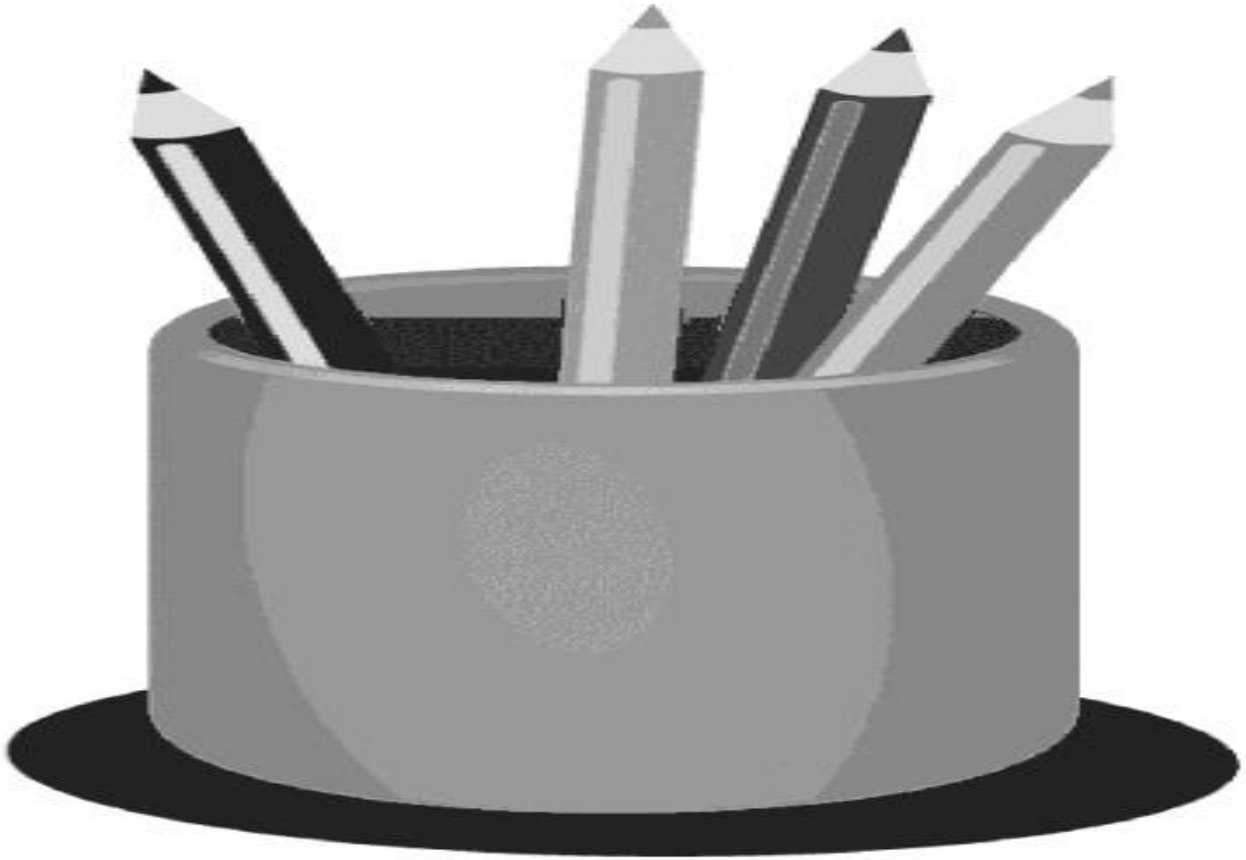




## Qualification Pack



# Art Director (Animation And Gaming)

QP Code: MES/Q0501

Version: 2.0

NSQF Level: 6

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,  
New Delhi  
110025



## Qualification Pack

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## Qualification Pack

### MES/Q0501: Art Director (Animation And Gaming)

#### 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.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [MES/N0501: Understand the Script](#)
2. [MES/N0511: Conceptualise creative style](#)
3. [MES/N0512: Manage the production process](#)
4. [MES/N0104: Maintain Workplace Health & Safety](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Animation, Gaming
<b>Occupation</b>	Art Director
<b>Country</b>	India
<b>NSQF Level</b>	6
<b>Credits</b>	NA
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO 2015- 2166.0111



## Qualification Pack

<b>Minimum Educational Qualification &amp; Experience</b>	Graduate with 3 Years of experience OR Certificate-NSQF (Game Artist NSQF Level-5 ) with 3 Years of experience
<b>Minimum Level of Education for Training in School</b>	12th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	22 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	27/01/2027
<b>NSQC Approval Date</b>	27/01/2022
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2022/ME/MESC/05195
<b>NQR Version</b>	1.0

### Remarks:



## Qualification Pack

### MES/N0501: Understand the Script

#### Description

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

#### Elements and Performance Criteria

##### *Interpret the script/ brief/ storyboard correctly*

To be competent, the user/individual on the job must be able to:

- PC1.** understand the artistic and communication goals of the script, brief or storyboard with respect to the individuals 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 individuals role and its requirements
- PC5.** understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individuals 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*

To be competent, the user/individual on the job must be able to:

- PC8.** liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc) to better understand script elements, as appropriate

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the creative vision and elements of production relating to the job role
- KU2.** the project pipeline/schedule and timelines with respect to the individuals role
- KU3.** the intended purpose/ end-use of the models/ designs that need to be created by the individual
- KU4.** principles of animation
- KU5.** how to assess the script and its artistic and communication goals
- KU6.** how to extract and interpret relevant information regarding the scripts vision
- KU7.** how to discuss and understand relevant information regarding the concepts vision from relevant personnel (Art Director, Producers, Animation Supervisor etc)



## Qualification Pack

- KU8.** how to research and tap into the sources for procuring information/ background material that will enhance understanding of the concept
- KU9.** applicable copyright norms and intellectual property rights
- KU10.** applicable health and safety guidelines

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document notes while understanding the brief, requirements and specifications to refer to during the production process
- GS2.** read and understand the script/ brief/ storyboard
- GS3.** research links, videos, artwork etc. that can be used as references
- GS4.** understand the central idea and the concept of the script
- GS5.** 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
- GS6.** critically analyse the various elements of the script and the work that may be required in relevance with the individuals role

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interpret the script/ brief/ storyboard correctly</i>	<b>45</b>	<b>45</b>	-	-
<b>PC1.</b> understand the artistic and communication goals of the script, brief or storyboard with respect to the individuals role	10	5	-	-
<b>PC2.</b> be aware of the intended medium and target audience, and how this may affect animation processes	5	10	-	-
<b>PC3.</b> understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)	5	5	-	-
<b>PC4.</b> understand the requirements according to the scripts (number, types, duplicates etc.) based on the individuals role and its requirements	5	5	-	-
<b>PC5.</b> understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individuals role and its requirements	10	5	-	-
<b>PC6.</b> understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.)	5	5	-	-
<b>PC7.</b> 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	5	10	-	-
<i>Liaise with the team to improve understanding</i>	<b>5</b>	<b>5</b>	-	-
<b>PC8.</b> liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc) to better understand script elements, as appropriate	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0501
<b>NOS Name</b>	Understand the Script
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Animation, Gaming
<b>Occupation</b>	Art and Design
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	29/10/2014
<b>Next Review Date</b>	24/02/2027
<b>NSQC Clearance Date</b>	24/02/2022





## Qualification Pack

### MES/N0511: Conceptualise creative style

#### Description

This OS unit is about conceptualizing the creative style for production

#### Elements and 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*

To be competent, the user/individual on the job must be able to:

**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*

To be competent, the user/individual on the job must be able to:

**PC4.** ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the profile and preferences of the target audience

**KU2.** the objective and outcomes of the production i.e. commercial success, public service, information dissemination, audience engagement etc.

**KU3.** the production budget and timelines

**KU4.** perspective drawings and architectural drawings

**KU5.** the principles of composition

**KU6.** the principles of visual design

**KU7.** basics of indian art and crafts

**KU8.** the trends and sources of reference work-products that closely relate to the style and technique that needs to be produced

**KU9.** how to develop original and creative ideas to set the creative look of the production

**KU10.** the technical requirements of the medium in which the production will be exhibited

**KU11.** how to work on software such as adobe photoshop, gimp, coral painter etc.

**KU12.** the sources for research and reference material

**KU13.** how to balance the creative aspects in line with budgets

**KU14.** applicable copyright norms and intellectual property rights

**KU15.** applicable health and safety guidelines



## Qualification Pack

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document descriptions on the style, to help present to the director and producer
- GS2.** document the design brief to be used as a reference document for team-members
- GS3.** use basic office tools such as microsoft word, excel and powerpoint
- GS4.** read and understand the script to determine style requirements
- GS5.** research the profile and characteristics of the target audience, industry, genre, region, culture etc.
- GS6.** keep apprised of trends and work-products that appeal to different types of audiences
- GS7.** research links, videos, artwork etc. that can be used as references during the production process
- GS8.** research styles and looks for developing the creative style
- GS9.** communicate clearly in English
- GS10.** describe and discuss the creative style with the director and producer and solicit their feedback
- GS11.** discuss factors that will have a bearing on the production process with the director and producer
- GS12.** finalize the color palette based on color gradients that are broadcast safe e.g. shades that do not smudge/bleed on screen
- GS13.** finalize the color scheme
- GS14.** finalize the lighting keys
- GS15.** finalize the look and feel for the entire show in consultation with the director
- GS16.** plan and prioritize work according to requirements and agreed timelines
- GS17.** identify any creative problems that may arise during production and find solutions to address them
- GS18.** envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process
- GS19.** envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Designing the styling for the production</i>	25	25	-	-
<b>PC1.</b> understand the story/ concept and conceptualize a range of ideas for the creative style	10	10	-	-
<b>PC2.</b> decide the final styling keeping preferences of the target audience in mind	15	15	-	-
<i>Approving the creative elements of production</i>	15	10	-	-
<b>PC3.</b> 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	15	10	-	-
<i>Maintaining continuity and consistency across scenes</i>	10	15	-	-
<b>PC4.</b> ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production	10	15	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0511
<b>NOS Name</b>	Conceptualise creative style
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Animation, Gaming
<b>Occupation</b>	Art and Design
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	29/10/2014
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022



## Qualification Pack

### MES/N0512: Manage the production process

#### Description

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

#### Elements and Performance Criteria

##### *Determining the elements of the production process*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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 (KU)

The individual on the job needs to know and understand:

- KU1.** the different roles and responsibilities within the team, including line management
- KU2.** the budget and other constraints that apply to the organization
- KU3.** the basic policies of the organization that can affect the production process
- KU4.** the role and contribution of key departments during filming, interdependencies and reporting structures
- KU5.** the process for determining the budget and schedule
- KU6.** processes for identifying production risks and putting in contingency plans
- KU7.** production processes that may be relevant to the current project
- KU8.** the kinds of tools and facilities that may be needed
- KU9.** how to identify the people and skills that might be needed on the project
- KU10.** the different roles and responsibilities within the team, including management
- KU11.** how to check against the production schedule that all tasks have been delivered, as necessary
- KU12.** how to liaise with relevant personnel/unit heads to ensure that all elements required for production and design processes are in place



## Qualification Pack

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document descriptions on the style, to help present to the director and producer
- GS2.** document design briefs and schedule to be used as a reference document for team-members, as appropriate
- GS3.** read and understand the production brief or script to determine requirements
- GS4.** research links, videos, artwork etc. that can be used as references during the production process
- GS5.** describe and discuss the production process with the director, producer, relevant department heads etc and solicit their feedback
- GS6.** discuss factors that will have a bearing on the production process with the director and producer
- GS7.** finalize the color palette based on color gradients that are broadcast safe (e.g. shades that do not smudge/bleed on screen)
- GS8.** finalize the color scheme
- GS9.** finalize the lighting keys
- GS10.** finalize the look and feel for the entire production in consultation with the director and producer
- GS11.** how to prepare a work schedule/ sequence of activities to help the production unit plan their work on a daily basis, as appropriate
- GS12.** how to build a contingency plan based on knowledge of typical areas of delays/ overruns and production risks
- GS13.** identify any problems with production processes and resolve them in consultation with the relevant members of the production unit
- GS14.** envision the impact of the creative look on the production budget, technical feasibility, creative requirements and process

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Determining the elements of the production process</i>	<b>30</b>	<b>25</b>	-	-
<b>PC1.</b> understand and research various production styles, technologies and methods, and their corresponding implications on budget, time schedule, cast and crew requirements	10	5	-	-
<b>PC2.</b> break-down the production process into a daily/weekly task list and manage these activities during filming	10	5	-	-
<b>PC3.</b> identify and allocate the resources as efficiently as possible	5	10	-	-
<b>PC4.</b> devise workflow processes that the team can follow	5	5	-	-
<i>Monitor and manage the production process</i>	<b>20</b>	<b>25</b>	-	-
<b>PC5.</b> lead the production unit toward successful completion of their tasks	5	10	-	-
<b>PC6.</b> track progress against the production schedule and budget	5	10	-	-
<b>PC7.</b> anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them	10	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0512
<b>NOS Name</b>	Manage the production process
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Animation, Gaming
<b>Occupation</b>	Art and Design
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	29/10/2014
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022





## Qualification Pack

### MES/N0104: Maintain Workplace Health & Safety

#### Description

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

#### Elements and Performance Criteria

##### *Understanding the health, safety and security risks prevalent in the workplace*

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- PC3.** understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises
- PC4.** participate in organization health and safety knowledge sessions and drills

##### *Knowing the people responsible for health and safety and the resources available*

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

##### *Identifying and reporting risks*

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

##### *Complying with procedures in the event of an emergency*

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



## Qualification Pack

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



## Qualification Pack

**GS22.** Apply balanced judgments in different situations

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
<b>PC2.</b> understand the safe working practices pertaining to own occupation	5	5	-	-
<b>PC3.</b> 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	3	2	-	-
<b>PC4.</b> participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
<b>PC6.</b> identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	<b>18</b>	<b>17</b>	-	-
<b>PC7.</b> identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
<b>PC8.</b> ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
<b>PC9.</b> identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	<b>7</b>	<b>8</b>	-	-
<b>PC11.</b> follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
<b>PC12.</b> identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0104
<b>NOS Name</b>	Maintain Workplace Health & Safety
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Animation, Gaming, Radio, Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022

### Assessment Guidelines and Assessment Weightage

#### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



## Qualification Pack

**Minimum Aggregate Passing % at QP Level : 70**

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0501.Understand the Script	50	50	-	-	100	30
MES/N0511.Conceptualise creative style	50	50	-	-	100	30
MES/N0512.Manage the production process	50	50	-	-	100	30
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
<b>Total</b>	<b>200</b>	<b>200</b>	<b>-</b>	<b>-</b>	<b>400</b>	<b>100</b>



## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training



## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	Scope is a 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 quality of performance required.
<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

## Qualification Pack

<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
<b>ATTITUDE POSES</b>	Attitude poses are used to describe the body language and personality of the characters
<b>Budget</b>	Budget is an estimate of the total cost of production that may include a break-up of cost components
<b>Character line-up</b>	Character line-up is the portrayal of characters side-by-side
<b>Character turnarounds</b>	Character turnarounds are used to depict the characters look from all angles
<b>Clean-up</b>	Refining the interim/rough animation
<b>Color keys</b>	Color keys are used to depict the mood of the production through hues and tones
<b>color theory</b>	Color theory is the art of combining all the colors in the color wheel to create specific color combinations
<b>Core Skills/Generic Skills</b>	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.

## Qualification Pack

<b>Creative Brief</b>	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.
<b>Description</b>	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.
<b>Function</b>	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.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
<b>Knowledge and Understanding</b>	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.
<b>Lighting keys</b>	Lighting keys are used to depict the mood of the production through intensity, time and shadows
<b>Mouth chart</b>	Mouth chart is used to portray the emotions and expressions of the characters
<b>National Occupational Standards (NOS)</b>	NOS are Occupational Standards which apply uniquely in the Indian context.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/related set of functions in an industry