

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

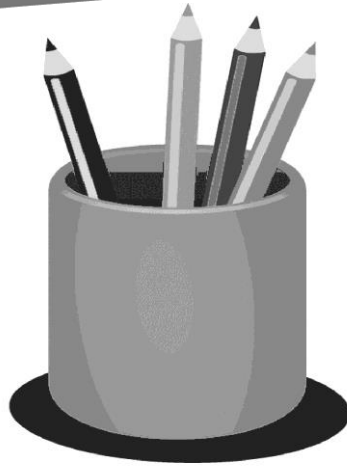
- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:

Media & Entertainment Skills Council

E-mail:

info@mescindia.org



Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.6
5. Nomenclature for QP & NOSP.32
6. Criteria For Assessment of Trainees.P.34

Introduction

Qualifications Pack-Art Director

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Set Crafts

REFERENCE ID: MES/ Q 3102

ALIGNED TO: NCO 2015- 2166.0111

Art Director in the Media & Entertainment Industry is the head of the Art Department and is responsible for designing the set. They may also be referred to as the Set Designer.

Brief Job Description: Individuals in this job need to determine the visual appearance of the set. The art director designs all the key elements of the set and co-ordinates the construction/ execution of this creative vision.

Personal Attributes: This job requires the individual to interpret the script and developing visual concepts for sets. The individual must have a background in the fine arts and a creative bent of mind. The individual must also know how to use design tools and concepts to visualize the set, including the time period and location where the film is based. The individual must have knowledge of construction techniques and how to supervise the construction team. The individual must have strong communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.



Job Details

Qualifications Pack Code	MES/ Q 3102		
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	22/02/15
Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20
NSQC Clearance on	28/09/2015		

Job Role	Art Director/ Set Designer
Role Description	Determine the visual appearance of the set, design all key elements of the set and co-ordinates the construction/ execution of this creative vision
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate in Fine Arts, Art Design
Training (Suggested but not mandatory)	Course in Fine Arts, Art Design
Minimum Job Entry Age	18 years
Experience	4-6 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/ N 3101 (Develop the Set Design) MES/ N 3102 (Prepare a Set Construction Plan) MES/ N 3103 (Commission and Supervise Set Construction) MES/ N 3104 (Check Set Completion prior to Shoot) MES/ N 3105 (Wrap-up Set and Return or Dispose of Items) MES/ N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions

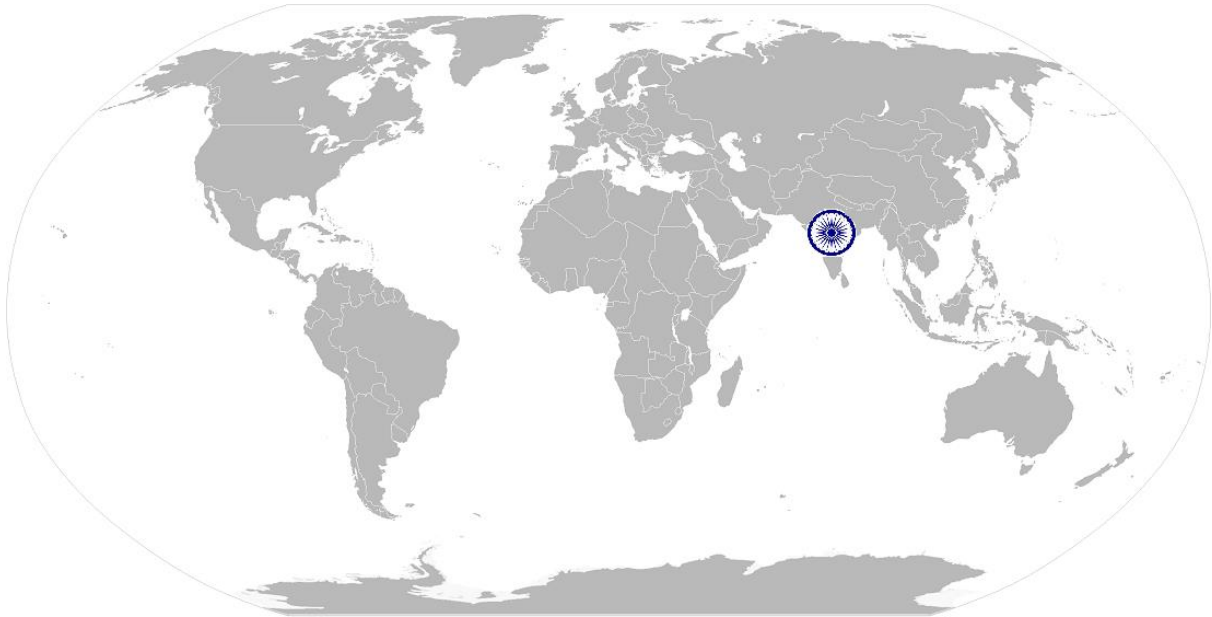
Keywords /Terms	Description
Blueprint	A technical drawing of an architecture or engineering design, typically with measurements and angles of each component
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Construction Schedule	A detailed breakdown of activities for a construction project, with the duration of each activity and organized in sequential order
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
Draftsman	(1) A visual artist who specialises in artistic drawings. Or, (2) A person who prepares technical drawings and plans under the direction of an architect or engineer or designer.
Dress Set	Decorating the set for aesthetic/ visual purposes
Labour Laws	Legal norms governing the relationship between workers, employers, trade unions and the government
Post-production	Post-production is the final finishing phase of the production, where the raw footage is edited, special effects are added, music and sound are integrated, colour correction is done etc.
Props	A property, commonly shortened to prop (plural: props), is an object used on stage or on screen by actors during a performance or screen production. In practical terms, a prop is considered to be anything movable or portable on a stage or a set.
Scale Drawings	A drawing that depicts the accurate dimensions of an object, except they have all been reduced or enlarged by a certain fixed percentage (called the scale).
Screenplay	Screenplay is the script coupled with key characteristics of the scene and directions for acting
Script	Script is a structured narrative of a story
Set	The background/ scenery visible through the camera (for video production) or directly to the spectator (for theatrical production)
Set Etiquette	A set of guidelines that dictate how cast and crew should behave on set and interact with each other
Strike Set	Process of dismantling the set (including moveable items and semi-permanent fixtures), and storing, discarding or returning these items
Timelines	Timelines is a listing of dates by which the production milestones/stages need to be completed
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.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.

Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
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.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
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
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
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.
Unit Code	Unit Code is a unique identifier for an Occupational Standard , which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
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.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
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.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.

Acronyms

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.
Keywords /Terms	Description
CAD	Computer Aided Design
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

This unit is about interpreting the script, developing visual concepts for sets and agreeing on them with the key creative team

MES/ N 3101

Develop Set Design

National Occupational Standard

Unit Code	MES/ N 3101
Unit Title(Task)	Develop Set Design
Description	This OS unit is about interpreting the script, developing visual concepts for sets and agreeing on them with the key creative team
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Developing designs/ visual representations for sets
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Developing designs/ visual representations for sets	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Correctly interpret the script and creative brief, and visualize the sets that need to be created</p> <p>PC2. Carry out research and provide visual references to support specific visualizations of set construction, which may include:</p> <ul style="list-style-type: none"> Hand drawings Graphic designs Computer aided designs (CAD) Physical models <p>PC3. Understand measurements and space requirements, and use this effectively to develop set visualizations (both to scale and otherwise)</p> <p>PC4. Effectively communicate designs to key members of the creative team (Production Designer, Director, Producers) and agree upon a final design</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. The creative vision of the Director and Producer</p> <p>KA2. Key expectations from the shoot, specifics of the location and any key limitations on budget, resources and time availability</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to interpret the script and creative brief and create a set requirement</p> <p>KB2. The use of design tools and concepts to visualize each set (this could include the time period and location where the film is based e.g. 1950s in an Indian village, the overall mood of the film and key scenes to be shot at that set)</p> <p>KB3. How to conduct research and identify appropriate visual references (either of one's own work or material available in the public domain)</p> <p>KB4. The use of hand drawing and computer design techniques to create set visualizations/ concepts</p> <p>KB5. How to present one's ideas/ concepts to the creative team (Production Designer, Director and Producer)</p> <p>KB6. The implications of each set visualization/ concept on key aspects of production e.g. time, materials, location and budget</p> <p>KB7. Appropriate modifications/ alternatives to set concepts based on any constraints/ limitations</p> <p>KB8. Available post production techniques that can be used to enhance the set and reinforce the mood of filming, and the corresponding impact on the set construction schedule and budget</p> <p>KB9. Applicable health and safety guidelines, and ensuring that the selected set designs minimize any risks to the individual's own health and safety as well as those of the production cast and crew</p>

MES/ N 3101

Develop Set Design

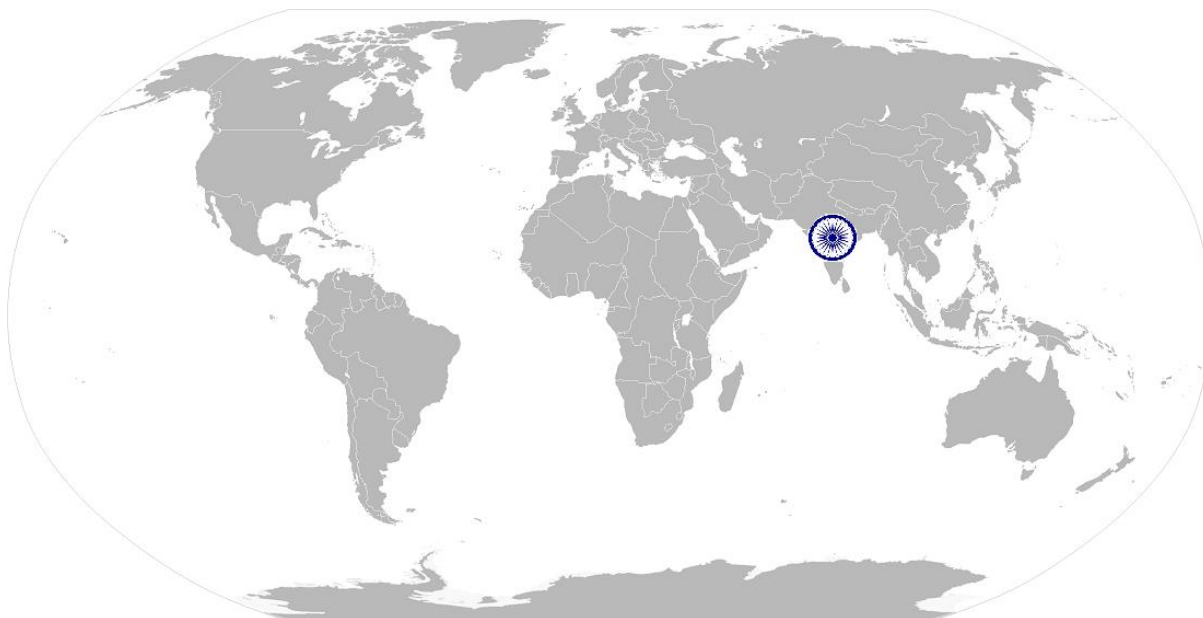
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare set and items lists based on the requirements of the script SA2. Use hand drawing and computer design techniques to create set visualizations
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Interpret the script and creative brief SA4. Read relevant research and identify visual references
	Oral Communication (Listening and Speaking skills)
The user/individual on the job needs to know and understand how to: SA5. Understand the creative vision of the Director and Producer SA6. Understand any constraints/ limitations that affect the set design (e.g. time, people, materials, location, budget) SA7. Communicate effectively with the Production Designer, Director and Producer and propose alternatives and agree on key decisions	
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. choice of visual references, set construction techniques etc.
	Plan and Organize
	The user/individual on the job needs to know and understand: SB2. Plan his/her work according to the requirements and agreed timelines SB3. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. Identify any problems with successful execution of the task and resolve them in consultation with the Production Designer (and where required, the Director and Producer)
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. How to assess the impact of selecting different production techniques on the time, location and budget of the set design
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Appraise the quality of the designs to ensure they are 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: SB7. How to prepare a set design that meets all the artistic or communication aims of the project	

MES/ N 3101

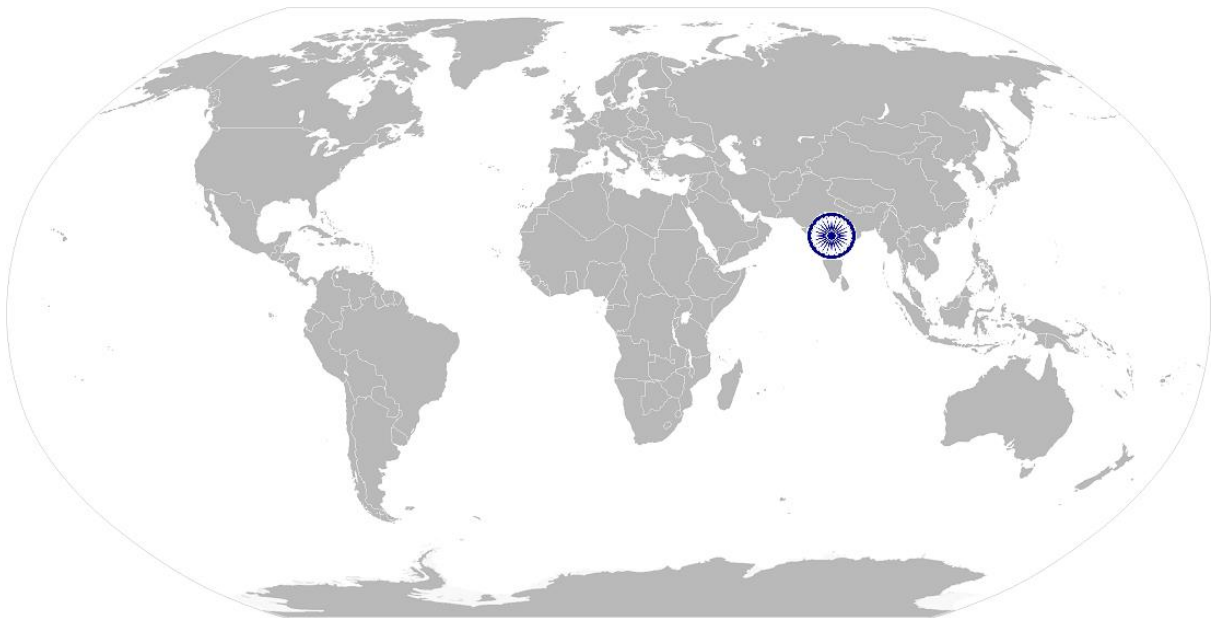
Develop Set Design

NOS Version Control

NOS Code	MES/ N 3101		
Credits (NSQF)	TBD	Version number	1.0
Industry	Media and Entertainment	Drafted on	22/02/15
Industry Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about translating set visual concepts into scale drawings, detailed set blueprints and a plan for executing construction of the set

MES/ N 3102

Prepare a Set Construction Plan

National Occupational Standard

Unit Code	MES/ N 3102
Unit Title(Task)	Prepare a Set Construction Plan
Description	This OS about translating set visual concepts into scale drawings, detailed set blueprints and a plan for executing construction of the set
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Translating set designs/ visual representations
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Translating set designs/ visual representations	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Correctly interpret the script, creative brief and set visualization – in order to create a comprehensive set requirement PC2. Take measurements on location and detail out different aspects of each set through scale drawings, blueprints (by hand or CAD) or physical models PC3. Research and understand construction techniques including painting, carpentry and plasterwork to accurately specify requirements PC4. Develop a construction schedule and budget for each set – detailing out the time, material and resources require to complete the project
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 of the Director and Producer KA2. Key expectations from the shoot, specifics of the location and any key limitations on budget, resources and time availability
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to interpret the script and creative brief and create a set requirement KB2. How to take measurements at the location where sets are expected to be installed, and how to account for additional space required for filming, workspaces and storage (for e.g. minimum height required to accommodate mounted/ rigged cameras) KB3. The use of hand drawing and computer design techniques to create detailed, three-dimensional set drawings/ blueprints to scale. (The ability to supervise a team of draftsmen who create scale drawings using CAD is also important) KB4. Applicable construction techniques including painting, carpentry and plasterwork that are required to build the set KB5. The implications of each set design on key aspects of production e.g. time, materials, location and budget KB6. Techniques to reduce the cost of set construction, given that production requirements are usually to create low cost/ artificial/ temporary construction KB7. Available post production techniques that can be used to enhance the set and reinforce the mood of filming, and the corresponding impact on the set construction schedule and budget KB8. How to break down CAD drawings/ blueprints into a list of activities in sequence and translate them into a construction schedule KB9. How to create a materials list (bill of quantities) and a construction budget,

MES/ N 3102

Prepare a Set Construction Plan

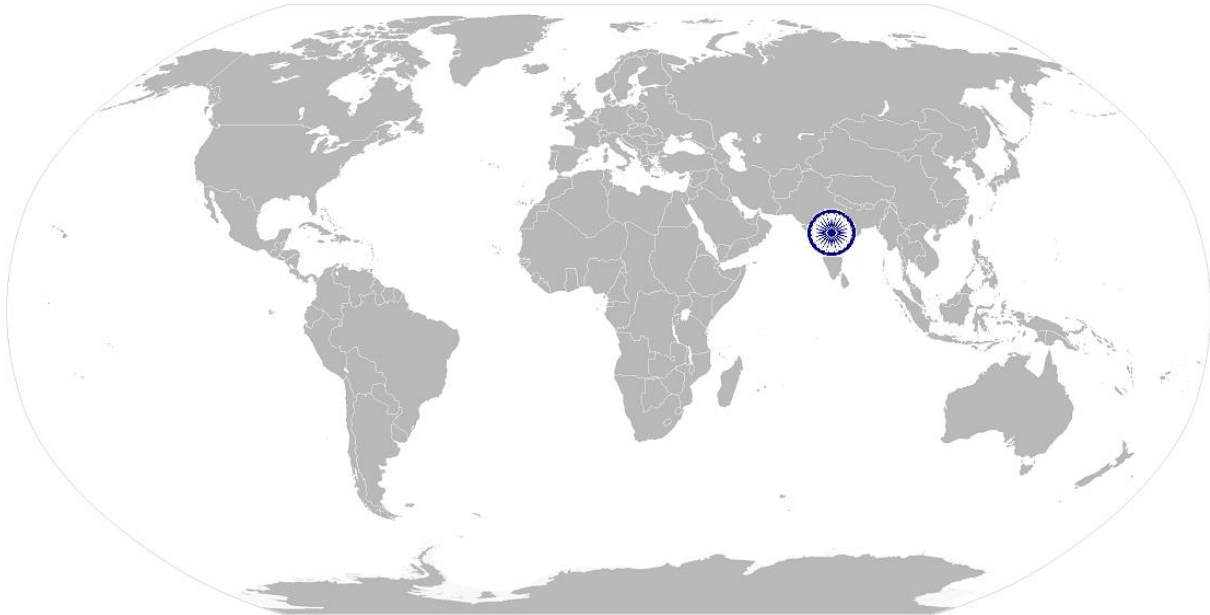
	<p>based on information provided in CAD drawings/ blueprints</p> <p>KB10. Applicable health and safety guidelines, and ensuring that the materials list and construction schedule minimize any risks to the individual's own health and safety as well as those of the production cast and crew</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Use hand drawing and computer design techniques to create set blueprints</p> <p>SA2. Prepare construction schedules, material lists and budgets (either by hand or using software like MS Excel, MS Project etc.)</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Interpret the script, creative brief and set designs</p> <p>SA4. Read and check construction schedules, material lists and budgets</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Understand the creative vision of the Director and Producer</p> <p>SA6. Understand any constraints/ limitations that affect the set design (e.g. time, people, materials, location, budget)</p> <p>SA7. Communicate effectively with the Production Designer, Director and Producer and propose alternatives and agree on key decisions</p>
	B. Professional Skills
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make relevant decisions related to the area of work e.g. set construction techniques, planning and sequencing of tasks etc.</p>	
Plan and Organize	
<p>The user/individual on the job needs to know and understand:</p> <p>SB2. Plan the construction schedule in a cost-effective and time sensitive manner</p> <p>SB3. Budgeting and planning techniques for construction, in order to ensure that set construction in line with the agreed budget</p>	
Problem Solving	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Identify any problems with successful execution of the task and resolve them in consultation with the Production Designer (and where required, the Director and Producer)</p>	
Analytical Thinking	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. How to assess the impact of selecting different production techniques, cast, crew, vendors and suppliers on the time, location and budget of the set</p>	
Customer Centricity	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. prepare a work schedule/ sequence that meets all the artistic or communication aims of the project</p>	
Critical Thinking	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. Appraise the quality of the production to ensure it is in line with the expected quality standards and suggest areas of improvement, if required.</p>	

MES/ N 3102

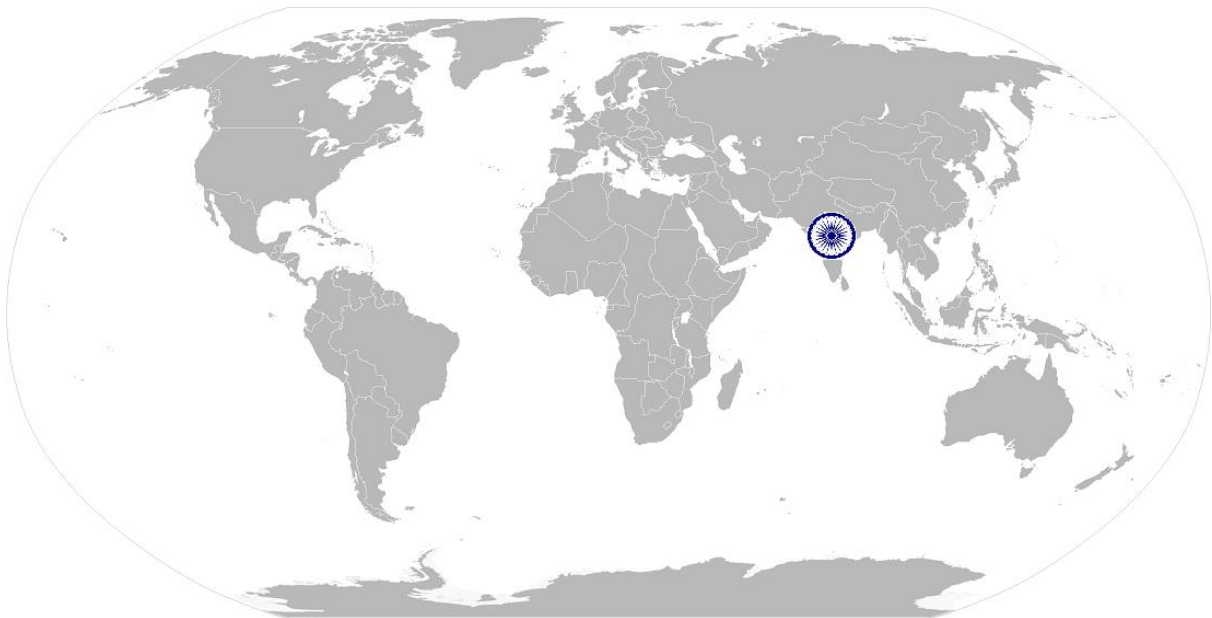
Prepare a Set Construction Plan

NOS Version Control

NOS Code	MES/ N 3102		
Credits (NSQF)	TBD	Version number	1.0
Industry	Media and Entertainment	Drafted on	22/02/15
Industry Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about commissioning a team to construct the set, procuring required materials and tools and monitoring the progress of construction

MES/ N 3103

Commission and Supervise Set Construction

National Occupational Standard

Unit Code	MES/ N 3103
Unit Title (Task)	Commission and Supervise Set Construction
Description	This OS about commissioning a team to construct the set, procuring required materials and tools and monitoring the progress of construction
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Commissioning a construction team and procuring materials and tools • Briefing the construction supervisors • Monitoring the progress of set construction
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Commissioning a construction team and procuring materials and tools	To be competent, the user/individual on the job must be able to: PC1. Recruit the right construction team PC2. Procure materials and tools, in a cost-effective and timely manner
Briefing the construction supervisors	PC3. Provide instructions and guidance on the key tasks to be carried out by the set construction team, and ensuring items are transported safely and securely to the location of the set
Monitoring the progress of set construction	PC4. Closely monitor the construction schedule and budget, to ensure that the project is delivered on time and within the agreed budget
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 Director and Producer KA2. Key expectations from the shoot, specifics of the location and any key limitations on budget, resources and time availability KA3. Key processes related to procurement and budgetary approval e.g. submission of bills for items procured to the Finance department
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Applicable construction techniques including painting, carpentry and plasterwork that are required to build the set KB2. Techniques to reduce the cost of set construction, given that production requirements are usually to create low cost/ fake/ temporary construction KB3. Available construction crew in the market, their suitability for the project and implications on the construction budget KB4. How to recruit a construction team including supervisors and workmen, negotiate salary/ wages and contract terms KB5. Applicable union rules and labour laws that may apply to construction crews KB6. Available material and tool suppliers, their suitability for the project and implications on the construction budget KB7. Techniques to procure materials and tools in a cost-effective manner KB8. Appropriate modes of transport and storage to bring construction materials

MES/ N 3103

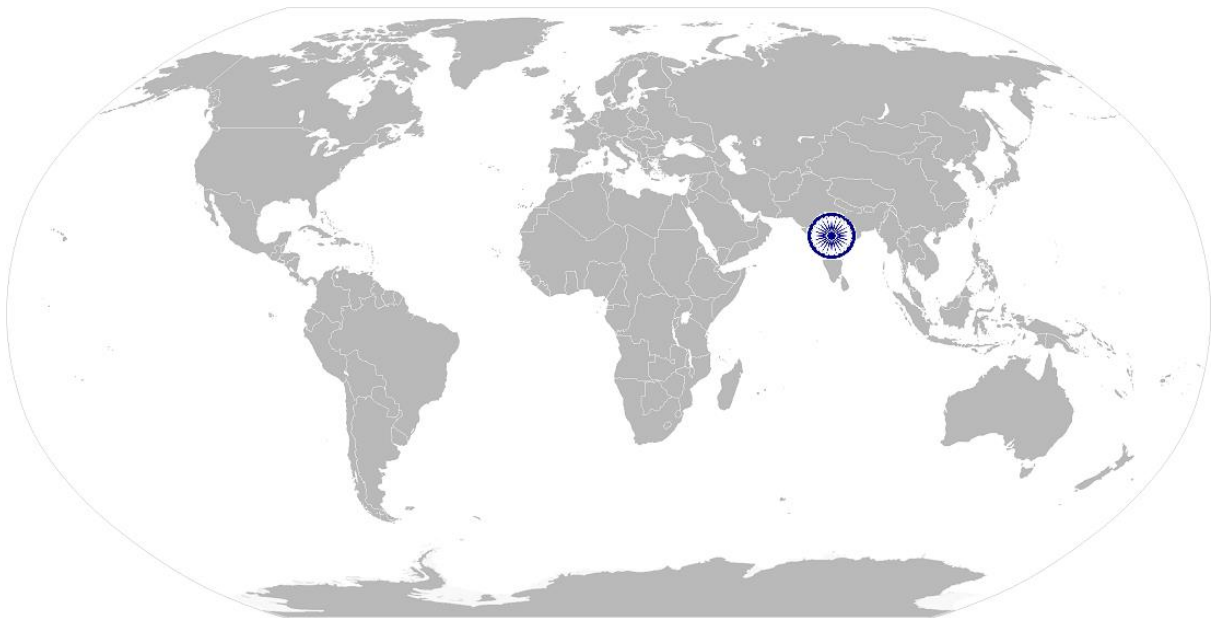
Commission and Supervise Set Construction

	<p>and tools safely and securely to the location</p> <p>KB9. How to communicate the design brief to construction supervisors</p> <p>KB10. Techniques for tracking progress and ensuring that deadlines are being met as laid out in the construction schedule</p> <p>KB11. Available post production techniques that can be used to enhance the set and reinforce the mood of filming, and the corresponding impact on the set construction schedule and budget</p> <p>KB12. Applicable health and safety guidelines, and ensuring that the set construction schedule minimize any risks to the individual's own health and safety as well as those of the production cast and crew</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare construction schedules, material lists and budgets (either by hand or using software like MS Excel, MS Project etc.)</p> <p>SA2. Prepare progress updates and highlight any variance with respect to time or budget (either using handwritten updates or using software like MS Word, MS Excel, MS Project etc.)</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read and check recruitment-related documentation (CVs, past projects, employment contracts, union guidelines/ norms)</p> <p>SA4. Read and check construction schedules, material lists and budgets</p>
	Oral Communication (Listening and Speaking skills)
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Understand the creative vision of the Director and Producer</p> <p>SA6. Understand any constraints/ limitations that affect the set design (e.g. time, people, materials, location, budget)</p> <p>SA7. Communicate effectively with the construction crew (supervisors of key crafts like carpentry, painting etc.), propose alternatives and agree on key decisions</p> <p>SA8. Communicate effectively with the Production Designer, Director and Producer and propose alternatives and agree on key decisions (especially on aspects related to construction delays and/ or budgetary overruns)</p>	
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make relevant decisions related to the area of work e.g. set construction techniques, planning and sequencing of tasks etc.</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand:</p> <p>SB2. Plan the construction schedule in a cost-effective and time sensitive manner</p> <p>SB3. Track the budget and schedule – to ensure that set construction remains within the agreed budget and is delivered on time</p>
Problem Solving	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Identify any problems with successful execution of the task and resolve them in consultation with the construction crew (and where required, the Production Designer, Director and Producer)</p>	

MES/ N 3103

Commission and Supervise Set Construction

	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB5. check that set designed and constructed meets project requirements
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Appraise the quality of the set construction to ensure it is in line with the initial concept and quality standards
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Have a keen eye for detail and maintain an aesthetic sense towards the final output

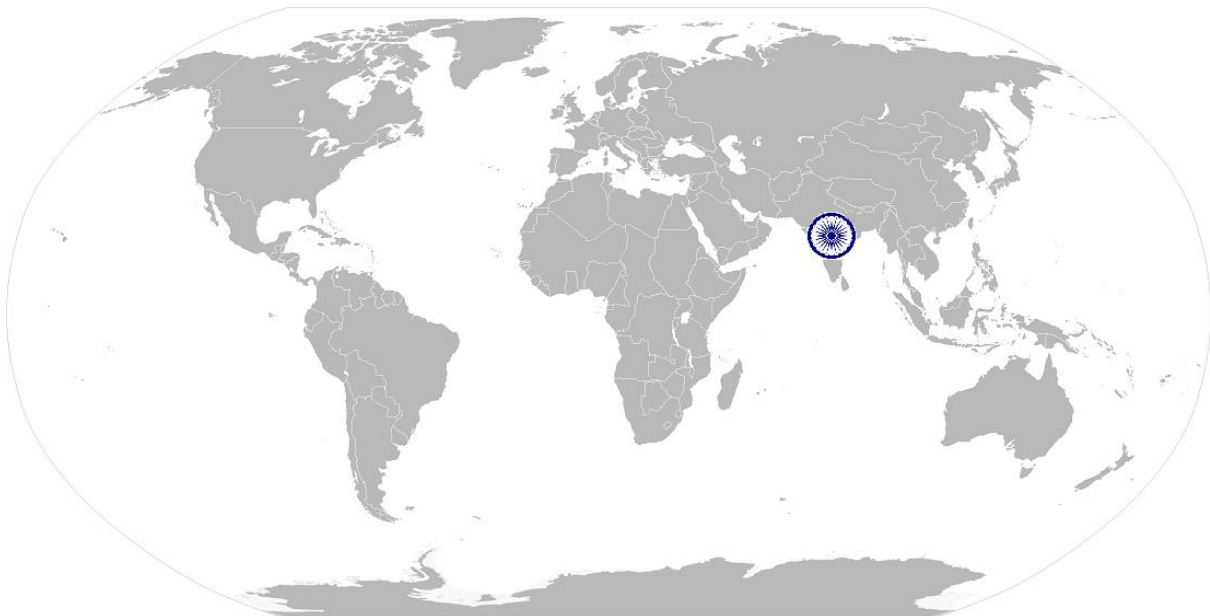


MES/ N 3103

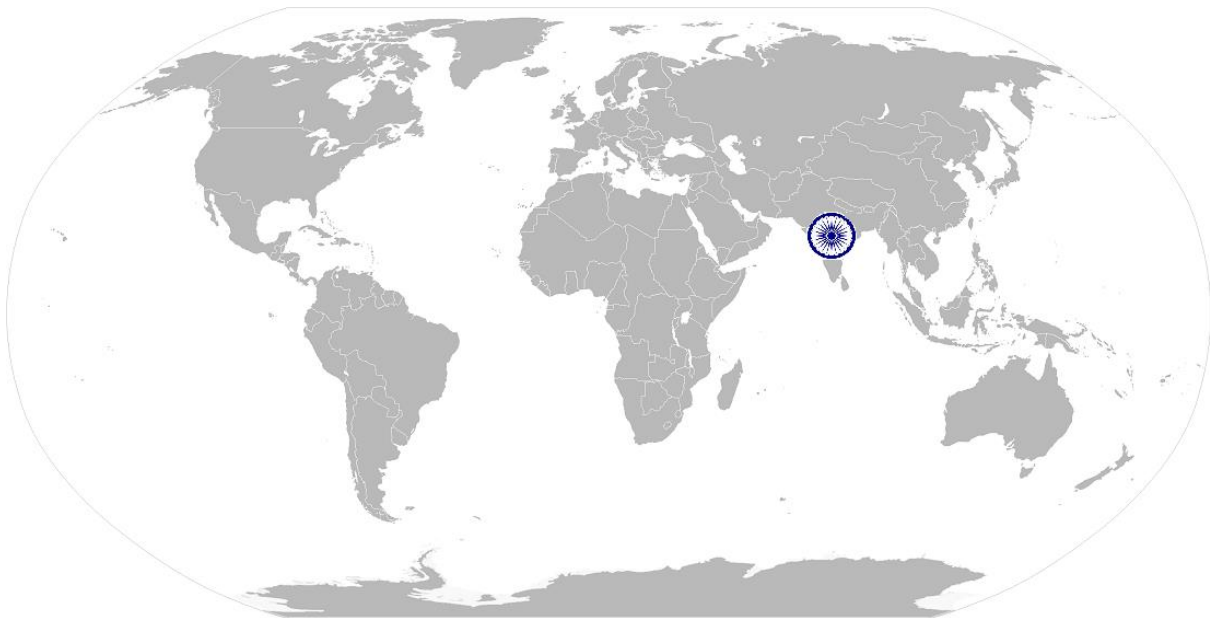
Commission and Supervise Set Construction

NOS Version Control

NOS Code	MES / N 3103		
Credits (NSQF)	TBD	Version number	1.0
Industry	Media and Entertainment	Drafted on	22/02/15
Industry Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about ensuring that all elements of set construction are complete and that the set has been dressed correctly for the shoot

MES/ N 3104

Check Set Completion prior to Shoot

National Occupational Standard

Unit Code	MES/ N 3104
Unit Title(Task)	Check Set Completion prior to Shoot
Description	This OS unit is about ensuring that all elements of set construction are complete and that the set has been dressed correctly for the shoot
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Reviewing set completion prior to shoot and ensuring the following are in place: • Supervising any changes to set
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Reviewing set completion	To be competent, the user/individual on the job must be able to: <p>PC1. Correctly interpret set drawings/ designs and the list of items</p> <p>PC2. Confirm that the dressed set is in line with the requirements set out in the brief, including:</p> <ul style="list-style-type: none"> • Elements of set construction (to be completed by the construction team) • Set furnishings (to be completed by the Set Decorator) • Props (to be completed by the Props Master)
Supervising any changes to set	<p>PC3. Prepare a plan, as appropriate, of necessary changes to the set which may be executed in the required schedules and budget</p> <p>PC4. Supervise the construction and set design team to make any changes that are required in order to complete dressing the set, which may include:</p> <ul style="list-style-type: none"> • Installation/placement based on the design brief • Availability of items
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: <p>KA1. The key expectations from the shoot, specifics of the location and any key limitations on budget, resources and time availability</p> <p>KA2. Set etiquette (how to behave on set) and the role and contribution of other related departments working on the set</p> <p>KA3. Leadership skills to supervise own team (construction staff, set decorator and props master)</p>
B. Technical Knowledge	The user/individual on the job needs to know and understand: <p>KB1. The requirement for different types of set furnishings and props and their intended use</p> <p>KB2. How to interpret set drawings/ designs and item lists to assess if the set has been dressed correctly for a specific shoot. Rough drawings/ sketches may be used to mark location/ placement</p> <p>KB3. How to supervise the construction team to make required changes to set construction aspects</p> <p>KB4. How to supervise the set decoration/ other support staff to correctly place and install semi-permanent and moveable items (set furnishings and props)</p> <p>KB5. How to propose substitutes/ alternatives to items based on any constraints/ limitations during filming</p> <p>KB6. Applicable health and safety guidelines, and ensuring that the overall set design and installation/ placement of items minimizes any risks to the individual's own health and safety, and those of the production cast and crew</p>

MES/ N 3104

Check Set Completion prior to Shoot

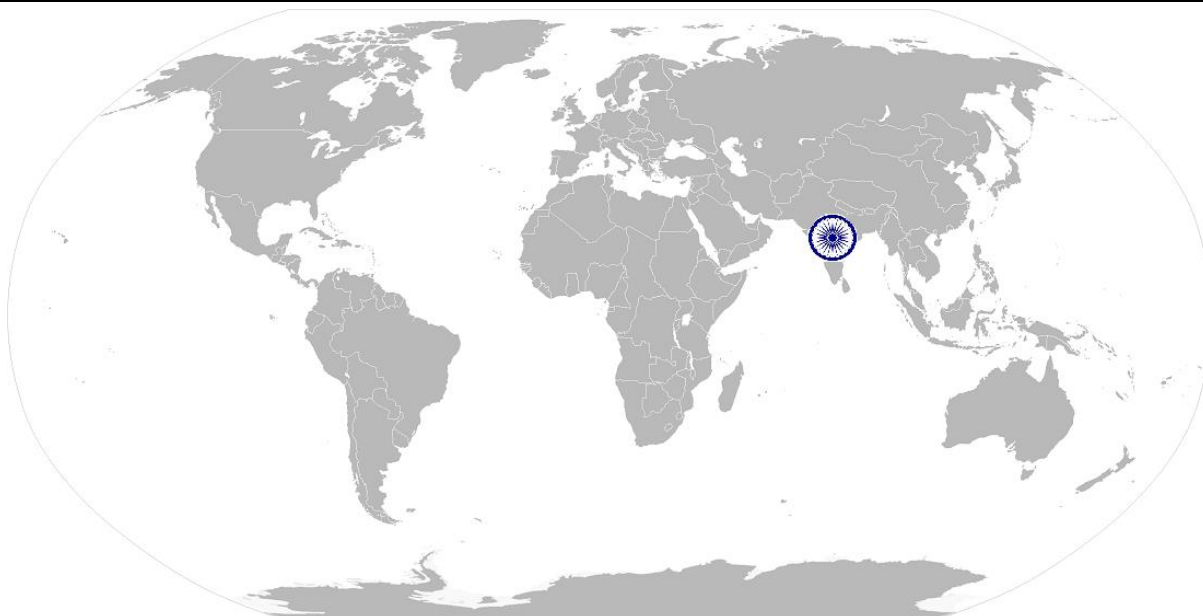
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare basic to-do lists/ rough sketches to ensure that all elements of dressing the set have been attended to
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Interpret set drawings/ designs SA3. Read item lists and script mark ups
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. Understand the creative vision of the Director and Producer SA5. Understand any constraints/ limitations that affect the installation and placement of set furnishings and props (e.g. time, people, materials, budget) SA6. Communicate effectively with own team and the Production Designer, propose alternatives and agree on key decisions
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. set construction changes, installation methods, placement of items etc.
	Plan and Organize
	The user/individual on the job needs to know and understand: SB2. Plan his/her work according to the requirements and agreed timelines SB3. Supervise construction team and support staff on installation and placement
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. Identify any problems with successful execution of the task and resolve them in consultation with the Production Designer (and where required, the Director and Producer)
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB5. check that your own work meets project requirements
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Have a keen eye for detail and maintain an aesthetic sense towards the final output
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB7. Appraise the quality of set to ensure it is in line with the initial concept and quality standards	

MES/ N 3104

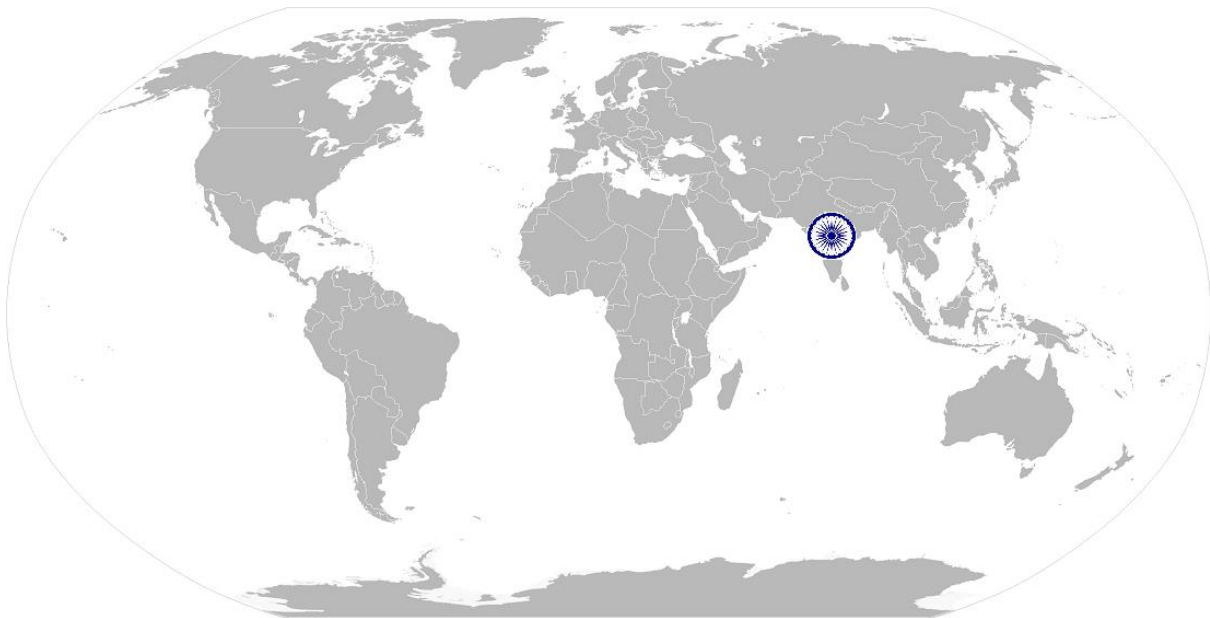
Check Set Completion prior to Shoot

NOS Version Control

NOS Code	MES/ N 3104		
Credits (NSQF)	TBD	Version number	1.0
Industry	Media and Entertainment	Drafted on	22/02/15
Industry Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about packing up items on set after the shoot is over (striking the set) and ensuring items are returned or disposed of correctly

MES/ N 3105

Wrap-up Set and Return/ Dispose of Items

National Occupational Standard

Unit Code	MES/ N 3105
Unit Title (Task)	Wrap-up Set and Return/ Dispose of Items
Description	This OS unit is about packing up items on set after the shoot is over (striking the set) and ensuring items are returned or disposed of correctly
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Packing-up various items and ensuring they are returned and disposed of correctly <p>Note: This task can be undertaken by different members of the Set Crafts department, depending on the scale and complexity of the project. Eg: On large projects, an Art Director may participate in a supervisory capacity, while Set Decorators, Dressers, Assistants etc could be responsible for the physical return/disposal etc of items.</p>
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Packing-up various items and ensuring they are returned and disposed of correctly	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Based on the script and production schedule prepare a schedule or to-do list summarizing key activities relating to pack-up/ striking the set, as appropriate to the role</p> <p>PC2. Supervise, or assist, support staff in striking the set, which may include:</p> <ul style="list-style-type: none"> • Furniture • Soft furnishings • Wallpaper • Lighting fixtures • Decorative items • Hand props and featured props • Any other elements of the set that are not being struck by other teams <p>PC3. Ensure, personally or in a supervisory capacity, that all set items are returned or disposed of as planned</p> <p>PC4. Ensure, personally or in a supervisory capacity, that necessary documentation, refunds, payments etc are maintained</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. The key expectations from the shoot, specifics of the location and any key limitations on budget, resources and time availability</p> <p>KA2. Relevant organizational processes for return of items, collecting security refunds, disposal/ sale of items etc.</p>

MES/ N 3105

Wrap-up Set and Return/ Dispose of Items

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The requirement for different types of set furnishings and props and their intended use</p> <p>KB2. How to prepare a to-do-list/ schedule for striking the set (based on the script and production schedule)</p> <p>KB3. How to determine whether items need to be (1) returned, (2) retained/ stored for later, (3) disposed of/ discarded or (4) sold to other parties</p> <p>KB4. How to ensure that any items required for continuity are correctly stored and transported to the next set/ location</p> <p>KB5. How to arrange for packing and moving staff to remove items from set and transport them onward (to suppliers, disposal facilities, buyers etc.)</p> <p>KB6. How to personally take down items and/ or supervise support staff in striking the set</p> <p>KB7. How to check the list of struck items against the original inventory list, and account for items that are misplaced or damaged</p> <p>KB8. How to correctly load and unload (or supervise loading and unloading) items to ensure that items are not damaged</p> <p>KB9. How to return, sell or dispose of items as planned, receive payments (e.g. security deposit refunds, proceeds from sale) and submit documents and payments to the Finance/ Production department</p> <p>KB10. How to update the items list with details of return/ sale/ disposal and submit this to the Finance/ Production department for closure</p> <p>KB11. Applicable health and safety guidelines, and ensuring that the removal and dismantling of set furnishings and props from the location minimizes any risks to the individual's own health and safety as well as those of the production cast and crew</p>
<p>Skills (S)</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. Prepare a to-do list/ schedule for striking the set</p> <p>SA2. Record details of return/ sale/ disposal against each item on the inventory list</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read the script, production schedule and item lists</p> <p>SA4. Read receipts from vendors and buyers that take back set items to ensure that the information captured is correct</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>SA5. Understand any constraints/ limitations that could affect the schedule for striking the set (e.g. time, people, materials, budget)</p> <p>SA6. Communicate effectively with the head of department, propose alternatives and agree on key decisions</p>
<p>B. Professional Skills</p>	<p>Decision Making</p>

	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. methods for removal and dismantling of items, choice of buyers etc.
	Plan and Organize
	The user/individual on the job needs to know and understand: SB2. Plan his/her work according to the requirements and agreed timelines SB3. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. Identify any problems with successful execution of the task SB5. Communicate these to the head of department and identify solutions
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Have a keen eye for detail and maintain an aesthetic sense towards the final output
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB7. re-use the set properties accordingly.
	Customer Centricity
The user/individual on the job needs to know and understand how to: SB8. Manage within the agreed budget and minimize overruns	

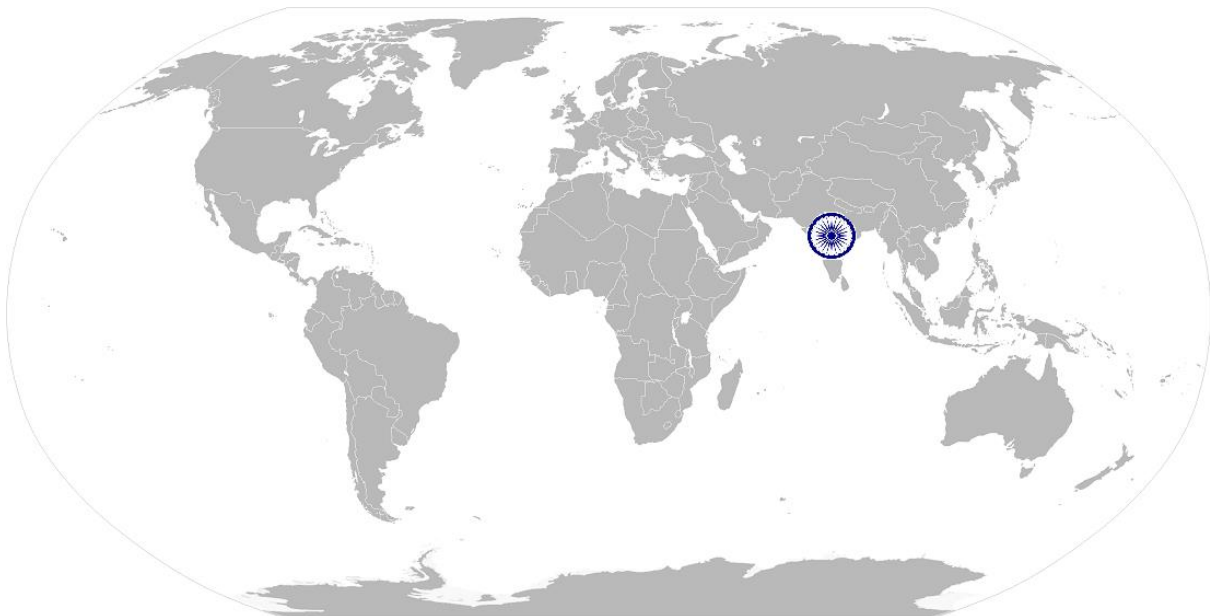


MES/ N 3105

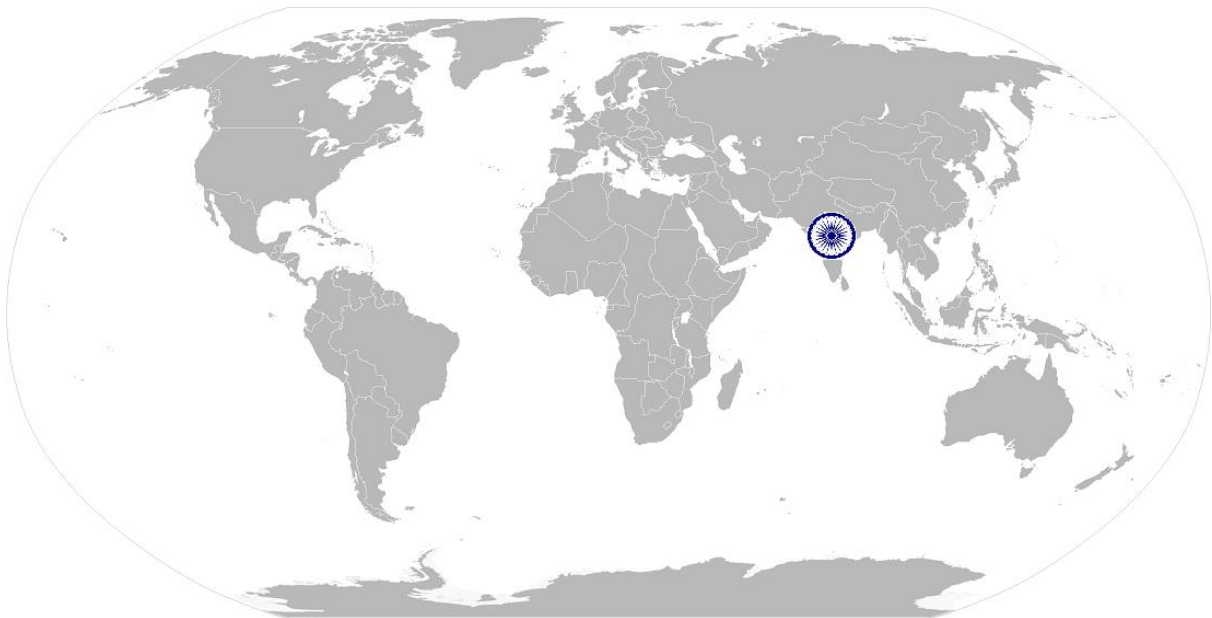
Wrap-up Set and Return/ Dispose of Items

NOS Version Control

NOS Code	MES/ N 3105		
Credits(NSQF)	TBD	Version number	1.0
Industry	Media and Entertainment	Drafted on	22/02/15
Industry Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20



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	<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 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 organisation'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 organisational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organisation'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. Organisation'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

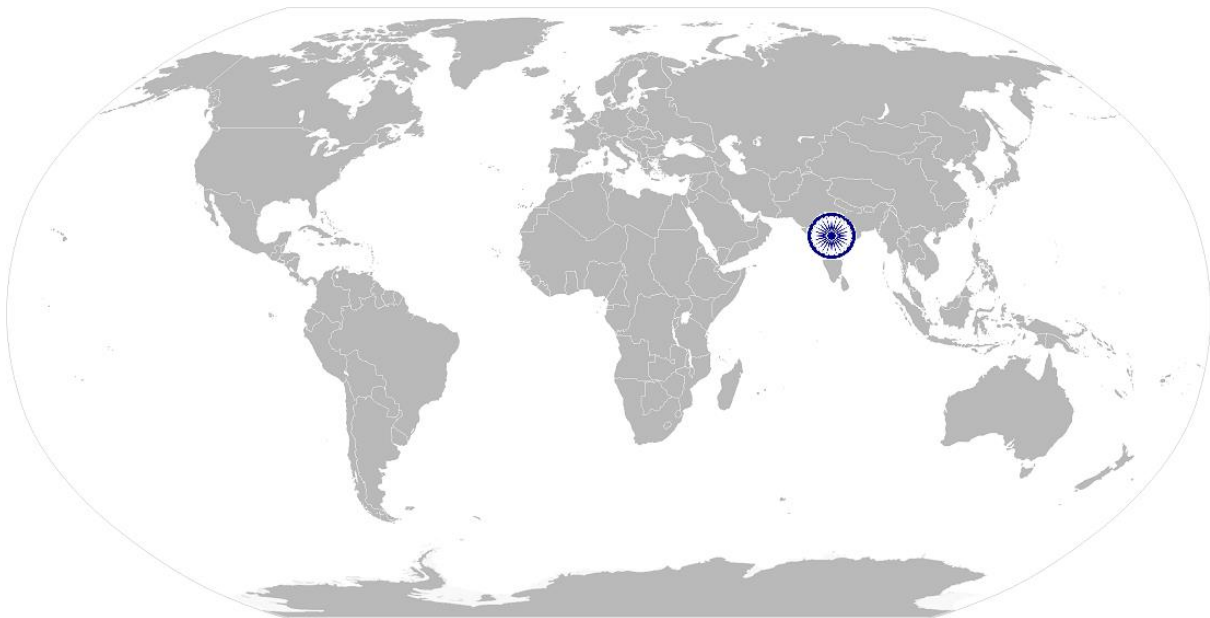
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <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 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 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	22/02/15
Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	20/03/18
Occupation	Set Crafts	Next review date	20/03/20

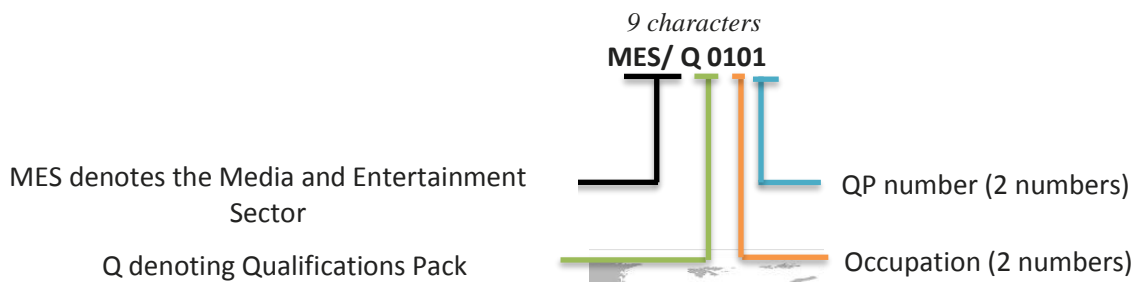


Qualifications Pack For Art Director

Annexure

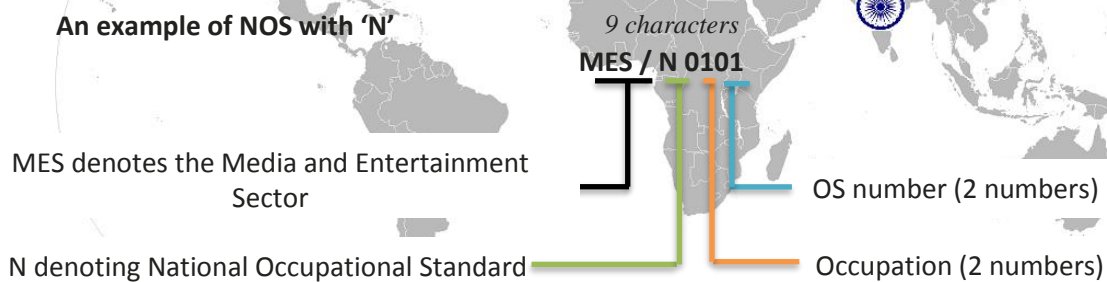
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

Qualifications Pack For Art Director

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



Art Director Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Art Director

Qualification Pack: MES Q 3102

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 3101	Develop the Set Design	25%
2	MES/ N 3102	Prepare a Set Construction Plan	20%
3	MES/ N 3103	Commission and Supervise Set Construction	20%
4	MES/ N 3104	Check Set Completion prior to Shoot	15%
5	MES/ N 3105	Wrap-up Set and Return or Dispose of Items	10%
6	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

Art Director Assessment Criteria

Assessment outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/ N 3101 (Develop the Set Design)	PC1. Correctly interpret the script and creative brief, and visualize the sets that need to be created	100	25	7	70
	PC2. Carry out research and provide visual references to support specific visualizations of set construction, which may include: Hand drawings Graphic designs Computer aided designs (CAD) Physical models		25	8	
	PC3. Understand measurements and space requirements, and use this effectively to develop set visualizations (both to scale and otherwise)		25	8	
	PC4. Effectively communicate designs to key members of the creative team (Production Designer, Director, Producers) and agree upon a final design		25	7	
		Total	100	30	70
Assessment outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/ N 3102 (Prepare a Set Construction Plan)	PC1. Correctly interpret the script, creative brief and set visualization – in order to create a comprehensive set requirement	100	25	7	70
	PC2. Take measurements on location and detail out different aspects of each set through scale drawings, blueprints (by hand or CAD) or physical models		25	8	
	PC3. Research and understand construction techniques including painting, carpentry and plasterwork to accurately specify requirements		25	8	
	PC4. Develop a construction schedule and budget for each set – detailing out the time, material and resources require to complete the project)		25	7	
		Total	100	30	70
Assessment outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/N 3103	PC1. Recruit the right construction team	100	25	7	70
	PC2. Procure materials and tools, in a cost-effective and timely manner		25	8	

Art Director Assessment Criteria

(Commission and Supervise Set Construction)	PC3. Provide instructions and guidance on the key tasks to be carried out by the set construction team, and ensuring items are transported safely and securely to the location of the set		25	8	
	PC4. Closely monitor the construction schedule and budget, to ensure that the project is delivered on time and within the agreed budget		25	7	
		Total	100	30	70
Assessment outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/N 3104 (Check Set Completion prior to Shoot)	PC1. Correctly interpret set drawings/ designs and the list of items	100	25	7	70
	PC2. Confirm that the dressed set is in line with the requirements set out in the brief, including: Elements of set construction (to be completed by the construction team) Set furnishings (to be completed by the Set Decorator) Props (to be completed by the Props Master		25	8	
	PC3. Prepare a plan, as appropriate, of necessary changes to the set which may be executed in the required schedules and budget		25	8	
	PC4. Supervise the construction and set design team to make any changes that are required in order to complete dressing the set, which may include: Installation/ placement based on the design brief and Availability of items		25	7	
		Total	100	30	70
Assessment outcome	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/N 3105 (Wrap-up Set and Return/ Dispose of Items)	PC1. Based on the script and production schedule prepare a schedule or to-do list summarizing key activities relating to pack-up/ striking the set, as appropriate to the role	100	25	10	70
	PC2. Supervise, or assist, support staff in striking the set, which may include: Furniture, Soft furnishings, Wallpaper, Lighting fixtures, Decorative items, Hand props and featured props, Any other elements of the set that are not being struck by other teams		25	10	
	PC3. Ensure, personally or in a supervisory capacity, that all set items are returned or disposed of as planned		25	5	
	PC4. Ensure, personally or in a supervisory capacity, that necessary documentation,		25	5	

Art Director Assessment Criteria

	refunds, payments etc. are maintained				
		Total	100	30	70

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	



Art Director Assessment Criteria

