

Model Curriculum

Art Director

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: Animation-Director
REF ID: MES/ Q 0501
NSQF LEVEL: 5



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media & Entertainment Skill Council

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: **"Art Director"**

QP No. **"MES/Q 0501, NSQF Level 5"**

Date of Issuance:

Valid up to*: April 10th, 2018

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

*Valid up to' date mentioned above (whichever is earlier)

Authorised Signatory

(Media & Entertainment Skill Council)



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Art Director

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “*Art Director*”, in the “Media and Entertainment” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	<i>Art Director</i>		
Qualification Pack Name & Reference ID. ID	MES/ Q 0501		
Version No.	1.0	Version Update Date	25/11/2016
Pre-requisites to Training	Graduate		
Training Outcomes	After completing this programme, participants will be able to: Developing designs/ visual representations for sets, Translating set designs/ visual representations, Commissioning a construction team and procuring materials and tools Briefing the construction supervisors Monitoring the progress of set construction Reviewing set completion prior to shoot and ensuring the following are in place: Supervising any changes to set Packing-up various items and ensuring they are returned and disposed of correctly 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		



This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Art Director” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction to trade</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 16:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> Learn about the role of Animation-Director in industry. Identify the minimum requirement to become a certified Art Director Describe the work area of Art Director Identify the opportunities available for Art Director. 	Laptop, PowerPoint & Hand-outs, white board, marker, projector
2	<p>Understanding the script</p> <p>Theory Duration (hh:mm) 48:00</p> <p>Practical Duration (hh:mm) 76:00</p> <p>Corresponding NOS Code MES /N 0501</p>	<ul style="list-style-type: none"> Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual’s role Be aware of the intended medium and target audience, and how this may affect animation processes Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.) Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual’s role and its requirements Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual’s role and its requirements Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.) Understand the of the concept, which maybe self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc.) to better understand script elements, as appropriate 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
3	<p>Conceptualize the creative style</p> <p>Theory Duration (hh:mm) 82:00</p> <p>Practical Duration (hh:mm) 110:00</p> <p>Corresponding NOS Code MES /N 0511</p>	<ul style="list-style-type: none"> Understand the story/ concept and conceptualize a range of ideas for the creative style Decide the final styling keeping preferences of the target audience in mind 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 Ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production 	Laptop, white board, marker, projector,
4	<p>Manage the Production Process</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 56:00</p> <p>Corresponding NOS Code MES /N 0512</p>	<ul style="list-style-type: none"> Understand and research various production styles, technologies and methods, and their corresponding implications on budget, time schedule, cast and crew requirements Break-down the production process into a daily/weekly task list and manage these activities during filming Identify and allocate the resources as efficiently as possible Devise workflow processes that the team can follow Lead the production unit toward successful completion of their tasks Track progress against the production schedule and budget Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them 	Laptop, white board, marker, projector,
		<ul style="list-style-type: none"> Understand and comply with the organisation's current health, safety and security policies and procedures. Understand the safe working practices pertaining to own occupation. 	Handbook, White board, marker, computer system, projector, PPTs

Sr. No.	Module	Key Learning Outcomes	Equipment Required
5	<p>Maintain Workplace, Health & Safety</p> <p>Theory Duration (hh:mm) 18:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code MIN/N 0104</p>	<ul style="list-style-type: none"> 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 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 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 person in line with organizational procedures and warn other people who may be affected Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority. 	
8	<p>Entrepreneurship and Soft skills</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code Additional</p>	<ul style="list-style-type: none"> Discuss tips to prevent common health issues Explain the meaning of hygiene Understand the purpose of Swacch Bharat Abhiyan Recall the functions of basic computer keys Discuss the main applications of MS Office Discuss the benefits of Microsoft Outlook Discuss the different types of e-commerce List the benefits of e-commerce for retailers and customers Discuss how the Digital India campaign will help boost e-commerce in India Explain how you will sell a product or service on an e-commerce platform Discuss the need for CRM Discuss the benefits of CRM Discuss the need for networking Discuss the benefits of networking Understand the importance of setting goals Differentiate between short-term, medium-term and long-term goals 	<p>Handbook, White board, marker, computer system, projector, PPTs</p>



Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none">• Discuss how to write a business plan• Explain the financial planning process	
	<p>Total Duration</p> <p>Theory Duration 192:00</p> <p>Practical Duration 288:00</p> <p>Entrepreneurship & Soft Skills 40:00</p>	<p>Unique Equipment Required: Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos, Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit</p>	

Grand Total Course Duration: **520 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Media and Entertainment Skill Council](#))

Trainer Prerequisites for Job role: “Art Director” mapped to Qualification Pack: “MES/ Q 0501, v1.0”

Sr. No.	Area	Details
1	Description	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 Art Director. 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.
2	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.
3	Minimum Educational Qualifications	Preferable Class Graduate
4a	Domain Certification	Certified for Job Role: “ <u>Art Director</u> ” mapped to QP: “MES/ Q 0501, v1.0”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q 0501”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 4 -5 years of experience as <u>Art Director</u> .

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Art Director
Qualification Pack	MES/ Q 0501, v1.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment 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 each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES / N0501	Develop the Set Design	30%
2	MES / N 0511	Prepare a Set Construction Plan	40%
3	MES/ N 0512	Commission and Supervise Set Construction	20%
6	MES / N 0104	Maintain workplace health and safety	10%
			100%

Job Role	Art Director					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0501	Understanding the script	PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual's role	100	20	10	50
		PC2. Be aware of the intended medium and target audience, and how this may affect animation Processes		10	5	
		PC3. Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)		10	5	
		PC4. Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements		20	10	
		PC5. Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		10	5	
		PC6. Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.)		10	5	

		PC7. Understand the of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.		10	5	
		PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc.) to better understand script elements, as appropriate		10	5	
			Total	100	50	50
MES/ N 0511	Conceptualize the creative style Description	PC1. Understand the story/ concept and conceptualize a range of ideas for the creative style	100	20	10	50
		PC2. Decide the final styling keeping preferences of the target audience in mind		30	15	
		PC3. Approve all creative elements of production produced by team members within the art department, and ensure they are in sync with the overall creative vision		35	20	
		PC4. Ensure that the final look is consistent with the creative look agreed upon, and continuity is maintained throughout the production		15	5	
			Total	100	50	50
MES/ N 0512	Manage the production process	PC1. Understand and research various production styles, technologies and methods, and their Corresponding implications on budget, time schedule, cast and crew requirements	100	20	10	50

		PC2. Break-down the production process into a daily/weekly task list and manage these activities during filming		20	10	
		PC3. Identify and allocate the resources as efficiently as possible		10	5	
		PC4. Devise workflow processes that the team can follow		10	5	
		PC5. Lead the production unit toward successful completion of their tasks		10	5	
		PC6. Track progress against the production schedule and budget		15	10	
		PC7. Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them		15	5	
			Total	100	50	50
MES/ N 0104	Maintain workplace health and safety	PC1. Understand and comply with the organization'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		5	3	

		involve evacuation of the premises		
		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 organizational procedures and warn other people who may be affected	10	5
		PC11. Follow organization's emergency procedures for accidents, fires or any other natural	10	5



		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 individual's authority		5	2	
			Total	100	50	50