Model Curriculum

Graphic Designer

SECTOR:	**Media and Entertainment**
SUB-SECTOR:	**Advertising, Print, OOH, Digital**
OCCUPATION:	**Art and Designing**
REF ID:	MES/Q0601
NSQF LEVEL:	4

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**Graphic Designer'** QP Ref. No.
'**MES/Q0601 NSQF Level 4**'

Date of Issuance: September, 26 2018

Valid up to: September 25, 2021

Authorized Signatory
Media and Entertainment Skill Council

* Valid up to the next review date of the Qualification Pack

TABLE OF CONTENTS

Graphic Designer

Graphic Designer

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "Graphic Designer", in the "Media and Entertainment" Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Graphic Designer		
Qualification Pack Name & Reference ID.	MES/Q0601, V1.0		
Version No.	1.0	Version Update Date	26th Sep 2018
Pre-requisites to Training	Class X Raster and vector image editing software (Suggested)		
Training Outcomes	**After completing this programme, participants will be able to:** • Interpret graphic visualization brief. • Manage graphic tools. • Visualize and generate design • Create and edit graphic designs • Maintain workplace health and safety		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of "Graphic Designer" Qualification Pack issued by "Media and Entertainment Skills Council".

S. No	Module	Key Learning Outcomes	Equipments
1	**Introduction and Orientation** **Theory Duration** (hh:mm) 15:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** Bridge Module	• Recognize the background of media and entertainment industry and resource theme of the designs. • Manage the deliverable as per requirement of client. • Design creatives for visual effect. • Plan and organize stages for designing like need of tools creation, rough sketches, design concept etc. • Understand of theme for graphics like for graphic, digital, print, game etc.	Computer System, white board, marker, projector
2	**Interpret graphic visualisation brief** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code** MES/N0601	• Create design layout based on job brief (dimensions, operating platforms, etc.) • Sketch visual themes as per project requirement and relate the base idea, theme and concept. • Identify client branding (colour scheme, logo, target audience, etc.) • Construct the visual platform as per project indicators (television, film, print, gaming etc.). • Prepare graphics of theme based on project relevant to his / her job role (format, number, types, duplicates etc.) • Combine images using layer masks and add text to designs.	Computer System, white board, marker, projector, Graphic Software (Maya etc.)
3	**Manage graphic tools** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N0602	• Gather raw stock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for designing. • Sort and keep the material ready for the production process. • Ensure software / equipment is ready for use (e.g. photoshop, scanner, etc.) • Create tools in line with pictorial representations (brush, pickers of different size and colours). • Save back-ups for interim work-products in the appropriate file formats. • Ensure final work-products are prepared in appropriate file formats (e.g. psd, .ai, .cdr, etc.) and appropriate medium (e.g. dvd, cd and digital flash drives). • Clear logs/data and keep the software and equipment ready for future use.	Computer System, white board, marker, projector, Graphic Software (maya etc.)

4	**Visualize and generate design** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code** MES/N0603	• Collect relevant data to support design. • List the design concept to be conceptualized. • Illuminate the design with indicative messages accurately. • relate the concept with meaningful graphics • Identify the elements of production which are relevant as per the creative brief and inputs provided. • Present the idea, theme and concept to the peers. • Configure exact vocal representation relevant to the data to support design.	Computer System, white board, marker, projector, Graphic Software (maya etc.)
5	**Create and edit graphic design** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code** MES/N0604	• Select graphic elements in accordance with the design idea. • Freeze the colour choice based on the design idea. • Create graphics according to the design idea, requirements, and specifications. • Create vector artworks and illustrations. • Select the colour output based on the final style required. • Create single/multi page documents appropriate to the designs specifications. • Prepare the final document as per the target platform specification.	Computer System, white board, marker, projector, Graphic Software (maya etc.)
6	**Maintain workplace health and safety** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N0104	• Maintain one's posture and position to minimize fatigue and the risk of injury. • Maintain first aid kit and keep oneself updated on the first aid procedures. • Identify and document potential risks like siting postures while using computer, eye fatigues and other hazards in the workplace. • Maintain accident reports. • Report health and safety risks/ hazards to concerned personnel. • Participate in organization health and safety knowledge sessions and drills. • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. • Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms. • Identify aspects of your workplace that could cause potential risk to own and others health and safety. • Ensure own personal health and safety, and that of others in the workplace though precautionary measures. • Identify and recommend opportunities for improving health, safety, and security to the designated person. • Report any hazards outside the individual's authority to the relevant	Computer System, white board, marker, projector, Health and Safety Signs and policy

		person in line with organisational procedures and warn other people who may be affected. • Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. • Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.	
	Total Duration **430:00** **Theory Duration** 130:00 **Practical Duration** 300:00	**Unique Equipment Required:** Computer System, white board, marker, projector, Graphic Software (maya etc.)	

Grand Total Course Duration: **430 Hours, 0 Minutes**
*(This syllabus/ curriculum has been approved **by Media and Entertainment Skills Council**)*

![Media & Entertainment Skills Council logo]

![Skill India | Government of India Ministry of Skill Development & Entrepreneurship | NSDC National Skill Development Corporation logos]

Trainer Prerequisites for Job role: "Graphic Designer" mapped to Qualification Pack: "MES/Q0601, version 1.0"

Sr. No.	Area	Details
1	**Job Description**	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack "Q0601"
2	**Personal Attributes**	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	**Minimum Educational Qualifications**	Class XII Raster and vector image editing software (Suggested)
4a	**Domain Certification**	Certified for Job Role: "Graphic Designer" mapped to QP: "MES/Q0601", version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	**Platform Certification**	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102" with scoring of minimum 80%.
5	**Experience**	No minimum experience desired for this position. However it is expected to have experience of work as assistant graphic designer. He should be able to communicate in English and local language. He should have knowledge of equipment, tools, material, Safety, Health & Hygiene.

Assessment Criteria for Graphic Designer	
Job Role	Graphic Designer
Qualification Pack	MES/Q0601, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

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 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 this criterion.

6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks : 500		Marks Allocation			
Assessment outcomes	Assessment criteria for outcomes	Total marks	Out of	Theory	Skills Practical
1. MES/N0601 **(Interpret graphic visualisation brief)**	PC1. create design layout based on job brief (dimensions, operating platforms, etc.)	100	20	5	15
	PC2. sketch visual themes as per project requirement and relate the base idea, theme and concept		20	5	15
	PC3. identify client branding (color scheme, logo, target audience, etc.)		20	5	15
	PC4. clarity of brand value and competitors		10	5	5
	PC5. construct the visual platform as per project indicators (television, film, print, gaming etc.)		10	5	5
	PC6. prepare graphics of theme based on project relevant to his / her job role (format, number, types, duplicates etc.)		10	5	5

	PC7. combine images using layer masks and add text to designs		10	5	5
		Total	100	35	65
2. MES/N0602 (Manage graphic tools)	PC1. gather raw stock imageries / material (e.g. photographs, clipart, image filters) and select relevant material that can be used for production.		20	5	15
	PC2. sort and keep the material ready for the production process.		20	5	15
	PC3. ensure software / equipment is ready for use (e.g. photoshop, scanner, etc.)		10	5	5
	PC4. create tools in line with pictorial representations (brush, pickers of different size and colors)	100	15	5	10
	PC5. save back-ups for interim work-products in the appropriate file formats		15	5	10
	PC6. ensure final work-products are prepared in appropriate file formats (e.g. psd, .ai, .cdr, etc.) and appropriate medium(e.g. dvd, cd and digital flash drives)		10	5	5
	PC7. clear logs/data and keep the software and equipment ready for future use		10	5	5
		Total	100	35	65
3. MES/N 0603 (Visualise and generate design)	PC1. collect relevant data to support design		20	5	15
	PC2. list the design concept to be conceptualized	100	20	5	15
	PC3. relate the concept with meaningful graphics		10	5	5
	PC4. illuminate the design with indicative messages accurately		20	5	15
	PC5. identify the elements of production relevant as per the creative brief and inputs provided		10	5	5
	PC6. present the idea, theme and concept to the peers		10	5	5
	PC7. configure exact vocal representation relevant to the data to support design		10	5	5
		Total	100	35	65
4. MES/N0604 (Create and	PC1. select graphic elements in accordance to the design idea	100	10	5	5
	PC2. freeze the color choice based on the		10	5	5

edit graphic design)	design idea					
	PC3. create graphics according to the design idea, requirements, specifications		10	5	5
	PC4. create vector artworks and illustrations		20	5	15
	PC5. select the color output based on the final style required		15	5	10
	PC6. create single/multi page documents appropriate to the designs specification		15	5	10
	PC7. prepare the final document as per the target platform specification		20	5	15
		Total	100	35	65
5. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury		10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like siting postures while using computer, eye fatigues and other hazards in the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	100	10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
	PC12. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn		5	2	3

	other people who may be affected				
	PC13. follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	**100**	**46**	**54**