

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- Assistant Graphic Designer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Assistant Graphic Designer

REFERENCE ID: MES/ Q 0603

ALIGNED TO: NCO-2004/NIL

Graphic Designer in the Media & Entertainment Industry is a typical job role that services almost all the sub sectors it also known as VISUAL DESIGNER in IT & IT-eS sector

Brief Job Description: Assist graphic designer in recreating or repeating a set of work to be performed on an image or set of images.

Personal Attributes: This job requires the individual to be well-versed with activities like filters, macros and ability to safely handle image data.

Job Details

| | | | |
|---------------------------------|---|-------------------------|-----------------|
| Qualifications Pack Code | MES/ Q 0603 | | |
| Job Role | Assistant Graphic Designer This job role is applicable in both national and international scenarios | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 02/12/15 |
| Sub-sector | Film, Television, Animation, Advertising, Gaming | Last reviewed on | 02/01/16 |
| Occupation | Art & Design | Next review date | 03/01/18 |
| NSQC Clearance on | N.A | | |

| | |
|---|---|
| Job Role | Assistant Graphic Designer |
| Role Description | Re-create raster and vector graphic as directed |
| NSQF level | 2 |
| Minimum Educational Qualifications | Class X/Under-Graduate |
| Maximum Educational Qualifications | Class XII and above |
| Training (Suggested but not mandatory) | Raster and vector image editing softwares |
| Minimum Job Entry Age | 18 years |
| Experience | Fresher |
| Applicable National Occupational Standards (NOS) | Compulsory: <ol style="list-style-type: none"> MES / N 0601 (Understand & Interpret Graphic visualization brief) MES / N 0602 (Manage equipment & material) MES / N 0607 (Understand raster and vector graphics) MES / N 0104 (Maintain workplace health and safety) Optional: N.A. |
| 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 |
| Creative Brief | 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. |
| Graphic | A visual item on screen or print displayed or stored in computer as data |
| Design | A plan of work produced to show the function or look of an object based on which decision could be drawn upon |
| Concept | The overall plan of the working |
| Theme | The subject of the brief or the topic that the brief adheres to |
| Moodboard | An arrangement of images, materials and text that reflects a project style or concept |
| Mindmap | A map that is used to visually organize the data serving as an inspiration for ideas |
| Aesthetic | A set of guidelines and principles that define a piece of work as beautiful and artistic |
| Storyboard | A graphic organiser in the form of sequence of images that depict how the product will function |
| Vector Images | Typically these are 2D graphical objects that are created with in graphic system and remain scalable in applications |
| Raster Images | These are images that are either photographed or pixel matrix |
| 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. |

Acronyms

| 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. |
| Keywords /Terms | Description |
| NOS | National Occupational Standard(s) |
| QP | Qualifications Pack |
| NSQF | National Skill Qualifications Framework |
| NVEQF | National Vocational Education Qualifications Framework |
| NVQF | National Vocational Qualifications Framework |

National Occupational Standard



Overview

This unit is about understanding the production requirements and following the workflow for graphic visualization.

MES/ N 0601

Understand & Interpret Graphic visualization job brief

National Occupational Standard

| | |
|---|--|
| Unit Code | MES/ N 0601 |
| Unit Title (Task) | Understand & Interpret Graphic visualisation brief |
| Description | This OS unit is about understanding the post-production requirements and planning the process and workflow of graphic design brief. |
| Scope | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding requirements of production by reading the Job brief Constructing an approach and plan the process as per the selected medium |
| Performance Criteria(PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Understanding requirements for Production | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the Design specification based on job brief (dimensions, operating platforms, etc.)</p> <p>PC2. Understand the and relate the base idea, theme and concept</p> <p>PC3. Understand client branding (Color scheme, Logo, etc)</p> |
| Constructing an approach and plan the process | <p>PC4. Follow the platform requirements of the project (Television, Film, Print, Gaming. Etc)</p> <p>PC5. Follow the work requirements of the project relevant to his/her job role (Format, Number, Types, Duplicates etc)</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 and elements of production relevant to his/her job role</p> <p>KA2. The project pipeline/schedule and timelines relevant to their work</p> <p>KA3. The intended purpose of the design that need to be created</p> <p>KA4. How to maintain consistency with idea, theme, style and concept defined by the brief</p> <p>KA5. The technique and workflow followed in the organization</p> |
| B. Technical Knowledge | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to source materials for research and reference</p> <p>KB2. How to express ideas using techniques like mindmaps, moodboards, storyboards, etc</p> <p>KB3. Applicable copyright norms and intellectual property rights</p> <p>KB4. Applicable health and safety guidelines pertaining to working for long periods on edit machines</p> |
| Skills (S) (Optional) | |
| A. Core Skills/ Generic Skills | <p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Document decisions on the processes involved and techniques to be used with reasons thereof</p> <p>SA2. Document other areas (e.g. requirements of the target audience, market, end-product, reference links and videos) that may be relevant for the team</p> |

MES/ N 0601

Understand & Interpret Graphic visualization job brief

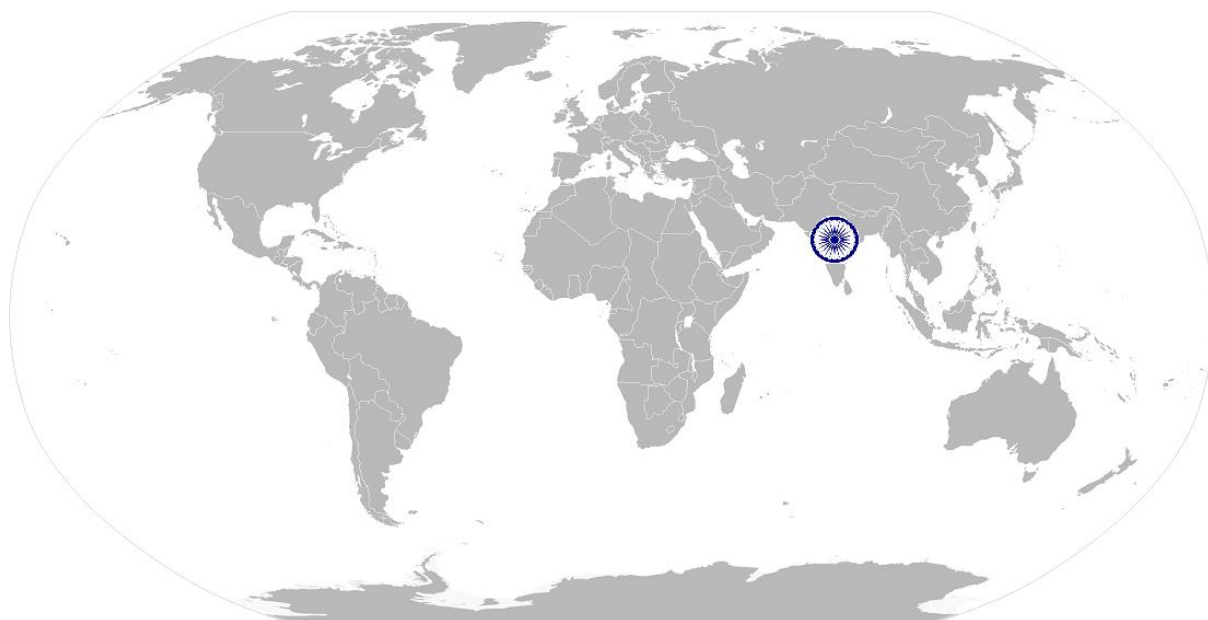
| | |
|-------------------------------|---|
| | Reading Skills |
| | The user/individual on the job needs to know and understand how to: SA3. Read and understand the script and determine requirements SA4. Read about emerging techniques in production SA5. Read user manuals for equipment and software SA6. Read about the tastes and preferences of the target audience and the market where the end-product intends to be distributed |
| | Oral Communication (Listening and Speaking skills) |
| | The user/individual on the job needs to know and understand how to: SA7. Understand the creative vision of the brief and work to resolve any issues SA8. Communicate with team members, relay instructions, collaborate and resolve issues with members of the post-production team handling different aspects/processes to determine the effort involved for the activities that would need to be performed (Supervisor) |
| B. Professional Skills | Decision making |
| | NA |
| | Plan and Organize |
| | The user/individual on the job needs to know and understand how to: SB1. follow the activities, workflow, resourcing and timelines in accordance to the creative and technical requirements SB2. follow deadlines SB3. Work well in a fast-paced environment |
| | Customer Centricity |
| | The user/individual on the job needs to know and understand how to: SB4. check that your own work meets customer requirements |
| | Problem Solving |
| | The user/individual on the job needs to know and understand how to: SB5. Identify any issues that may arise during post-production and find solutions to address them |
| | 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 the raw footage gathered to ensure it is in line with the initial concept and quality standards |

MES/ N 0601

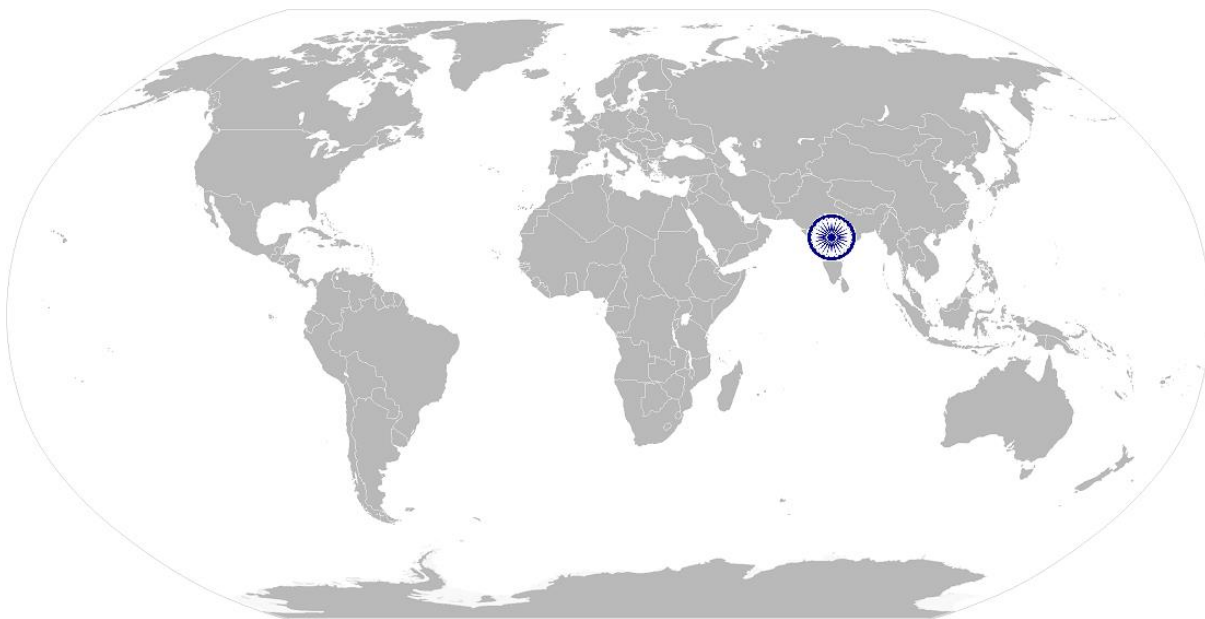
Understand & Interpret Graphic visualization job brief

NOS Version Control

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|---------------|--|------------------|----------|
| NOS Code | MES / N 0601 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 04/12/15 |
| Sub-sector | Film, Television, Animation, Advertising, Gaming | Last reviewed on | 02/01/16 |
| Occupation | Art & Design | Next review date | 03/01/18 |



National Occupational Standard



Overview

This unit is about managing equipment and material throughout the production process.

MES/ N 0602

Manage equipment & material

National Occupational Standard

| Unit Code | MES/ N 0602 |
|---|--|
| Unit Title (Task) | Manage equipment & material |
| Description | This OS unit is about managing equipment and material throughout the design process. |
| Scope | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Preparing materials and equipment for the production process Managing interim work-products during production Ensuring work-products are distribution/exhibition ready as per the required technical specifications |
| Performance Criteria(PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Preparing materials and equipment for the production process | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Gather raw stock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for production.</p> <p>PC2. Sort and material ready for the production process.</p> <p>PC3. Ensure software/equipment is ready for use (e.g. Photoshop, Scanner, etc)</p> |
| Managing interim work-products during production | <p>PC4. Save back-ups for interim work-products in the appropriate file formats</p> |
| Ensuring work-products are distribution/exhibition ready as per the required technical specifications | <p>PC5. 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)</p> <p>PC6. Clear logs/data and keep the software and equipment ready for future use</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 purpose and intended use of the end-product</p> <p>KA2. The creative and technical specifications of the work-product, including the quality standards expected of the final output</p> <p>KA3. The intended distribution/exhibition mediums for the production</p> <p>KA4. Established data management and work flow systems</p> <p>KA5. How to maintain quality control as production scales</p> |
| B. Technical Knowledge | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to work on relevant equipment and software.e.g. Photoshop, Illustrator, CorelDraw, Indesign,Printer, Scanner, etc.</p> <p>KB2. The format, resolution and quality in which the material would need</p> <p>KB3. The storage media relevant to the type of production</p> <p>KB4. File-naming conventions appropriate to the production</p> <p>KB5. How to keep abreast of changes in technology and update skills accordingly</p> <p>KB6. Applicable health and safety guidelines</p> |

MES/ N 0602

Manage equipment & material

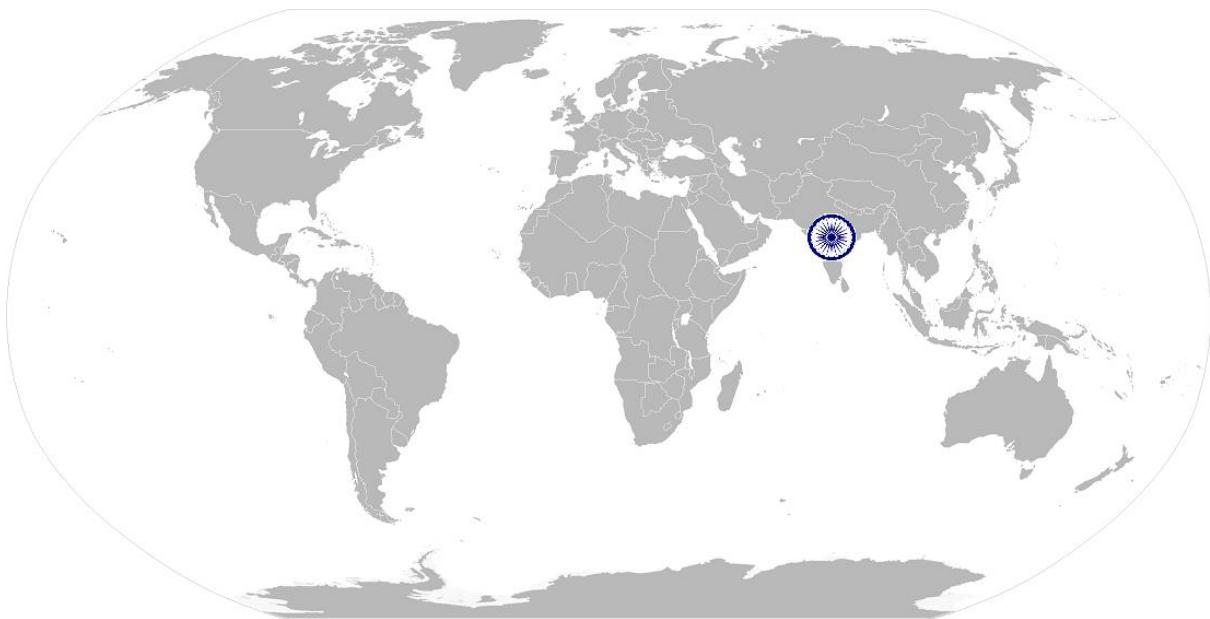
| Skills (S) (Optional) | |
|---|--|
| A. Core Skills/ Generic Skills | Writing Skills |
| | The user/individual on the job needs to know and understand how to: SA1. Prepare documentation, including charts, to accompany the work-product |
| | Reading Skills |
| | The user/individual on the job needs to know and understand how to: SA2. Read and understand the user and technical specifications of equipment and software SA3. Gather and watch stock material including photographs, Bitmaps, Clipart and Fonts SA4. Gather references of work-products and productions that could provide ideas and help conceptualise possibilities for post-production |
| | Oral Communication (Listening and Speaking skills) |
| | The user/individual on the job needs to know and understand how to: SA5. Discuss and understand requirements and specifications from the Producer, Director and Supervisor SA6. Discuss any problems with the brief that could impact the production process and solicit suggestions for resolving them |
| B. Professional Skills | Decision making |
| | The user/individual on the job needs to know and understand how to: SB1. Manage decision on suitable course of action |
| | Plan and Organize |
| | The user/individual on the job needs to know and understand how to: SB2. Plan and prioritise work according to the requirements SB3. Work well in a fast-paced environment |
| | Customer Centricity |
| | The user/individual on the job needs to know and understand how to: SB4. check that your own work meets customer requirements |
| | Problem Solving |
| | The user/individual on the job needs to know and understand how to: SB5. Identify and resolve commonly occurring issues in the equipment like printer, scanner, camera, etc. |
| | Analytical Thinking |
| | The user/individual on the job needs to know and understand how to: SB5. Monitor the nature and quality of vendors materials, tools and equipment for future purchases |
| | Critical Thinking |
| | The user/individual on the job needs to know and understand how to: SB6. Provide feedback on the quality of the equipment used, the resources and services provided by the vendor, and comment on whether the services of the vendor may be continued in the future |

MES/ N 0602

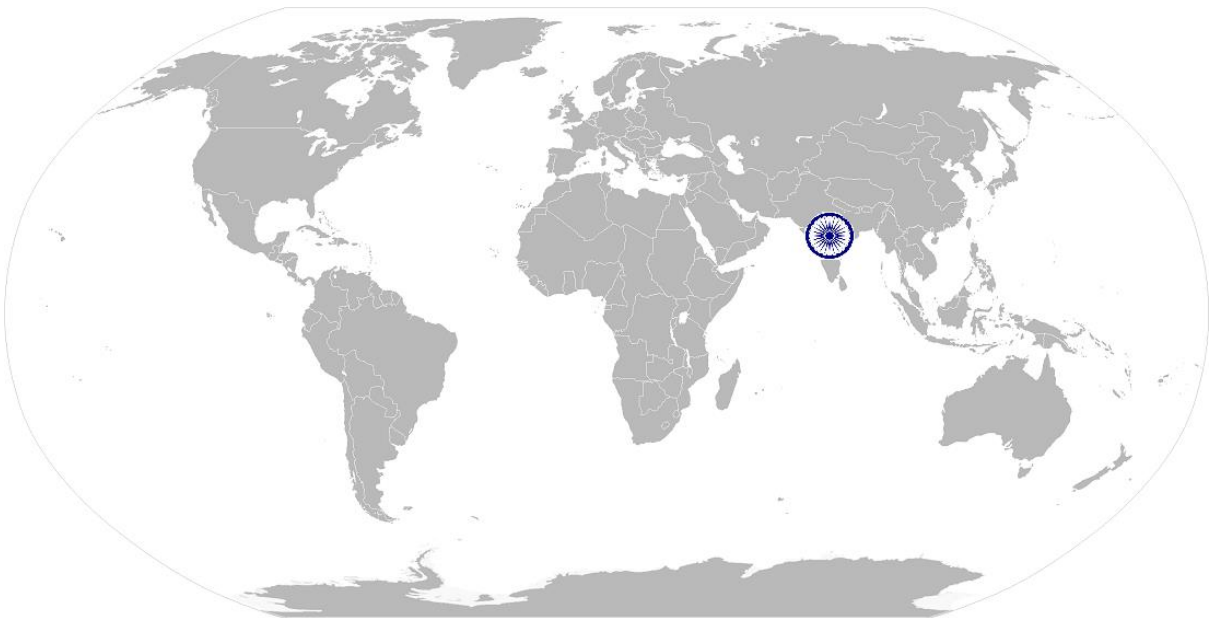
Manage equipment & material

NOS Version Control

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|----------------------|---|-------------------------|-----------------|
| NOS Code | MES / N 0602 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 02/12/15 |
| Sub-sector | Film, Television, Animation, Advertising, Gaming | Last reviewed on | 02/01/16 |
| Occupation | Art & Design | Next review date | 03/01/18 |



National Occupational Standard



Overview

This unit is about repeating a set of jobs on vector and raster graphics as directed by Senior graphic designer.

MES/ N 0607

Understand raster and vector graphics

National Occupational Standard

| | |
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| Unit Code | MES/ N 0607 |
| Unit Title (Task) | Understand raster and vector graphics |
| Description | This OS unit is about repeating a image based task as supervised by an art director or a senior graphic designer for a batch of images |
| Scope | This unit/task covers the following: <ul style="list-style-type: none"> Repeating image editing and recreating graphics |
| Performance Criteria(PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Repeating image editing and recreating graphics | To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand and select graphic elements in accordance to the design idea PC2. Edit and compose existing images as supervised PC3. Understand the final display medium and adapt the graphics as per the medium |
| 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 and elements of production relevant to his/her job role KA2. The project pipeline/schedule and timelines relevant to their work KA3. The intended purpose of the design that need to be created KA4. How to report work progress to the supervisor |
| B. Technical Knowledge | The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to source images which are suitable for the scope of the project KB2. Color Correction and Image compositing techniques KB3. Image Restoration and retouching techniques KB4. How to collect feedback from superiors and make necessary corrections KB5. The implication of the format on the quality of the end-product KB6. Applicable copyright norms and intellectual property rights |
| Skills (S) (Optional) | |
| A. Core Skills/ Generic Skills | Writing Skills |
| | The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Document notes and specifications for guidance and reference |
| | Reading Skills |
| | The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA2. Gather, organize and store stock images, cliparts, photographs for use in projects |
| | Oral Communication (Listening and Speaking skills) |
| | The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA3. Understand the creative vision and technical requirements that need to be |

MES/ N 0607

Understand raster and vector graphics

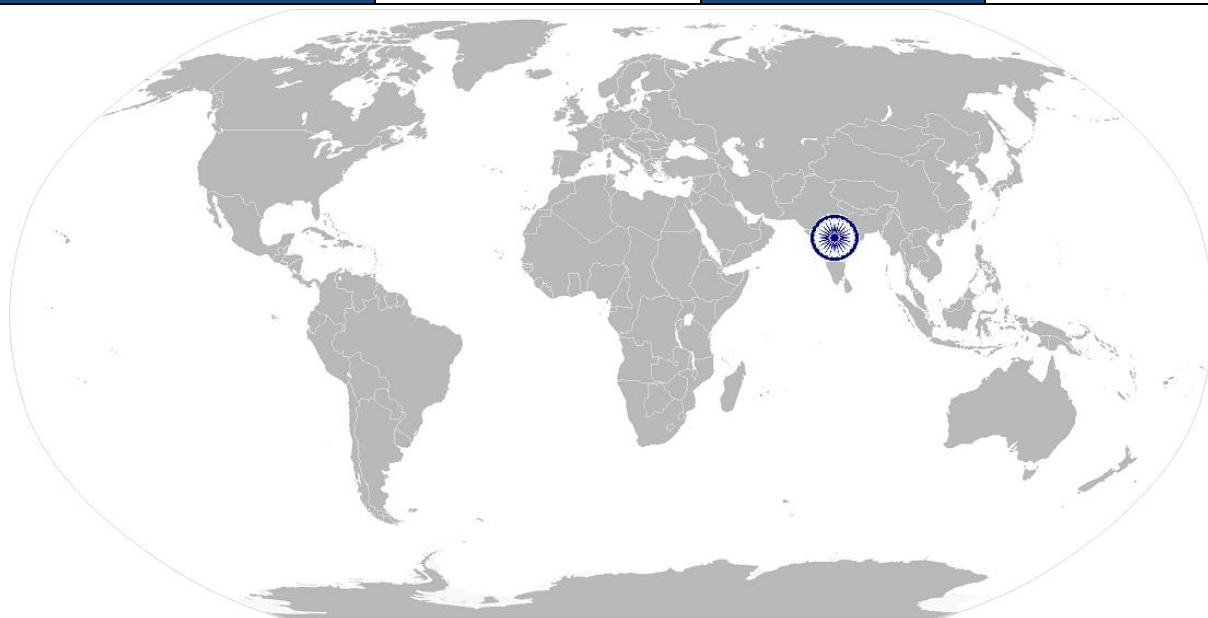
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| | <p>complied with the breif</p> <p>SA4. Discuss interim/final work peers and superiors and solicit their feedback on improvements</p> |
| B. Professional Skills | Decision making |
| | The user/individual on the job needs to know and understand how to: |
| | SB1. Follow the design ideas finalised as per the project requirements |
| | Plan and Organize |
| | The user/individual on the job needs to know and understand how to: |
| | SB2. Plan and prioritise work according to the requirements |
| | SB3. Work well in a fast-paced environment |
| | Customer Centricity |
| | The user/individual on the job needs to know and understand how to: |
| | SB4. Check that own and/or your peer's work meets customer requirements. SB5. work effectively in a customer facing environment |
| | Problem Solving |
| | The user/individual on the job needs to know and understand how to: |
| | SB6. Address comments on the interim/final work-products and make changes accordingly |
| | 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 colour Shapes, forms and software capabilities of the final output |
| | Critical Thinking |
| | The user/individual on the job needs to know and understand how to: |
| | SB8. Appraise the quality of own work to ensure it is in line with the expected quality standards |

MES/ N 0607

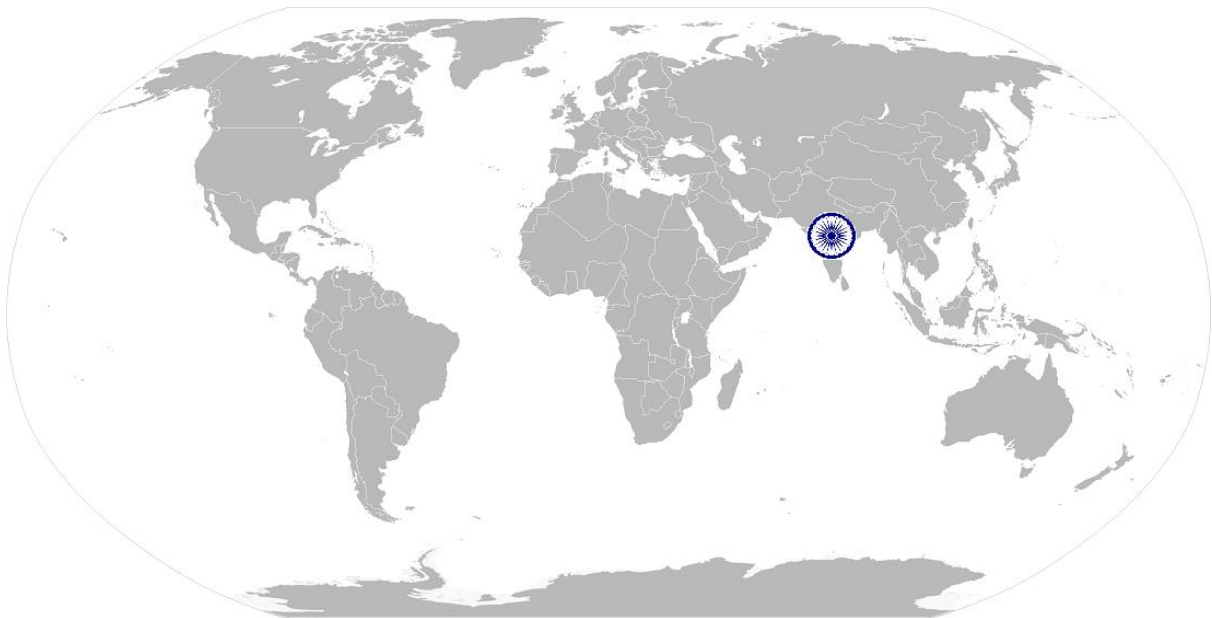
Understand raster and vector graphics

NOS Version Control

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|----------------------|---|-------------------------|-----------------|
| NOS Code | MES / N 0607 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 02/12/15 |
| Sub-sector | Film, Television, Animation, Advertising, Gaming | Last reviewed on | 02/01/16 |
| Occupation | Art & Design | Next review date | 03/01/18 |



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 therelevant person in line with organisational procedures and warnother people who may be affected</p> |
| Complying with procedures in the event of an emergency | <p>PC11. Follow organisation's emergency procedures for accidents, firesor any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or anyother natural calamity safely and within the limits of individual'sauthority</p> |
| Knowledge and Understanding (K) | |
| A. Organizational Context (Knowledge of the company / | <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> |

MES/ N 0104

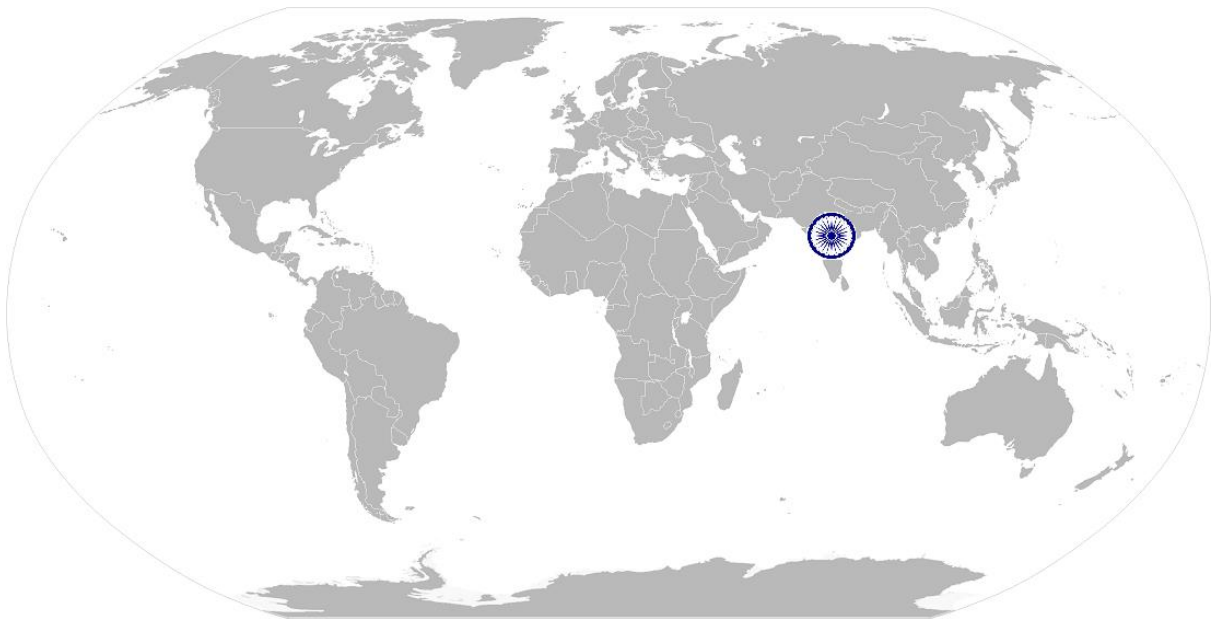
Maintain workplace health and safety

| | |
|---------------------------------------|---|
| organization and its processes) | <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> |
| B. Technical Knowledge | <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> |
| 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. 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> |
| | Reading Skills |
| | <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> |
| | Oral Communication (Listening and Speaking skills) |
| | <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> |
| B. Professional Skills | Decision making |
| | <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> |
| | Plan and Organize |
| | <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> |
| | Customer Centricity |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. build and maintain positive and effective relationships with colleges and customers</p> |
| | Problem Solving |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Apply problem solving approaches in different situations</p> |
| | Analytical Thinking |

MES/ N 0104

Maintain workplace health and safety

| | |
|--|---|
| | The user/individual on the job needs to know and understand how to: SB5. analyze data and activities |
| | Critical Thinking |
| | The user/individual on the job needs to know and understand how to: SB6. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority SB7. Apply balanced judgements in different situations |

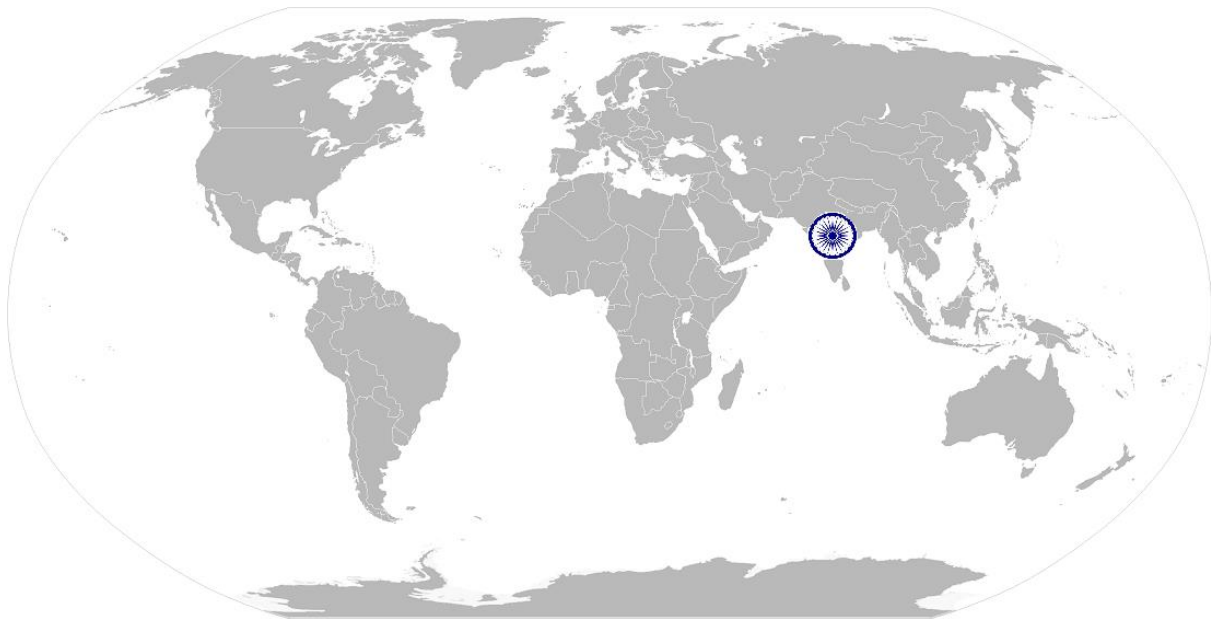


MES/ N 0104

Maintain workplace health and safety

NOS Version Control

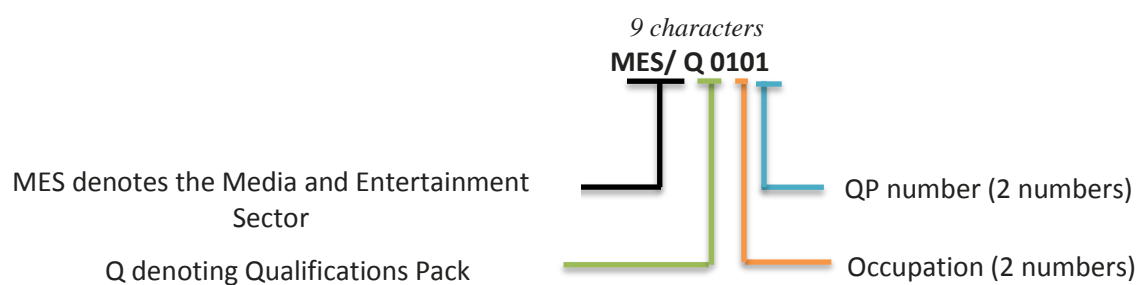
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|---------------|--|------------------|----------|
| NOS Code | MES / N 0104 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 02/12/15 |
| Sub-sector | Film, Television, Animation, Advertising, Gaming | Last reviewed on | 02/01/16 |
| Occupation | Art & Design | Next review date | 03/01/18 |



Annexure

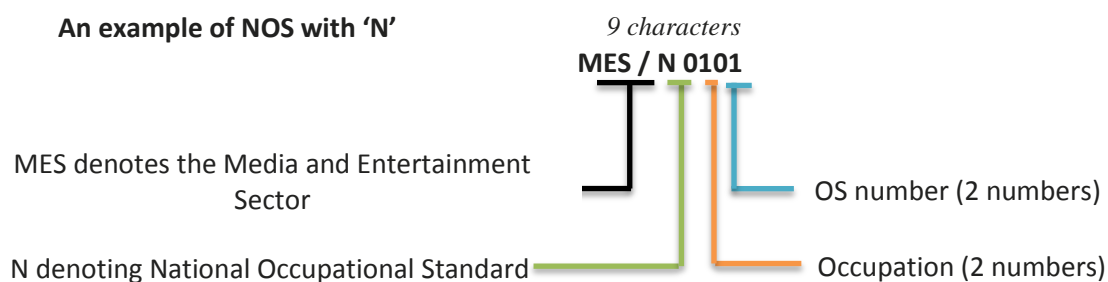
Nomenclature for QP and NOS

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 | Post Production | 14 |
| Next two numbers | QP number | 01 |

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Assistant Graphic Designer

Qualification Pack: MES Q 0603

Sector Skill Council: Media and Entertainment Skills Council

| S. No. | NOS | NOS NAME | Weightage |
|--------|----------------|---|-------------|
| 1 | MES/ N 0601 | Understand & follow Graphic visualization brief | 25% |
| 2 | MES/ N 0602 | Manage equipment & material | 30% |
| 3 | MES/ N 0607 | Understand raster and vector graphics | 30% |
| 4 | MES/ N 0104 | Maintain workplace health and safety | 15% |
| | | | 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).

| | | | Marks Allocation | | |
|--|--|------------|------------------|--------|------------------|
| Assessment outcomes | Assessment criteria for outcomes | Total Mark | Out Of | Theory | Skills Practical |
| MES/ N 0601 (Understand and follow Graphic visualization brief) | PC1. Understand the Design specification based on job brief (dimensions, operating platforms, etc.) | 100 | 20 | 10 | 50 |
| | PC2. Understand the and relate the base idea, theme and concept | | 20 | 10 | |
| | PC3. Understand client branding (Colour scheme, Logo, target audience, etc) | | 20 | 10 | |
| | PC4. Follow the platform requirements of the project (Television, Film, Print, Gaming. Etc) | | 20 | 10 | |
| | PC5. Follow the work requirements of the project relevant to his/her job role. (Format, Number, Types, Duplicates etc) | | 20 | 10 | |
| | | Total | 100 | 50 | 50 |
| MES/ N 0602 (Manage equipment and material) | PC1. Gather raw stock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for production. | 100 | 20 | 10 | 50 |
| | PC2. Sort and material ready for the production process. | | 20 | 10 | |
| | PC3. Ensure software/equipment is ready for use (e.g. Photoshop, Scanner, etc) | | 25 | 10 | |
| | PC4. Save back-ups for interim work-products in the appropriate file formats | | 20 | 10 | |
| | PC5. 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). | | 15 | 10 | |
| | | Total | 100 | 50 | 50 |
| MES/ N 0607 (Understand raster and vector graphics) | PC1. Understand and select graphic elements in accordance to the design idea. | 100 | 40 | 20 | 50 |
| | PC2. Edit and compose existing images as supervised | | 30 | 15 | |
| | PC3. Understand the final display medium and adapt the graphics as per the medium | | 30 | 15 | |
| | | Total | 100 | 50 | 50 |

| | | | | | |
|---|--|-----|------------|-----------|-----------|
| 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 |