

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

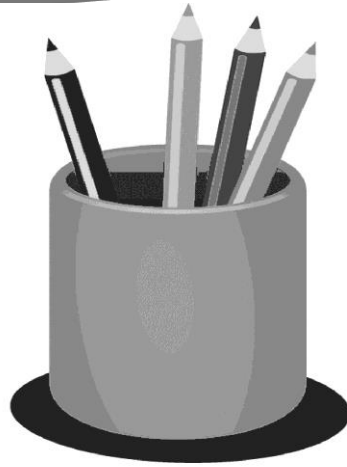
What are Occupational Standards(OS)?

- 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-Art Director (Animation & Gaming)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Animation, Gaming

OCCUPATION: Art Director

REFERENCE ID: MES/ Q 0501

ALIGNED TO: NCO 2015- 2166.0111

Art Director in the Media & Entertainment Industry is the project manager for the Art & Design department

Brief Job Description: Individuals at this job need to conceptualise the creative vision and style of the production and ensure all creative elements conform to it

Personal Attributes: This job requires the individual to have a good overall understanding the principles of design, colour theory and life drawing. The individual must be able to develop original and creative ideas and align team efforts to the overall creative vision.



Qualifications Pack Code	MES/ Q 0501		
Job Role	Art 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	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	20/03/18
Occupation	Art & Design	Next review date	20/03/20
NSQC Clearance on	28/09/2015		

Job Role	Art Director (Animation and Gaming)
Role Description	Conceptualize the creative style of the production
NSQF level	5
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post Graduate in Fine Arts, Design
Training (Suggested but not mandatory)	Fine Arts, Adobe Flash
Minimum Job Entry Age	18 years
Experience	3-5 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0501 (Understanding the script) 2. MES / N 0511 (Conceptualise the creative style) 3. MES / N 0512 (Manage the production process) 4. MES / N 0104 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

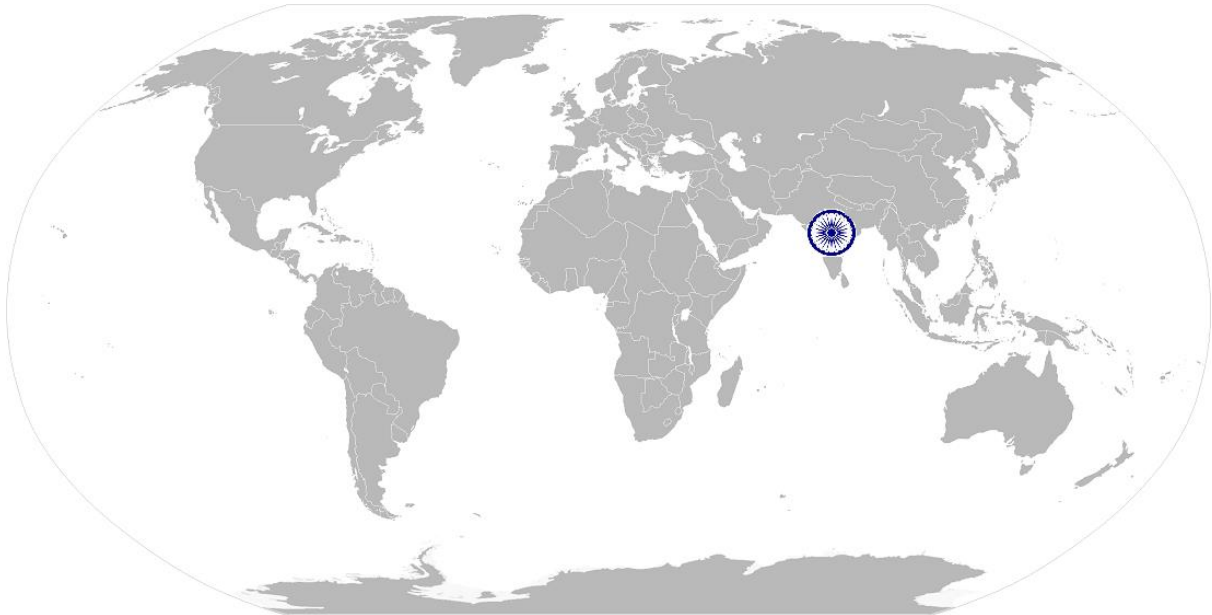
Definitions

Keywords /Terms	Description
Attitude poses	Attitude poses are used to describe the body language and personality of the characters
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Character line-up	Character line-up is the portrayal of characters side-by-side
Character turnarounds	Character turnarounds are used to depict the characters look from all angles
Clean-up	Refining the interim/rough animation
Color keys	Color keys are used to depict the mood of the production through hues and tones
color theory	Color theory is the art of combining all the colors in the color wheel to create specific color combinations
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
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.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
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.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Lighting keys	Lighting keys are used to depict the mood of the production through intensity, time and shadows
Mouth chart	Mouth chart is used to portray the emotions and expressions of the characters
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

Acronyms

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.
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

National Occupational Standard



Overview

This unit is about interpreting the script/ brief/ storyboard/ concept for the animation process

MES/ N 0501

Understanding the script

National Occupational Standard

Unit Code	MES/ N 0501
Unit Title (Task)	Understanding the script
Description	This OS unit is about interpreting the script/ brief/ storyboard/ concept for the animation and design process
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Interpret the script/ brief/ storyboard/concept correctly Liaise with the team to improve understanding
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Interpret the script/ brief/ storyboard correctly	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual's role PC2. Be aware of the intended medium and target audience, and how this may affect animation processes PC3. Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.) PC4. Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements PC5. Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements PC6. Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.) 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)
Liaise with the team to improve understanding	PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc) to better understand script elements, as appropriate
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: <ul style="list-style-type: none"> KA1. The creative vision and elements of production relating to the job role KA2. The project pipeline/schedule and timelines with respect to the individual's role KA3. The intended purpose/ end-use of the models/ designs that need to be created by the individual

MES/ N 0501

Understanding the script

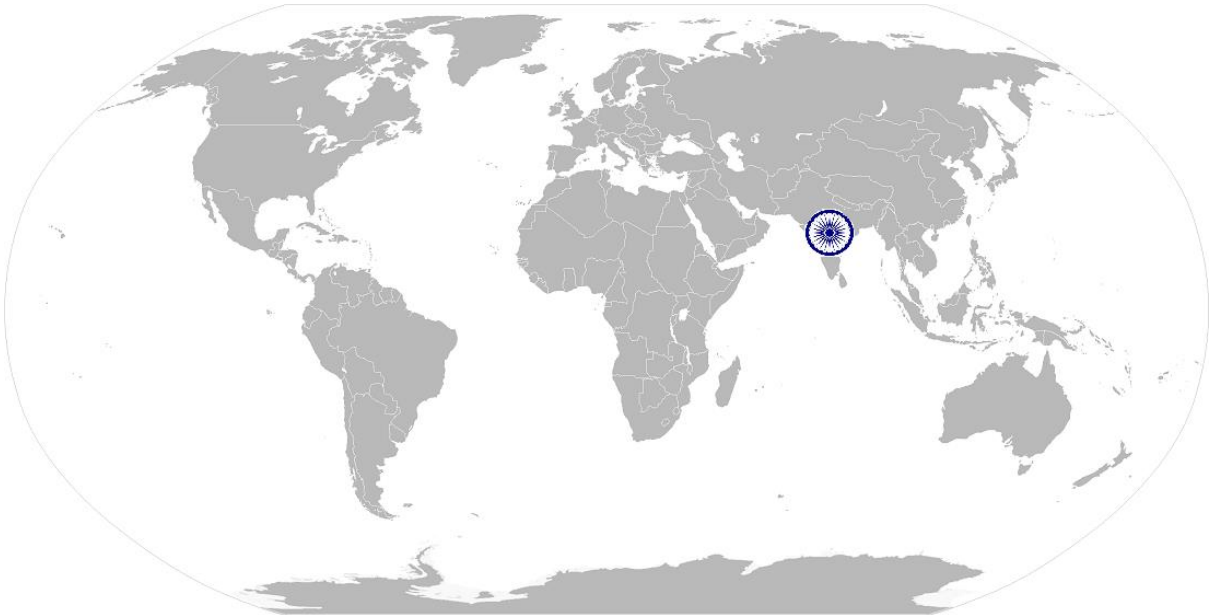
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Principles of animation</p> <p>KB2. How to assess the script and its artistic and communication goals</p> <p>KB3. How to extract and interpret relevant information regarding the script's vision</p> <p>KB4. How to discuss and understand relevant information regarding the concept's vision from relevant personnel (Art Director, Producers, Animation Supervisor etc)</p> <p>KB5. How to research and tap into the sources for procuring information/ background material that will enhance understanding of the concept</p> <p>KB6. Applicable copyright norms and intellectual property rights</p> <p>KB7. Applicable health and safety guidelines</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. Document notes while understanding the brief, requirements and specifications to refer to 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 and understand the script/ brief/ storyboard</p> <p>SA3. Research links, videos, artwork etc. that can be used as references</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. Understand the central idea and the concept of the script</p>
<p>B. Professional Skills</p>	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Analyse the tasks required and estimate the time required for each task, so as to manage the allotted work and achieve it in given schedules</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Critically analyse the various elements of the script and the work that may be required in relevance with the individual's role</p> <p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. break down scripts in terms of major and minor characters.</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Check that your own work meets customer/project requirements</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. foresee the characters to be developed as per the script updations</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Have a keen eye for details</p>

MES/ N 0501

Understanding the script

NOS Version Control

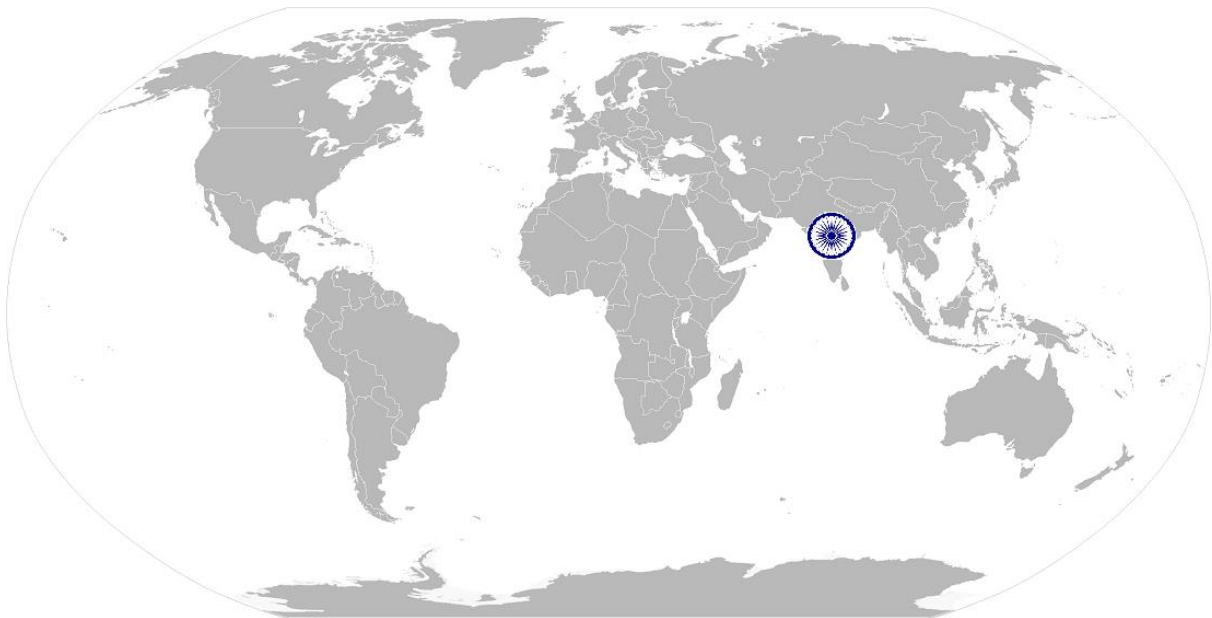
NOS Code	MES / N 0501		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	20/03/18
Occupation	Art & Design	Next review date	20/03/20



MES/ N 0511

Conceptualise the creative style

National Occupational Standard



Overview

This unit is about conceptualizing the creative style for production

MES/ N 0511

Conceptualise the creative style

National Occupational Standard

Unit Code	MES/ N 0511
Unit Title (Task)	Conceptualize the creative style
Description	This OS unit is about conceptualizing the creative style for production
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Designing the styling for the production • Approving the creative elements of production • Maintaining continuity and consistency across scenes
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Designing the styling for the production	To be competent, the user/individual on the job must be able to: PC1. Understand the story/ concept and conceptualize a range of ideas for the creative style PC2. Decide the final styling keeping preferences of the target audience in mind
Approving the creative elements of production	PC3. Approve all creative elements of production produced by team members within the art department, and ensure they are in sync with the overall creative vision
Maintaining continuity and consistency across scenes	PC4. Ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the 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 profile and preferences of the target audience KA2. The objective and outcomes of the production i.e. commercial success, public service, information dissemination, audience engagement etc. KA3. The production budget and timelines
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Perspective drawings and architectural drawings KB2. The principles of composition KB3. The principles of visual design KB4. Basics of Indian art and crafts KB5. The trends and sources of reference work-products that closely relate to the style and technique that needs to be produced KB6. How to develop original and creative ideas to set the creative look of the production KB7. The technical requirements of the medium in which the production will be exhibited KB8. How to work on software such as Adobe Photoshop, Gimp, Coral Painter etc. KB9. The sources for research and reference material KB10. How to balance the creative aspects in line with budgets KB11. Applicable copyright norms and intellectual property rights KB12. Applicable health and safety guidelines
Skills (S) (Optional)	
	Writing Skills

MES/ N 0511

Conceptualise the creative style

A. Core Skills/ Generic Skills	The user/individual on the job needs to know and understand how to: SA1. Document descriptions on the style, to help present to the Director and Producer SA2. Document the design brief to be used as a reference document for team-members SA3. Use basic office tools such as Microsoft Word, Excel and PowerPoint
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. Read and understand the script to determine style requirements SA5. Research the profile and characteristics of the target audience, industry, genre, region, culture etc. SA6. Keep apprised of trends and work-products that appeal to different types of audiences SA7. Research links, videos, artwork etc. that can be used as references during the production process SA8. Research styles and looks for developing the creative style
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA9. Communicate clearly in English SA10. Describe and discuss the creative style with the Director and Producer and solicit their feedback SA11. Discuss factors that will have a bearing on the production process with the Director and Producer
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Finalize the color palette based on color gradients that are broadcast safe e.g. shades that do not smudge/bleed on screen SB2. Finalize the color scheme SB3. Finalize the lighting keys SB4. Finalize the look and feel for the entire show in consultation with the Director
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB5. Plan and prioritize work according to requirements and agreed timelines
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. Identify any creative problems that may arise during production and find solutions to address them
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB8. Appraise the quality of work to ensure it is in line with the expected quality standards and suggest areas of improvement and re-work, if required
Customer Centricity	
SB9. be creative and imaginative as per the changes or updations in the story or characters	

MES/ N 0511

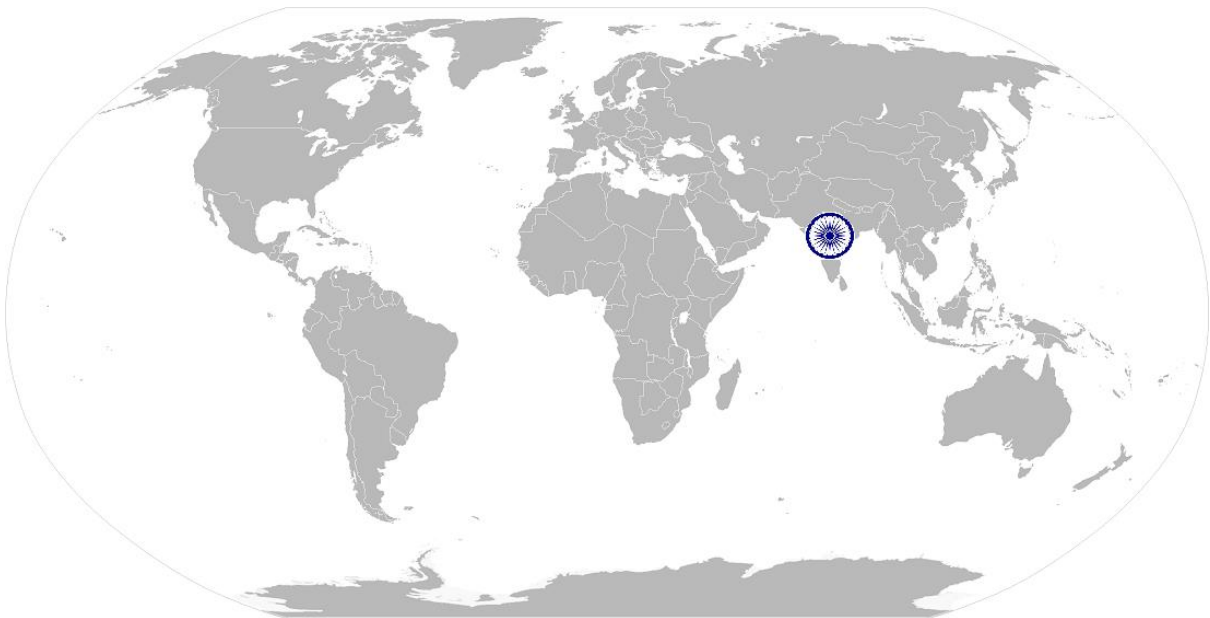
Conceptualise the creative style

NOS Version Control

NOS Code	MES / N 0511		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	20/03/18
Occupation	Art & Design	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about managing the various elements of the production process

MES/ N 0512

Manage the production process

Unit Code	MES/ N 0512
Unit Title (Task)	Manage the production process
Description	This OS unit is about managing the various elements of the production process
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Determining the elements of the production process • Monitor and manage the production process
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Determining the elements of the production process	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand and research various production styles, technologies and methods, and their corresponding implications on budget, time schedule, cast and crew requirements PC2. Break-down the production process into a daily/weekly task list and manage these activities during filming PC3. Identify and allocate the resources as efficiently as possible PC4. Devise workflow processes that the team can follow
Monitor and manage the production process	<ul style="list-style-type: none"> PC5. Lead the production unit toward successful completion of their tasks PC6. Track progress against the production schedule and budget PC7. Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them
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: <ul style="list-style-type: none"> KA1. The different roles and responsibilities within the team, including line management KA2. The budget and other constraints that apply to the organization KA3. The basic policies of the organization that can affect the production process KA4. The role and contribution of key departments during filming, interdependencies and reporting structures
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. The process for determining the budget and schedule KB2. Processes for identifying production risks and putting in contingency plans KB3. Production processes that may be relevant to the current project KB4. The kinds of tools and facilities that may be needed KB5. How to identify the people and skills that might be needed on the project KB6. The different roles and responsibilities within the team, including management KB7. How to check against the production schedule that all tasks have been delivered, as necessary KB8. How to liaise with relevant personnel/unit heads to ensure that all elements required for production and design processes are in place

MES/ N 0512

Manage the production process

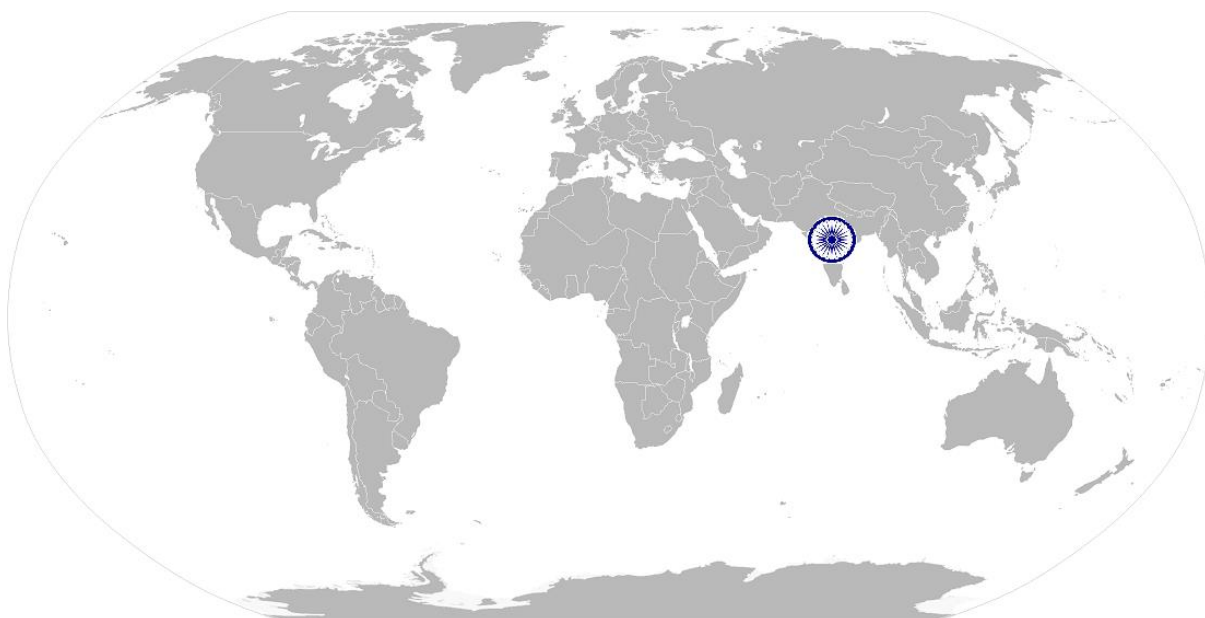
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Document descriptions on the style, to help present to the Director and Producer SA2. Document design briefs and schedule to be used as a reference document for team-members, as appropriate
	Reading Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA3. Read and understand the production brief or script to determine requirements SA4. Research links, videos, artwork etc. that can be used as references during the production process
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA5. Describe and discuss the production process with the Director, Producer, relevant department heads etc and solicit their feedback SA6. Discuss factors that will have a bearing on the production process with the Director and Producer
	Decision Making
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB1. Finalize the color palette based on color gradients that are broadcast safe (e.g. shades that do not smudge/bleed on screen) SB2. Finalize the color scheme SB3. Finalize the lighting keys SB4. Finalize the look and feel for the entire production in consultation with the Director and Producer
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB5. How to prepare a work schedule/ sequence of activities to help the production unit plan their work on a daily basis, as appropriate SB6. How to build a contingency plan based on knowledge of typical areas of delays/ overruns and production risks
	Problem Solving
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB7. Identify any problems with production processes and resolve them in consultation with the relevant members of the production unit
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB8. Envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process
	Critical Thinking
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB9. Appraise the quality of the production to ensure it is in line with the expected quality standards and suggest areas of improvement.
	Customer Centricity
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB10. The consumption patterns and preferences of the target audience.

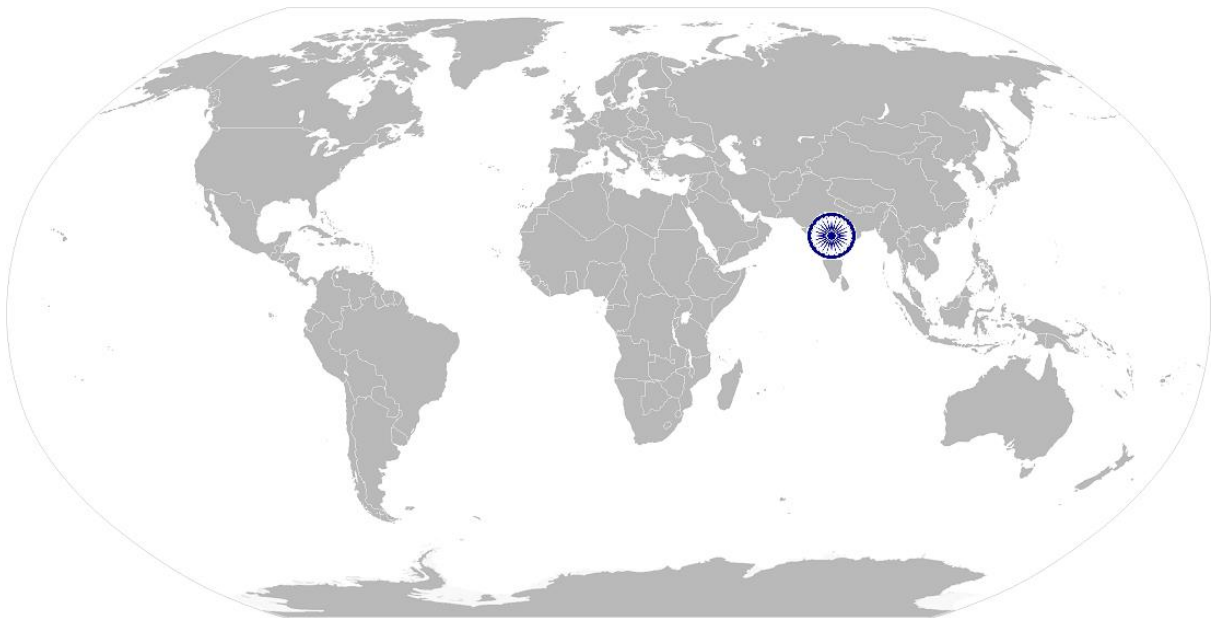
MES/ N 0512

Manage the production process

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NOS Code	MES / N 0512		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	20/03/18
Occupation	Art & Design	Next review date	20/03/20





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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> 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 health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>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</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>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</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organization's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>

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 equipment, 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 judgments 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 and 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

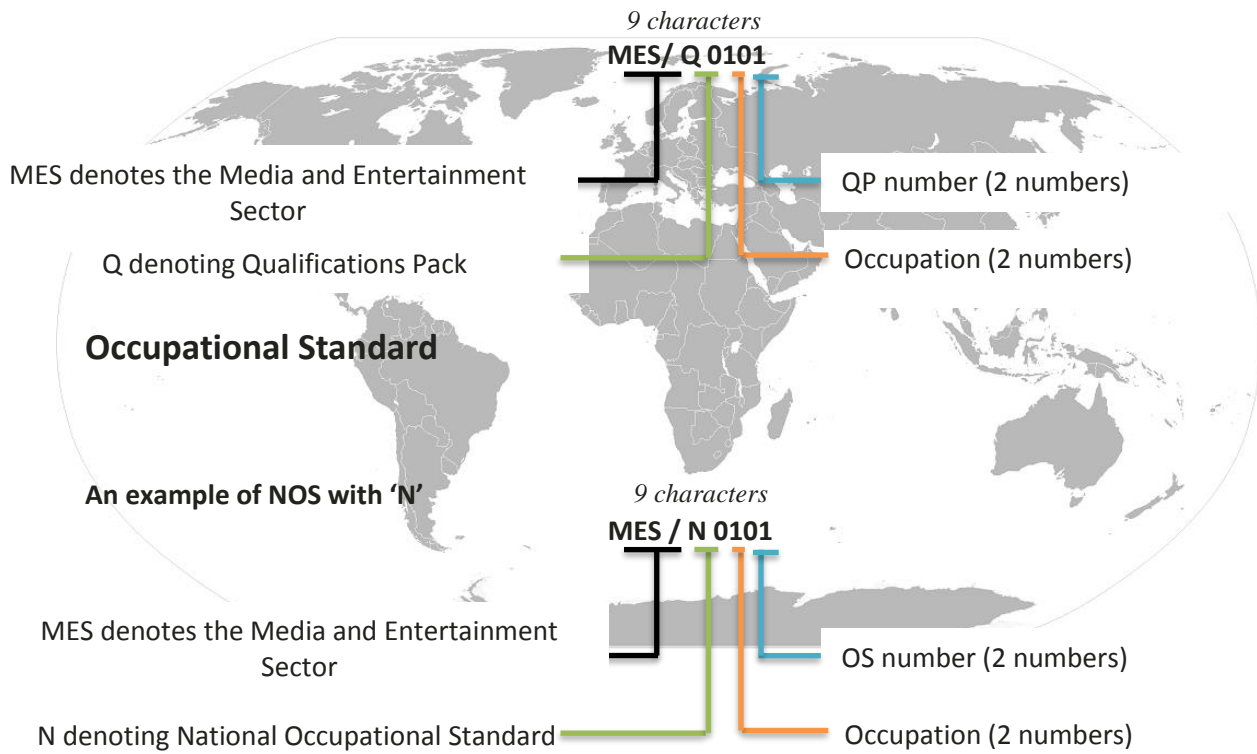
NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	20/03/18
Occupation	Art & Design	Next review date	20/03/20



Annexure

Nomenclature for QP and NOS

Qualifications Pack



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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	Art & Design	05
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Art Director

Qualification Pack: MES Q 0501

Sector Skill Council: Media and Entertainment Skills Council

S.No	NOS	NOS NAME	Weightage
1	MES / N 0501	Understanding the script	30%
2	MES / N 0511	Conceptualise the creative style Description	40%
3	MES / N 0512	Manage the production process	20%
4	MES / N 0104	Maintain workplace health and safety	10%
			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).
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Job Role	Art Director(Animation and Gaming)				
Assessment outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES / N 0501 (Understanding the script)	PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual's role	100	15	10	50
	PC2. Be aware of the intended medium and target audience, and how this may affect animation processes		15	5	
	PC3.Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)		10	5	
	PC4.Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements		10	5	
	PC5.Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		15	10	
	PC6.Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.)		10	5	
	PC7. Understand the of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc		15	5	
	PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc) to better understand script elements, as appropriate		10	5	
	Total		100	50	50
Assessment outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES / N 0511 (Conceptualize the creative style Description)	PC1. Understand the story/ concept and conceptualize a range of ideas for the creative style	100	20	10	50
	PC2. Decide the final styling keeping preferences of the target audience in mind		30	15	
	PC3. Approve all creative elements of production produced by team members within the art department, and ensure they are in sync with the overall creative vision		25	15	
	PC4. Ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production		25	10	
	Total		100	50	50

Assessment outcome	Assessment criteria for outcomes	Total mark	Marks Allocation		
			Out of	Theory	Skills Practical
MES / N 0512 (Manage the production process)	PC1. Understand and research various production styles, technologies and methods, and their corresponding implications on budget, time schedule, cast and crew requirements	100	15	10	50
	PC2. Break-down the production process into a daily/weekly task list and manage these activities during filming		15	10	
	PC3. Identify and allocate the resources as efficiently as possible		15	5	
	PC4. Devise workflow processes that the team can follow		10	5	
	PC5. Lead the production unit toward successful completion of their tasks		15	5	
	PC6.Track progress against the production schedule and budget		15	5	
	PC7. Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them		15	10	
	Total	100	50	50	

Assessment outcome	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 responsible for health and safety in the workplace, including those to contact in case of an emergency.		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.		10	5	

	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety.		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures.		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person.		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with 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