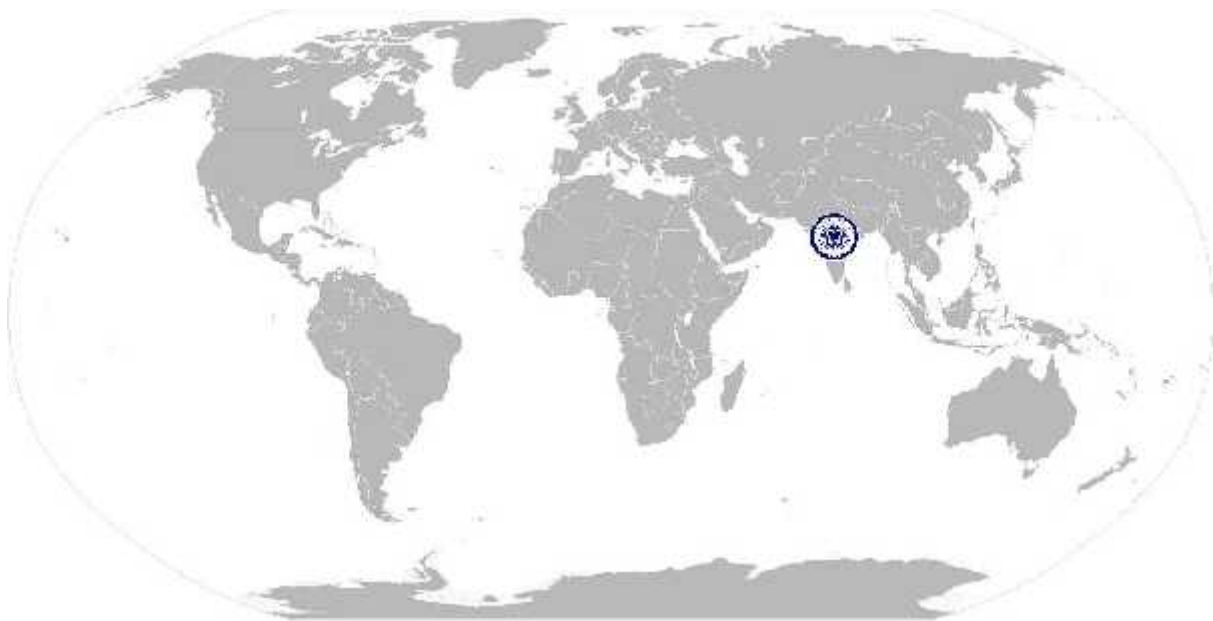
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Occupation	Direction	Next review date	12/10/16



MES/ N 1305

Direct the production process

National Occupational Standard



Overview

This unit is about realising the creative vision of the project by guiding efforts of actors/ artists and production teams towards creating a cohesive product



MES/ N 1305

Direct the production process

National Occupational Standard

Unit Code	MES/ N 1305
Unit Title (Task)	Direct the production process
Description	This OS unit is about realising the creative vision of the project by guiding efforts of actors/ artists and production teams towards creating a cohesive product
Scope	This unit/task covers the following: Guiding performance of actors/artists Managing technical areas such as Camera, Sound, Lighting and Production design and creative areas such as Costumes and styling and Set design Directing rehearsals and actual takes
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Guiding performance of actors/artists	To be competent, the user/individual on the job must be able to: PC1. Guide the actors/artists on their performance (dialogues, movements, and expressions) during rehearsals and during takes PC2. Guide other departments such as camera, sound, light, set crafts and costumes to ensure they all contribute towards the common creative vision
Managing technical and creative areas	PC3. Sign-off on all the creative aspects of production (eg: Camera, Sound, Lighting, Production design, Costumes, Set design etc) PC4. Ensure that decisions about new developments on creative aspects, are communicated to relevant personnel either by yourself or others as instructed
Directing rehearsals and actual takes	PC5. Direct rehearsals, evaluate the performance, highlight areas of improvement and ensure the performance meets requirements PC6. Direct actual takes that meet creative and technical requirements PC7. Collaborate creatively with the actors and technical crew to make the shot natural, changing it when necessary and allowing inspiration PC8. Ensure continuity during production
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The creative vision of the production KA2. The production budget and timelines KA3. Roles and responsibilities of members of the production team

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The principles of film-making and cinematography</p> <p>KB2. History of cinema, Narrative film making vs. Avant Garde filmmaking, evolution of film making over time, including:</p> <ol style="list-style-type: none"> a. Movements in cinema (eg. Neo-Realism, Expressionism) b. Documentry films and their history c. Theoretical approaches to the Documentary Film <p>KB3. Theories of filmmaking and its various components.</p> <p>KB4. Approaches to Directing for the Screen:</p> <ol style="list-style-type: none"> a. Mise-en-Scene b. Montage Theory c. Auteur Theory <p>KB5. Understanding of Linear as well as Non-Linear Narrative in Film.</p> <p>KB6. The technical aspects of production</p> <p>KB7. The principles of continuity</p> <p>KB8. The Principles of Visual Communication, Composition and Continuity in Filmmaking with respect to the technological as well as technical ways of putting them into practice</p> <p>KB9. Previsualization of the film as it will be played to an audience</p> <p>KB10. understanding of screen grammar, shot- breakdown, shot design, scene design and film structure</p> <p>KB11. How to guide and motivate the production team to realise overall production objectives cohesively as a team</p> <p>KB12. How to evaluate the performance each member of the production team</p> <p>KB13. How to make decisions and lead a team</p> <p>KB14. Relevant copyright norms and intellectual property rights</p> <p>KB15. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Track the action plans and schedules during the production process</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read the script, dialogues and narratives</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Work collaboratively with members of the production team to achieve the common production vision</p> <p>SA4. Develop a good working relationship with the entire production team</p> <p>SA5. Discuss scene-wise expectations i.e. dialogues, movements, expressions and timing with the actors/artists</p>

B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Manage work according to the requirements and agreed timelines SB2. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Foresee/address key issues in the production process and provide guidance on ways to resolve them SB4. Conflict management and negotiation skills
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Analyze the quality of shoots to ensure it will meet the requirements of post-production
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Appraise the quality of the production to ensure it is in line with the expected quality standards and suggest areas of improvement and re-takes, if required
	Decision Making
	The user/individual on the job needs to know and understand how to: SB7. Make relevant decisions related to the area of work e.g. production techniques, retakes, shot selection/approval etc.
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB8. The consumption patterns and preferences of the target audience (end user/ viewer/ listener)	

NOS Version Control

NOS Code	MES / N 1305		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	13/10/14
Sub-sector	Film, Television, Advertising	Last reviewed on	29/10/14
Occupation	Direction	Next review date	12/10/16



National Occupational Standard



Overview

This unit is about directing and guiding the finalisation of the end-product during post-production



MES/ N 1307

Direct the post-production process

National Occupational Standard

Unit Code		MES/ N 1307
Unit Title (Task)		Direct the post-production process
Description	This OS unit is about directing and guiding the finalisation of the end-product during post-production	
Scope	This unit/task covers the following: Managing and guiding the post production process, including: Prepare the final version including correction of the screenplay (if required)	
Performance Criteria (PC) w.r.t. the Scope		
Element	Performance Criteria	
Managing and guiding the post production process	To be competent, the user/individual on the job must be able to: 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)	
Preparing the final version including correction of the screenplay (if required)	PC2. Identify any gaps/deficiencies through critical feedback PC3. Guide/direct the relevant post-production processes to ensure the final version incorporates all changes PC4. Prepare a director's cut of the film (optional)	
Knowledge and Understanding (K)		
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The creative vision of the production KA2. The target audience and their tastes and preferences KA3. The production budget and timelines KA4. Roles and responsibilities of members of the post-production team	
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The technical aspects of post-production KB2. The principles of continuity KB3. The post-production process, techniques and activities KB4. Technologies of post production and the various workflows involved in editing, sound post production, color correction, animation, VFX and printing KB5. The impact of each activity on the entire process workflow KB6. How to make decisions and lead a team KB7. How to guide and motivate the post-production team to work cohesively to realise overall production objectives KB8. How to promote and project the film to the right audiences KB9. How to protect the confidentiality of the entire production process	



MES/ N 1307

Direct the post-production process

	KB10. Relevant copyright norms and intellectual property rights KB11. Applicable health and safety guidelines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Document notes/links/suggestions to assist the post-production team SA2. Track the action plans and schedules during the post-production process
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Research and gather references from already executed projects/available in the public domain
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. Communicate preferred takes and sequence of activities to the editors to help guide the editing process
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Manage work according to the requirements and agreed timelines SB2. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. How to resolve any technical problems during post-production SB4. Highlight/Identify potential delays(if any) to the post production team, identify reasons for the same and resolve these issues in a timely manner
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Appraise the quality of the final product to ensure it is in line with the expected quality standards and suggest areas of improvement
	Decision Making
	The user/individual on the job needs to know and understand how to: SB6. Make relevant/Manage decision on suitable course of action to meet creative and technical project requirements during different stages of post-production like editing, dubbing, visual effects, compositing, colour correction, etc.
	Customer Centricity
	The user/individual on the job needs to know and understand : SB7. The consumption patterns and preferences of the target audience (end user/ viewer/ listener)
Analytical Thinking	
The user/individual on the job needs to know and understand how to: SB8. Analyze the quality of post-production process to ensure it will communicate the creative vision of the project	



MES/ N 1307

Direct the post-production process

NOS Version Control

NOS Code	MES / N 1307		
Credits(NSQF)	TBD	Version number	1.0
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Sub-sector	Film, Television, Advertising	Last reviewed on	29/10/14
Occupation	Direction	Next review date	12/10/16



National Occupational Standard



Overview

This unit is about managing the production's marketing, public relations and initiatives and managing media relations during its release/ airing



MES/ N 1308



GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N S D C
National
Skill Development
Corporation
Transforming the skill landscape

Manage the production's marketing and release

National Occupational Standard

Unit Code	MES/ N 1308
Unit Title (Task)	Manage the production's marketing and release
Description	This OS unit is about managing the production's marketing, public relations and initiatives and managing media relations during its release/ airing
Scope	This unit/task covers the following: Preparing for marketing and promotion of the production Participating in promotional initiatives
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Preparing for marketing and promotion of the production	To be competent, the user/individual on the job must be able to: PC1. Guide the preparation of a press-kit (including aspects such as the making, bloopers, key moments and challenges) to use during the film's promotion PC2. Prepare a communication strategy for promotion on each medium and guide artists and other key members to project the key messages effectively
Participating in promotional initiatives and crowding activities	PC3. Research and identify appropriate promotional activities, in conjunction with producers and the marketing team PC4. Participate actively in the marketing and public relations campaign (eg: media interviews, promotional events, roadshows, meeting audiences) so as to project the production's unique elements i.e. story, performances and statistics
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. Attributes and unique elements of the production including the storyline, budget, time taken, key moments and statistics of the production KA2. Tastes and preferences of the production's target audience KA3. The storyline, unique elements, artists, attributes and budget of other productions with a similar storyline and of those released/ running during the same time period
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Marketing and communication channels used during promotion KB2. Components of a press-kit KB3. Attributes of other productions within the same genre KB4. How to study the statistics such as collections, advertising revenues, downloads and DVD sales related to a production KB5. Applicable health and safety guidelines
Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare material for press-interviews and written interviews SA2. Adapt stance on the basis of the reviews, feedback and inputs from agencies,

Manage the production’s marketing and release

	and consultants
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Study all production related statistics, feedback and reviews SA4. Understand competition activities to incorporate findings into key messages, develop unique positioning for own production or prepare responses to media questions
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Effectively communicate aspects such as the production’s unique selling points, funny moments and bloopers to drive audiences to watch the production SA6. Appear for public events, award shows and performances SA7. Guide artists and other key people involved in the production’s making regarding key messages that need to be communicated
D. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Plan calendar to accommodate time for public appearances, events and interviews for the film’s promotion SB2. Plan communication strategy, messages and responses for each medium
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB3. Critically appraise own production and prepare responses for statements that may need to be made in response to difficult questions
	Decision Making
	The user/individual on the job needs to know and understand how to: SB4. Understand and decide up on the business needs to be met through marketing/advertising
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Involve colleagues and other stakeholders during strategy development of productions marketing and release and how to do this effectively SB6. Identify potential risks in relation to the conceptualization/implementation of marketing strategies
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Analyze each strategic alternative to determine if they are in line with strategic objectives SB8. Carry out a cost/benefit analysis to assess each alternative and decide the marketing channel or platform that will best deliver the desired message
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB9. Select the most effective channels or platforms to reach target audiences and the role each will play



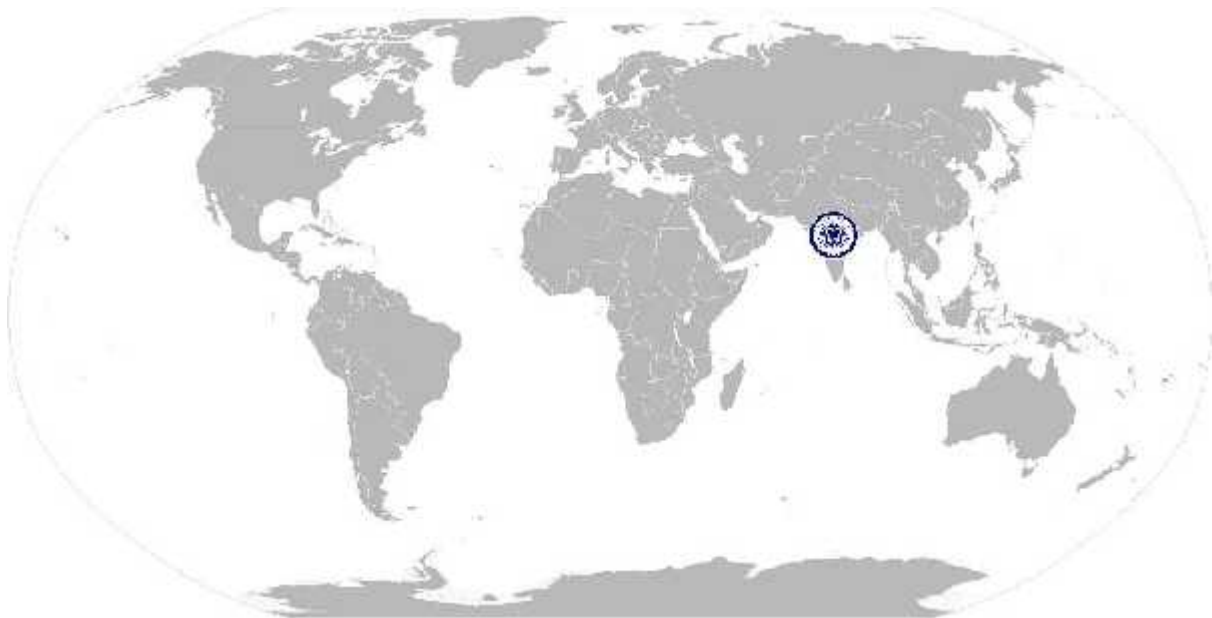
MES/ N 1308



Manage the production's marketing and release

NOS Version Control

NOS Code	MES / N 1308		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	13/10/14
Sub-sector	Film, Television, Advertising	Last reviewed on	29/10/14
Occupation	Direction	Next review date	12/10/16

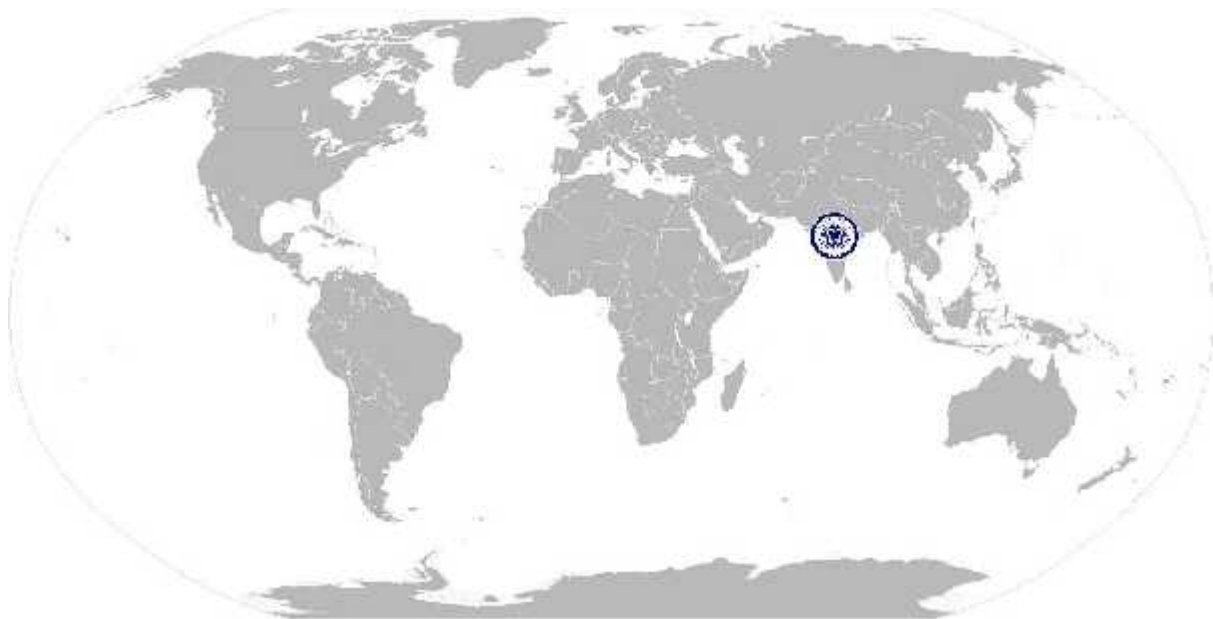




MES/ N 0104

Maintain workplace health and safety

National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment



MES/ N 0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/ N 0104
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	This unit/task covers the following: Understanding the health, safety and security risks prevalent in the workplace Knowing the people responsible for health and safety and the resources available Identifying and reporting risks Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the risks prevalent in the workplace	To be competent, the user/individual on the job must be able to: PC1. Understand and comply with the organisation’s current health, safety and security policies and procedures PC2. Understand the safe working practices pertaining to own occupation 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 PC4. Participate in organization health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	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 though 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 organisational procedures and warn other people who may be affected
Complying with procedures in the event of an emergency	PC11. Follow organisation’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
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. Organisation’s norms and policies relating to health and safety KA2. Government norms and policies regarding health and safety and related emergency procedures KA3. Limits of authority while dealing with risks/ hazards KA4. The importance of maintaining high standards of health and safety at a workplace



MES/ N 0104

Maintain workplace health and safety

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
<p>B. Professional Skills</p>	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges & customers</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>



MES/ N 0104

Maintain workplace health and safety

NOS Version Control

NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	13/10/14
Sub-sector	Film, Television, Advertising	Last reviewed on	29/10/14
Occupation	Direction	Next review date	12/10/16



A nnexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters
MES / Q 0101

MES denotes the Media and Entertainment Sector



QP number (2 numbers)

Q denoting Qualifications Pack

Occupation (2 numbers)

Occupational Standard

An example of NOS with 'N'

9 characters
MES / N 0101

MES denotes the Media and Entertainment Sector



OS number (2 numbers)

N denoting National Occupational Standard

Occupation (2 numbers)

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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
...	...

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Direction	13
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role : Live Action Director

Qualification Pack : MES Q 1301

Sector Skill Council : Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 1301	Evaluate production concepts and ideas	15%
2	MES/ N 1302	Sourcing financiers	10%
3	MES/ N 1303	Conceptualize the creative vision	15%
4	MES / N 1304	Communicate requirements to the team	10%
5	MES/ N 1305	Direct the production process	20%
6	MES/ N 1307	Direct the post-production process	20%
7	MES/ N 1308	Manage the production's marketing and release	5%
8	MES/ N 0104	Maintain workplace health and safety	5%
			100%

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).

Assessment Outcome	Assessment criteria for outcomes	Total Mark	Marks Allocation		
			Out Of	Theory	Skills Practical
MES/ N 1301 (Evaluate production concepts and ideas)	PC1. Source innovative and creative ideas for production	100	30	15	50
	PC2. Select ideas that are aligned to one's creative vision, and that can be executed currently possible production techniques		20	10	
	PC3. Determine the ease and/ or difficulty (financial, operational and technical) of executing potential ideas and the corresponding resource requirements (talent, budget and timelines)		30	15	
	PC4. Consult with relevant personnel (scriptwriters, producers, technical teams) to understand these creative, financial and operational requirements		20	10	
		Total	100	50	50
MES/ N 1302 (Sourcing financiers)	PC1. Prepare and finalise the production budget accounting for all cost components	100	20	10	50
	PC2. Allocating a separate budget for film enhancing/ correction based on critical evaluation (Internal and external)		15	7	
	PC3. Source potential financiers whose investment philosophy/ objectives match the production		10	5	
	PC4. Prepare and pitch the production proposal to financiers, deploying persuasive skill and justifications to finalise the financier(s) and arrive at a final number for the overall production budget		20	10	
	PC5. Negotiate the mode of finance whose investment philosophy/objectives match he production		5	3	
	PC6. Prepare a docket highlighting the key choices made for production		20	10	
	PC7. Finalise contracts with financiers		10	5	
		Total	100	50	50

Assessment Outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/ N 1303 (Conceptualise the creative vision)	PC1. Interpret the script and conceptualise ways to represent it creatively through visuals and sound	100	30	15	50
	PC2. Collaborate with the producers, supporting staff (production designers, artistic directors and music directors), technical crew (lighting, sound, set and costume designers) to ensure a common vision is communicated for the film		30	15	
	Break down the script into the following units – storyboard, shooting script, critical sequences and shot breakdown. Identify the creative and technical requirements for each of these aspects, in a manner that helps in realizing the overall creative vision		20	10	
	PC4. Develop/refine the script to reflect the creative vision in collaboration with the script-writers		20	10	
	Total		100	50	
MES / N 1304 (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	100	20	10	50
	PC2. Receive periodic updates and ensure that any major changes agreed upon are recorded and communicated to the appropriate people		20	10	
	PC3. Develop a function-wise action plan to help execute the vision, as appropriate		20	10	
	PC4. Ensure that the teams are aware of their role towards realizing the creative vision of the project		20	10	
	PC5. Articulate and encourage the need for team work and work standards that are expected to match the production's requirements		20	10	
Total	100	50	50		

Assessment Outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES/ N 1305 (Direct the production process)	PC1. Guide the actors/artists on their performance (dialogues, movements, and expressions) during rehearsals and during takes	100	15	10	50
	PC2. Guide other departments such as camera, sound, light, set crafts and costumes to ensure they all contribute towards the common creative vision		15	10	
	PC3. Sign-off on all the creative aspects of production		5	3	
	PC4. Ensure that decisions about new developments on creative aspects, are communicated to relevant personnel either by yourself or others as instructed		5	2	
	PC5. Direct rehearsals, evaluate the performance, highlight areas of improvement and ensure the performance meets requirements		10	5	
	PC6. Direct actual takes that meet creative and technical requirements		10	5	
	PC7. Collaborate creatively with the actors and technical crew to make the shot natural, changing it when necessary and allowing inspiration		10	5	
	PC7. Ensure continuity during production		30	10	
		Total	100	50	50
Assessment Outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES/ N 1307 (Direct the post-production process)	PC1. Guide/direct the entire post-production process to ensure that the final output is in line with the creative vision	100	30	15	50
	PC2. Identify the gaps through critics feedback and ensure the final version incorporates all changes		30	15	
	PC3. Prepare a director's cut of the film (optional)		40	20	
		Total	100	50	50

Assessment Outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES/ N 1308 (Manage the production's marketing and release)	PC1. Guide the preparation of a press-kit (including aspects such as the making, bloopers, key moments and challenges) to use during the film's promotion	100	30	20	50
	PC2. Prepare a communication strategy for promotion on each medium and guide artists and other key members to project the key messages effectively		35	15	
	PC3. Research and identify appropriate promotional activities, in conjunction with producers and the marketing team 20 10 PC4. Participate actively		20	10	
	PC4. Participate actively in the marketing and public relations campaign to project the production's unique elements i.e. story, performances and statistics		15	5	
		Total	100	50	50

Assessment outcomes	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES/ N 0104 (Maintain workplace health and safety)	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		10	5	

	responsible for health and safety in the workplace, including those to contact in case of an emergency.			
	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 organisational procedures and warn other people who may be affected.	10	5	
	PC11. Follow organisation'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