

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

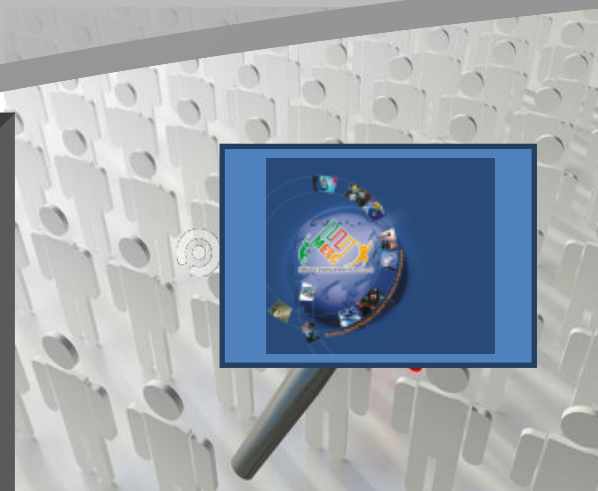
What are Occupational Standards(OS)?

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

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Introduction

Qualifications Pack- Voice-over artist

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Gaming, Radio, Advertising

OCCUPATION: Acting / Voice-overs

REFERENCE ID: MES/ Q 0101

ALIGNED TO: NCO-2004/NIL

Artist in the Media & Entertainment Industry is also known as an Voice-over Artist/ Dubbing Artist/ Voice Actor

Brief Job Description: Individuals at this job need to provide the voice for characters in various productions

Personal Attributes: This job requires the individual to have the essentials to perform i.e. excellent communication skills, voice-modulation skills, flair for mimicry and drama, sense of humor, emotional rendering, versatility, language skills etc. The individual must be able to perform confidently and adapt performance to different emotions and characters in accordance to requirements. The individual must be able to understand and interpret requirements correctly and be capable of offering suggestions/ alternatives to his/her director during recordings.

Job Details

Qualifications Pack Code	MES/ Q 0101		
Job Role	Voice-over artist This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation, Gaming, Radio, Advertising	Last reviewed on	02/06/14
Occupation	Acting / Voice-overs	Next review date	01/06/16

Job Role	Voice-over artist
Role Description	Deliver dialogues for characters
NSQF level	4
Minimum Educational Qualifications	High school
Maximum Educational Qualifications	-
Training (Suggested but not mandatory)	Voice-modulation, Fluency in languages, Speed-reading
Experience	0+ Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> MES / N 0101 (Audition and qualify for voicing roles) MES / N 0102 (Prepare for voicing performances) MES / N 0103 (Perform voice-overs in accordance to requirements)
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
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
Dialogues	Dialogues are the conversations between the characters in a script
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
Target Audience	Group of people at whom content/ advertising is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters (e.g. Females, aged 25-40, average monthly household income INR 25,000-50,000, from Hindi speaking states in North India)
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.

Acronyms

Keywords /Terms	Description
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 showcasing performance skills to prospective producers and qualifying for roles/parts in productions

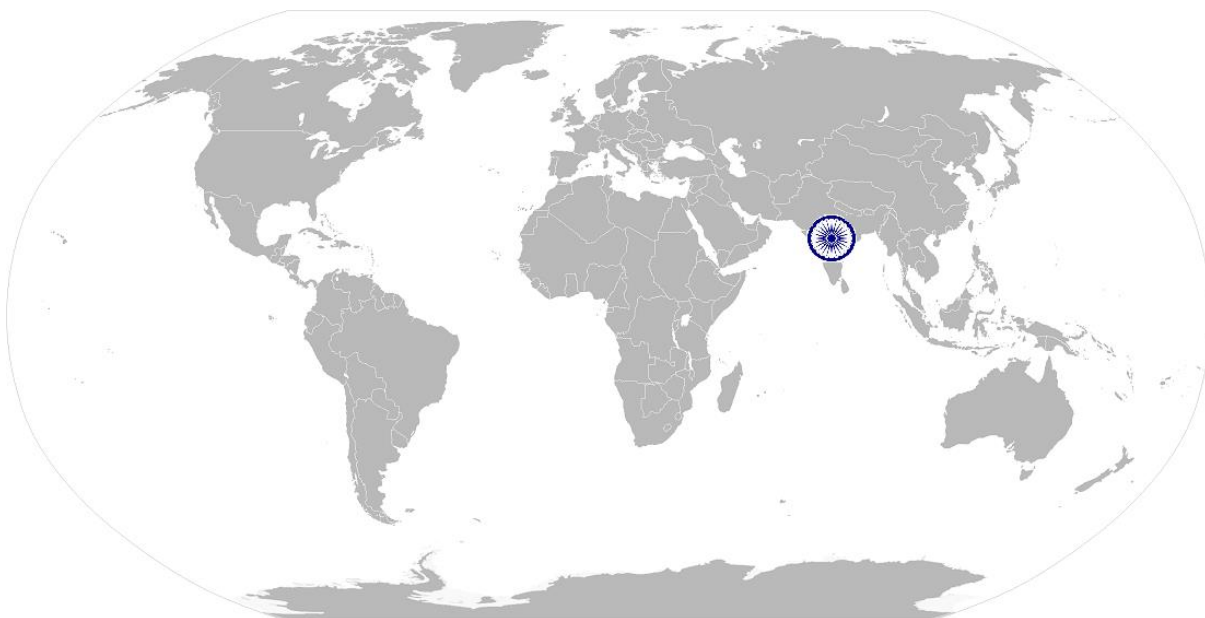
Audition and qualify for voicing roles

Unit Code	MES/ N 0101
Unit Title (Task)	Audition and qualify for voicing roles
Description	This OS unit is about showcasing performance skills to prospective producers and qualifying for roles/parts in productions
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Auditioning for voice roles in productions including film, television, advertising (all media), radio plays, animation, digital media (mobile, internet etc.), dubbed productions, corporate films, educational films, audio dramas, telecom (IVR, Voice-mail etc.), channel voices Perform imaging, narration, voice-overs, announcements, impersonations/ mimicry according to requirements
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Auditioning for voice roles in productions	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the requirements of the audition</p> <p>PC2. Adapt his/her performance to the auditioners' requirements</p>
Perform according to requirements	<p>PC3. Showcase strengths and perform confidently during auditions</p> <p>PC4. Improvise and provide different voice interpretations, as required by auditioners</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 role for which auditions are being conducted</p> <p>KA2. The venue and time of the audition</p> <p>KA3. The key decision makers who will be conducting the audition</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The technical language of voicing</p> <p>KB2. Performance techniques and principles</p> <p>KB3. The essentials for performance (communication skills, voice modulation, flair for mimicry and drama, sense of humour, emotional rendering etc.)</p> <p>KB4. The basics of the media industry and the different roles different professionals play (especially for advertising)</p> <p>KB5. How to have a good ear for different types of sounds and voices</p> <p>KB6. How to modulate voice in different accents (regional, international)</p> <p>KB7. How to maintain continuity of voice quality throughout the performance</p> <p>KB8. How to speak with a clear, clean and neutral accent and use voice to convey emotions and different characters through developed techniques</p> <p>KB9. How to play with the tempo, tone, volume and pitch depending on the directors and films requirements</p>

Audition and qualify for voicing roles

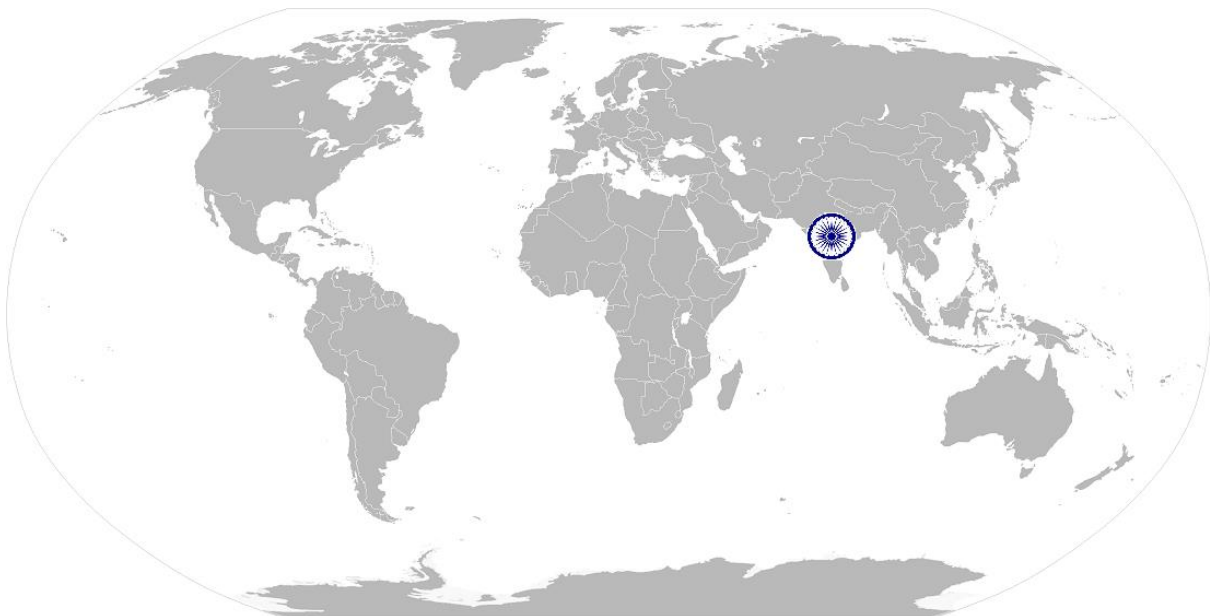
	<p>KB10. How to recognise the important words in a sentence and be able to use pitch inflection in order to emphasise words</p> <p>KB11. How to breathe correctly and have control over breath</p> <p>KB12. Different languages (would be an added advantage)</p> <p>KB13. How to lip-sync and match body language, mood etc. with the character while dubbing</p> <p>KB14. How to listen to instructions carefully</p> <p>KB15. How to infer the meaning of dialogues</p> <p>KB16. How to enact and emote through voice and accent</p> <p>KB17. How to sing (optional) if required/demanded by the role</p> <p>KB18. How to adapt performance to different emotions and characters in accordance to requirements</p> <p>KB19. How to come up with answers and suggestions/ alternatives to offer his/her director during recordings</p> <p>KB20. How to overcome performance pressure and anxiety and perform confidently</p> <p>KB21. Relevant copyright laws and intellectual property rights</p> <p>KB22. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
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 and keep a portfolio of work (resumes, CDs, tapes etc.) handy for the audition process</p> <p>SA2. Fill out necessary forms and documentation at the audition venue</p> <p>SA3. Prepare follow-up letters for the auditioning authorities to find out results/ thank notes for the opportunity to perform</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Research the role, the production, key people involved in the decision making process etc. to prepare prior to the audition process</p> <p>SA5. Read and understand the audition material provided (in the limited time frame provided)</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Network with casting agents and key people from the industry to identify roles</p> <p>SA7. Understand and discuss the audition requirements and process with the casting agent</p> <p>SA8. Rehearse performance in front of mentors, instructors, peers etc. and solicit feedback and suggestions for improvement</p> <p>SA9. Perform confidently during the audition process</p> <p>SA10. Have fluency in speech, diction and dialect while performing</p> <p>SA11. Follow-up to find out the results of the audition process</p> <p>SA12. Solicit feedback from auditioners on areas of improvement</p>

B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Decide on whether to appear for the audition or not
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Plan, prepare and practice performance in accordance to the role being auditioned for
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Critically appraise quality of own performance to identify issues SB4. Work on the areas of improvement identified/highlighted by auditioners
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Assess if the role meets his/her capabilities and skill-sets

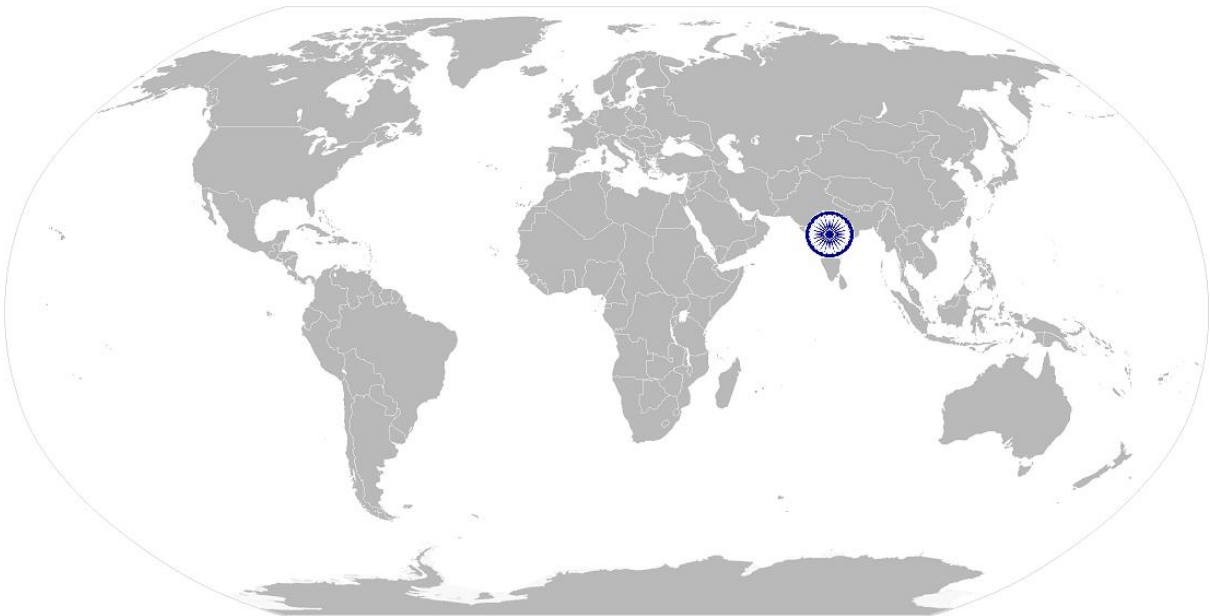


NOS Version Control

NOS Code	MES / N 0101		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation, Gaming, Radio, Advertising	Last reviewed on	02/06/14
Occupation	Acting / Voice-overs	Next review date	01/06/16



National Occupational Standard



Overview

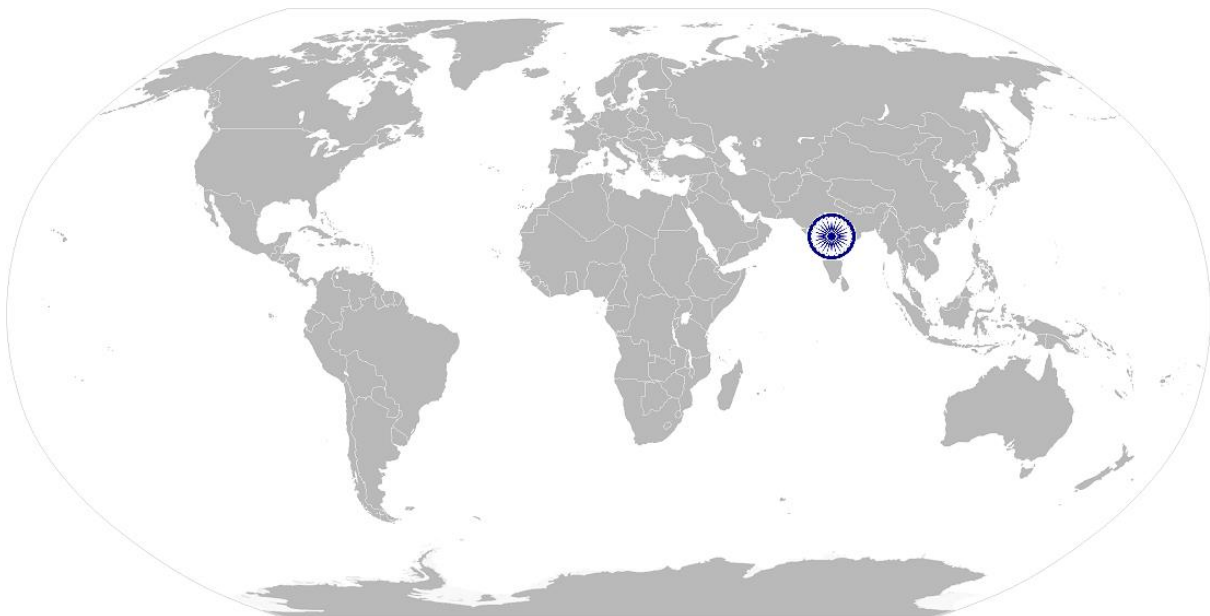
This unit is about preparing adequately prior to the actual performance

Unit Code	MES/ N 0102
Unit Title (Task)	Prepare for voicing performances
Description	This OS unit is about preparing adequately prior to the actual performance
Scope	<p>Note: Most artists need to perform without any preparation time. However, in certain cases e.g. book recordings, plays etc., scripts may be handed over in advance to performers where this activity may be relevant</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding the role/character, including Personality, Nationality, Language/dialect, Attributes, Mental image/ graph of the character, Background/ character sketch, Emotions, Expressions, Status Becoming proficient with delivering dialogues
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the role/character	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and interpret characters in scripts within the specified time-period (in general, time available is very limited)</p> <p>PC2. Adapt personality and performance in accordance to the requirements of the role</p>
Becoming proficient with delivering dialogues	<p>PC3. Become proficient with own and co-actors lines and understand interdependencies between roles</p>
Knowledge and Understanding (K)	
B. 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 target audience of the production</p> <p>KA2. The budget and time constraints</p> <p>KA3. The roles and responsibilities of the production teams</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The technical language of voicing</p> <p>KB2. Performance techniques and principles</p> <p>KB3. The essentials for performance (communication skills, voice modulation, flair for mimicry drama, sense of humour, emotional rendering etc.)</p> <p>KB4. How to draw out a character portrait of the performer</p> <p>KB5. The target audience and the type of performance that will appeal to them</p> <p>KB6. How to have a good ear for different types of sounds and voices</p> <p>KB7. How to modulate voice in different accents (regional, international)</p> <p>KB8. How to warm up the voice before each performance</p> <p>KB9. Different languages (would be an added advantage)</p> <p>KB10. How to infer the meaning of dialogues</p>

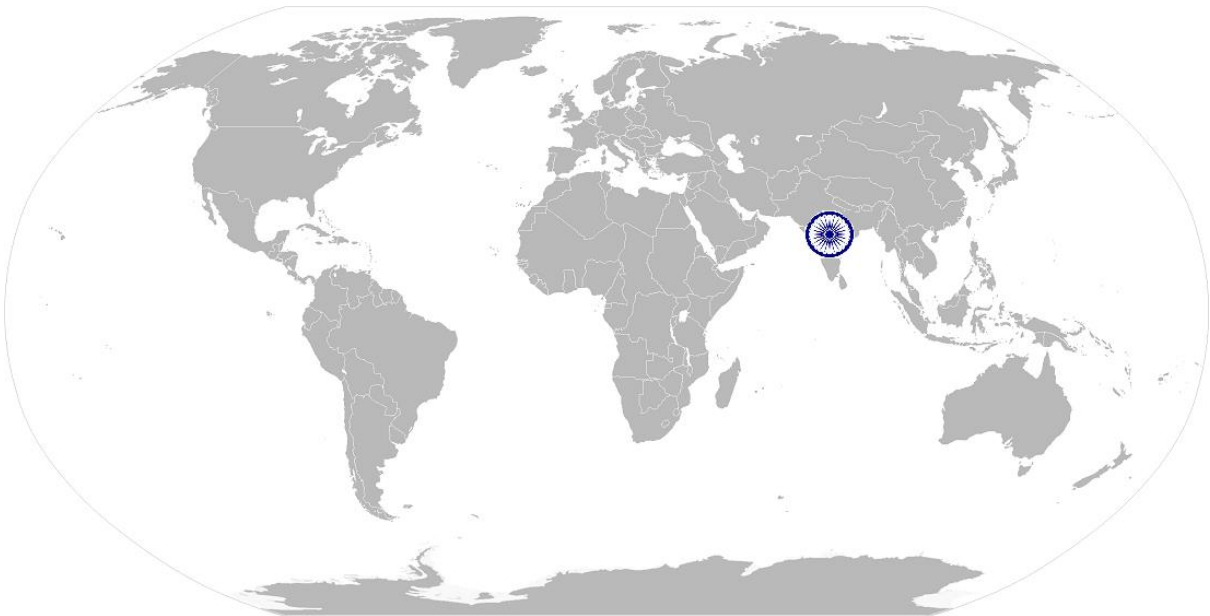
	<p>KB11. How to maintain continuity of voice quality throughout the performance</p> <p>KB12. How to listen to instructions carefully</p> <p>KB13. How to enact and emote through voice and accent</p> <p>KB14. How to sing (optional) if required/demanded by the role</p> <p>KB15. How to adapt performance to different emotions and characters in accordance to requirements</p> <p>KB16. How to come up with answers and suggestions/ alternatives to offer his/her director during recordings</p> <p>KB17. How to overcome performance pressure and anxiety and perform confidently</p> <p>KB18. Relevant copyright laws and intellectual property rights</p> <p>KB19. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. Document instructions/ performance notes/ cues etc. to help perform
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	<p>SA2. Read and understand the script (dialogues, narrative, expressions) that would need to be performed, as well as parts being performed by co-artists</p> <p>SA3. Research the characteristics of the character/role being played out in detail (personality, attributes, language, emotions, expressions etc.)</p> <p>SA4. Read own dialogues and understand the meaning and emotion being portrayed (in the time period provided)</p> <p>SA5. Read co-performers' dialogues</p>
D. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA6. Understand the role/character being from the Director and discuss his/her characteristics
	SA7. Discuss and seek any clarifications, if required, from the scriptwriter
	SA8. Rehearse performance in front of mentors, instructors, peers etc. and solicit feedback and suggestions for improvement
	Plan and Organize
D. Professional Skills	The user/individual on the job needs to know and understand how to:
	SB1. Plan, prepare and practice performance in accordance to the role
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB2. Foresee any problems with the successful execution of the role and resolve them proactively
	Critical Thinking
D. Professional Skills	The user/individual on the job needs to know and understand how to:
	SB3. Critically appraise quality of own performance to identify issues

NOS Version Control

NOS Code	MES / N 0102		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation, Gaming, Radio, Advertising	Last reviewed on	02/06/14
Occupation	Acting / Voice-overs	Next review date	01/06/16



National Occupational Standard



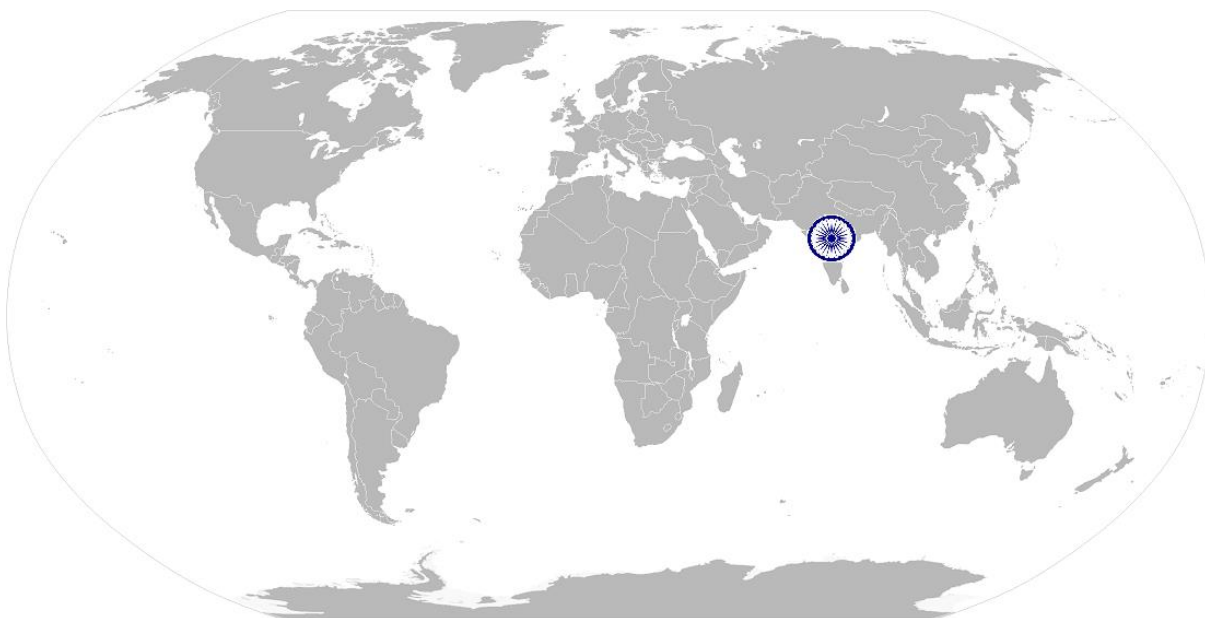
Overview

This unit is about delivering convincing interpretations of a role during the actual performance

Unit Code	MES/ N 0103
Unit Title (Task)	Perform voice-overs in accordance to requirements
Description	This OS unit is about delivering convincing interpretations of a role during the actual performance
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding performance requirements, which could include dialogues, expressions, emotions and lyrics Deliver a convincing performance according to requirements
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding performance requirements	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Perform convincing interpretations of roles by portraying emotions (using speech, tone etc.)</p>
Deliver a convincing performance according to requirements	<p>PC2. Improvise and adapt (provide valuations, vary speed, volume, pitch etc.) dynamically to the demands of the script</p> <p>PC3. Deliver within the shortest possible time-frame with minimum number of takes</p>
Knowledge and Understanding (K)	
C. 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 target audience of the production</p> <p>KA2. The budget and time constraints</p> <p>KA3. The roles and responsibilities of the production teams</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The technical language of voicing</p> <p>KB2. Performance techniques and principles</p> <p>KB3. The essentials for performance (communication skills, voice modulation, flair for mimicry drama, sense of humour, emotional rendering etc.)</p> <p>KB4. The basics of the media industry and the different roles different professionals play (especially for advertising)</p> <p>KB5. The target audience and the type of performance that will appeal to them</p> <p>KB6. How to have a good ear for different types of sounds and voices</p> <p>KB7. How to modulate voice in different accents (regional, international)</p> <p>KB8. How to maintain continuity of voice quality throughout the performance</p> <p>KB9. How to speak with a clear, clean and neutral accent and use voice to convey emotions and different characters through developed techniques</p> <p>KB10. How to play with the tempo, tone, volume and pitch depending on the directors and films requirements</p>

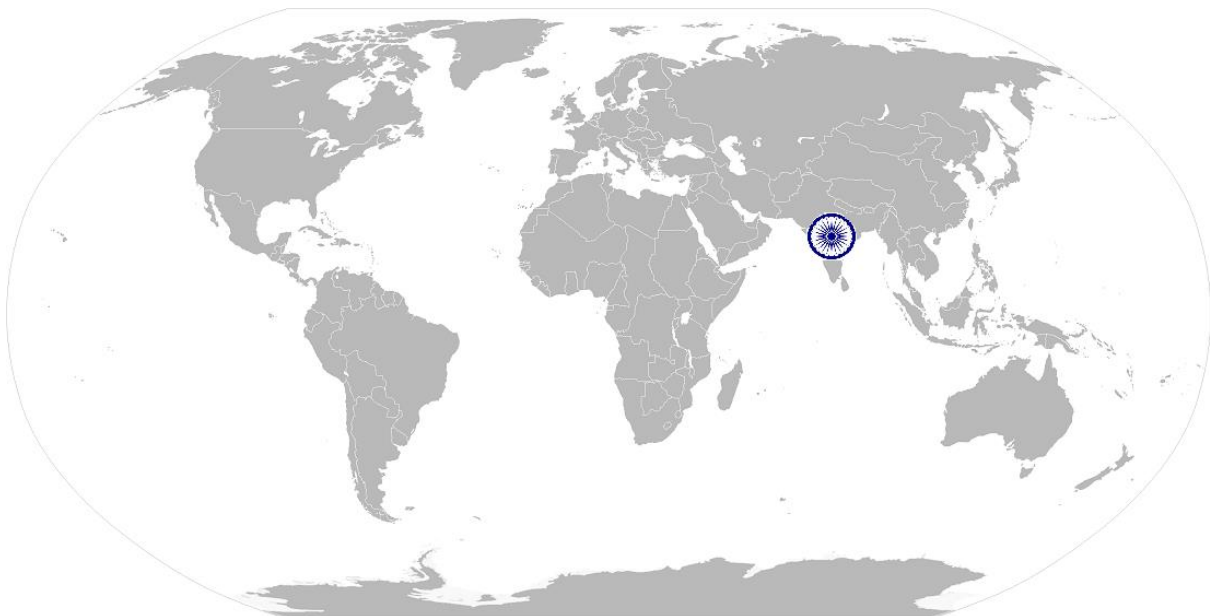
	<p>KB11. How to recognise the important words in a sentence and be able to use pitch inflection in order to emphasise words</p> <p>KB12. How to breathe correctly and have control over breath</p> <p>KB13. Different languages (would be an added advantage)</p> <p>KB14. Sound studio equipment, especially how to use the microphone, headphones etc.</p> <p>KB15. How microphone placements, positioning etc. and affect performances</p> <p>KB16. How to lip-sync and match body language, mood etc. with the character while dubbing</p> <p>KB17. How to listen to instructions carefully</p> <p>KB18. How to enact and emote through voice and accent</p> <p>KB19. How to sing (optional) if required/demanded by the role</p> <p>KB20. How to adapt performance to different emotions and characters in accordance to requirements</p> <p>KB21. How to come up with answers and suggestions/ alternatives to offer his/her director during recordings</p> <p>KB22. How to collaborate effectively with co-performers</p> <p>KB23. How to overcome performance pressure and anxiety and perform confidently</p> <p>KB24. Relevant copyright laws and intellectual property rights</p> <p>KB25. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
E. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. Document instructions/ performance notes/ cues etc. to help perform
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read the script (dialogues, narrative, expressions) during in order to minimise takes</p> <p>SA3. Read own dialogues and understand the meaning and emotion being portrayed</p> <p>SA4. Understand the characteristics of the character/role being played out in detail (personality, attributes, language, emotions, expressions etc.)</p>
F. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA5. Understand the role/character being from the Director and discuss his/her characteristics
	SA6. Discuss and seek any clarifications, if required from the scriptwriter
	SA7. Understand scene-wise performance instructions from the Director
F. Professional Skills	SA8. Deliver dialogues/perform according to the directors instructions with the appropriate emotions in a manner that would engage audiences
	Plan and Organize
F. Professional Skills	The user/individual on the job needs to know and understand how to:
	SB1. Plan and prepare own performance to deliver effectively and consistently

	Problem Solving
	The user/individual on the job needs to know and understand how to: SB2. Identify any issues that could impede the successful execution of the task and resolve them pro-actively
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB3. Step into the shoes of the character and perform accordingly
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB4. Appraise the quality of performance critically, and identify areas of improvement



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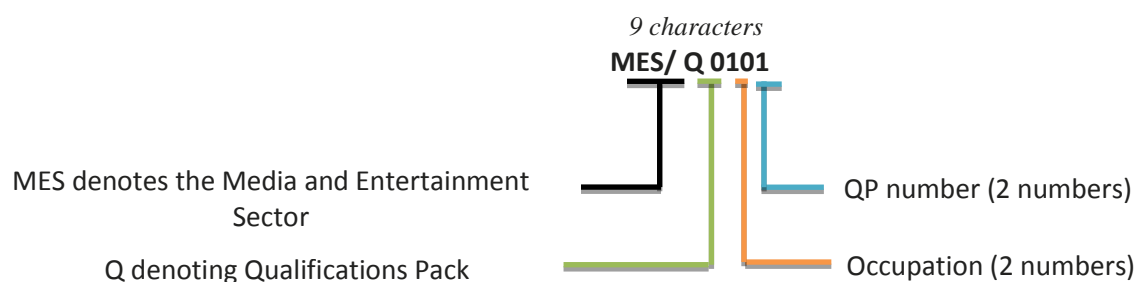
NOS Code	MES / N 0103		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation, Gaming, Radio, Advertising	Last reviewed on	02/06/14
Occupation	Acting / Voice-overs	Next review date	01/06/16



Annexure

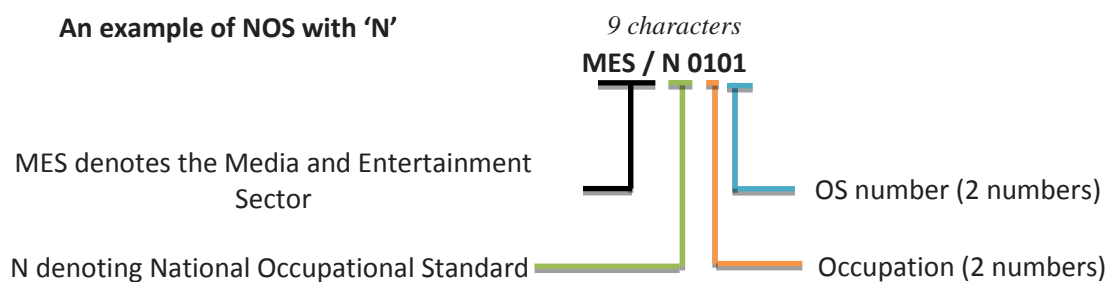
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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

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

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Acting / Voice-overs	01
Next two numbers	QP number	02