

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

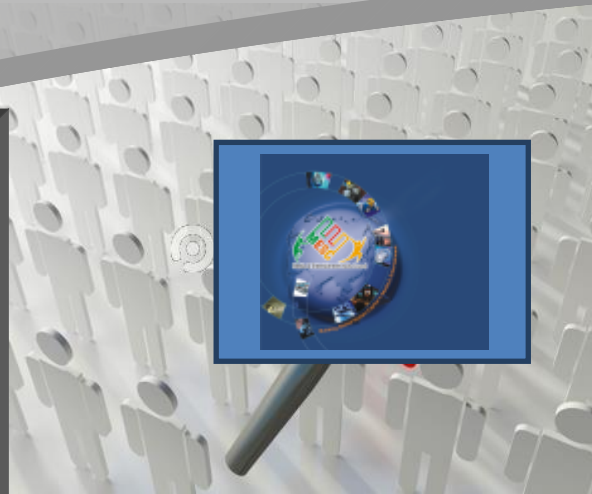
What are Occupational Standards(OS)?

- 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

Contact Us:

Media & Entertainment Skills Council

E-mail:
mesc@ficci.com



Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key TermsP.3
5. Annexure: Nomenclature for QP & OS...P.5

Introduction

Qualifications Pack- Layout designer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Animation, Gaming

OCCUPATION: Layout designer

REFERENCE ID: MES/ Q 0503

ALIGNED TO: NCO-2004/NIL

Layout designer in the Media & Entertainment Industry is also known as the Background designer

Brief Job Description: Individuals at this job need to design and create the digital layouts, backgrounds, architecture and props for a production

Personal Attributes: This job requires the individual to have excellent drawing skills including an understanding of landscapes, geographies, architecture, machinery etc. The individual must be able to design layouts consistent with the creative style of the production using software such as Adobe Photoshop, Gimp etc.

Job Details	Qualifications Pack Code	MES/ Q 0503		
	Job Role	Layout 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	21/10/14
	Sub-sector	Animation, Gaming	Last reviewed on	29/10/14
	Occupation	Art & Design	Next review date	20/10/16

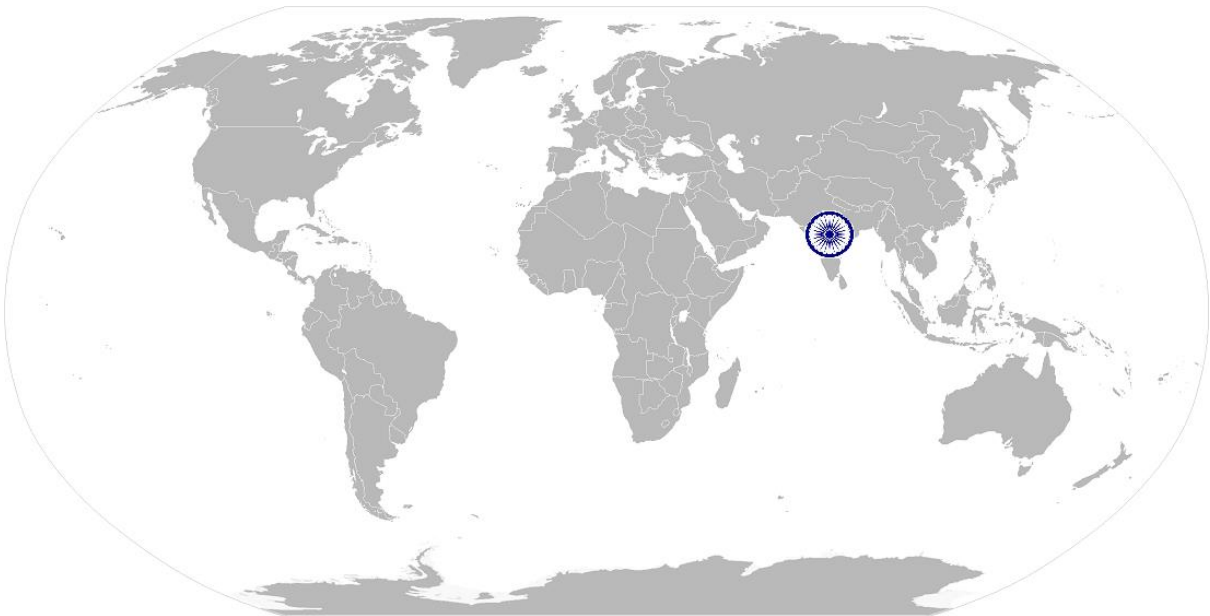
Job Role	Layout designer
Role Description	Design the layouts for the production
NSQF level	4
Minimum Educational Qualifications	N.A.
Maximum Educational Qualifications	Graduation in Fine Arts
Training (Suggested but not mandatory)	Art, Adobe Photoshop
Experience	~4 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0503 (Design layouts) 2. MES / N 0508 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Attitude poses	Attitude poses are used to describe the body language and personality of the characters
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Character line-up	Character line-up is the portrayal of characters side-by-side
Character turnarounds	Character turnarounds are used to depict the characters look from all angles
Clean-up	Refining the interim/rough rough animation
Colour keys	Colour keys are used to depict the mood of the production through hues and tones
colour theory	Colour theory is the art of combining all the colours in the colour wheel to create specific colour combinations
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
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.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
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.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Lighting keys	Lighting keys are used to depict the mood of the production through intensity, time and shadows
Mouth chart	Mouth chart is used to portray the emotions and expressions of the characters
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
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.

Acronyms	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

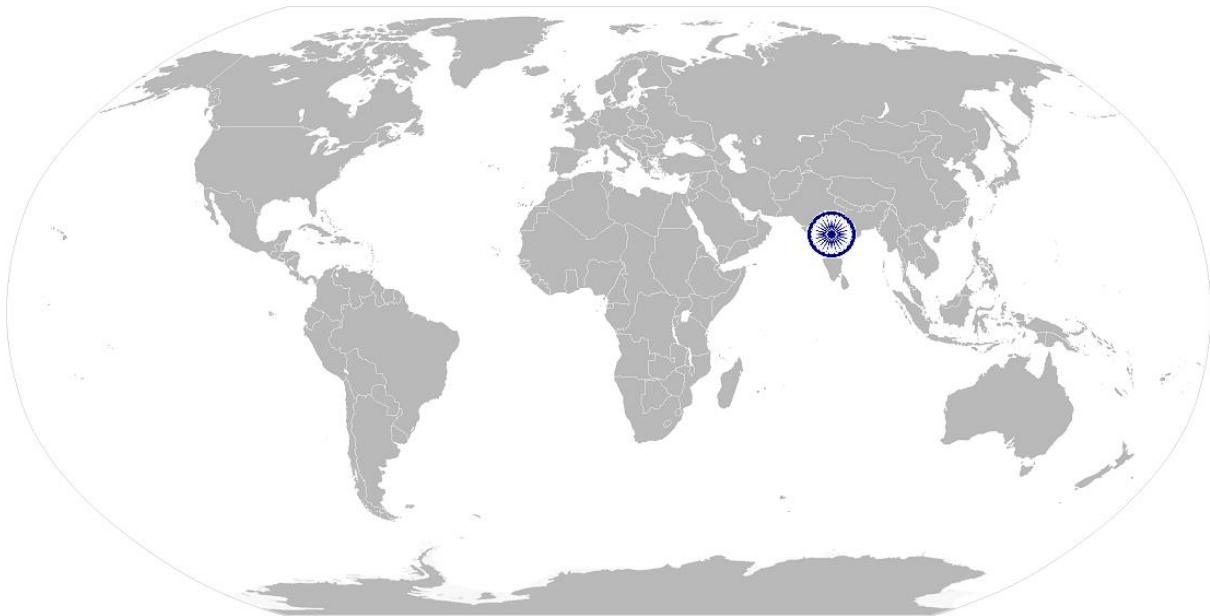
This unit is about designing the layouts, backgrounds, architecture and props for production in accordance to the script requirements

Unit Code	MES/ N 0503
Unit Title (Task)	Design layouts
Description	This OS unit is about designing the layouts, backgrounds, architecture and props for production in accordance to the script requirements
Scope	<p>This unit/task covers the following:</p> <p>Gathering visual references (Photographs of architectures from old to contemporary, paintings from modern masters to contemporary etc.) that could serve as aids during the animation process, including:</p> <ul style="list-style-type: none"> Previously executed animation work-products, animations products available in the public domain, artwork <p>Creating master layouts for production, which could include the following:</p> <ul style="list-style-type: none"> Background visuals, architecture, machinery, props, landscapes
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Gathering visual references that could serve as aids during the animation process	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Conceptualise backgrounds, architecture, machinery and props designs and draw out on different possibilities out on paper, including turnarounds, if required</p> <p>PC2. Visualise the shot composition and assemble the assets – characters and backgrounds – for each scene as per the storyboard</p>
Creating master layouts for production	<p>PC3. Create master layouts for production with proper perspective grids, depth, compositions etc. from a cinematographers poin of view (to create layouts from different camera angles)</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</p> <p>KA2. The profile and preferences of the target audience</p> <p>KA3. The production budget and timelines</p> <p>KA4. The technical requirements of the medium/style in which the Charcter will be exhibited</p> <p>KA5. The location required for the story</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to work on image editing software such as Adobe Photoshop, Gimp etc.</p> <p>KB2. Different types of landscapes, geographies and architecture</p> <p>KB3. How to mark and measure sets, camera, lighting</p> <p>KB4. How to photograph in high resolution for references</p> <p>KB5. How to design and develop designs consistent with the creative look of the production and in accordance to the design brief</p> <p>KB6. Properties and operating characteristics for different types of machinery e.g.</p>

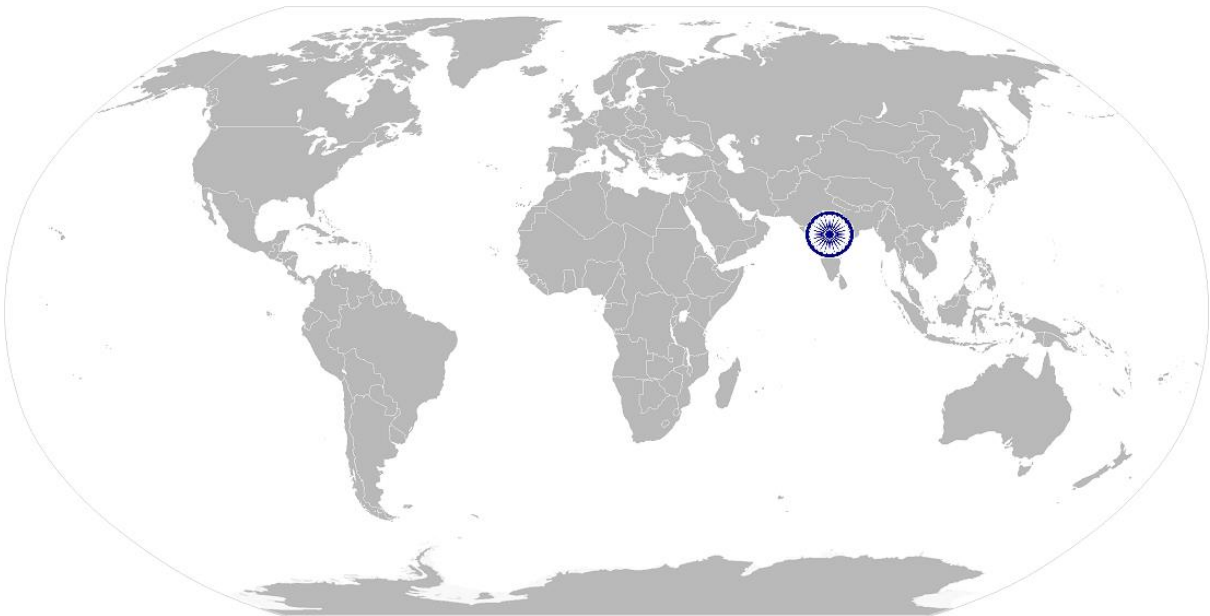
	<p>guns, cars, planes etc.</p> <p>KB7. To create contemporary and historical architecture, furniture in various styles as per requirements</p> <p>KB8. The composition and differences in still and in moving images e.g. in textures, surfaces, edges, depth, existence, numbers etc.</p> <p>KB9. How to draw, paint and clean frame-by-frame layouts</p> <p>KB10. How to represent perspective and three-dimensional spaces</p> <p>KB11. How to create atleast 6 applications of aspects/ aesthetics of an art</p> <p>KB12. The sources for research and reference material available in the market</p> <p>KB13. Applicable copyright norms and intellectual property rights</p> <p>KB14. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Document descriptions, to help present to the Director and Producer, and to guide the production process</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read and understand the script and determine the script requirements</p> <p>SA3. Read and understand the design brief</p> <p>SA4. Read and understand the camera angles, shot selection, character staging etc. from the storyboard before providing the ideal layout</p> <p>SA5. Read and understand the profile and preferences of the target audience and any culture/location-specific attributes that would need to be factored into the design process</p> <p>SA6. Research links, videos, artwork etc. that can be used as references during the production process</p> <p>SA7. Research various textures, chemicals, physical and biological materials to enable presentation of the layouts in an effective manner</p>
<p>B. Professional Skills</p>	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. Collaborate with the script team to design the backgrounds</p>
	<p>Plan and Organize</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Plan and prioritise work according to the requirements and agreed timelines</p>	
<p>Problem Solving</p>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Identify any creative problems that may arise during the production and find solutions to address them</p>	

NOS Version Control

NOS Code	MES / N 0503		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	29/10/14
Occupation	Art & Design	Next review date	20/10/16



National Occupational Standard



Overview

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

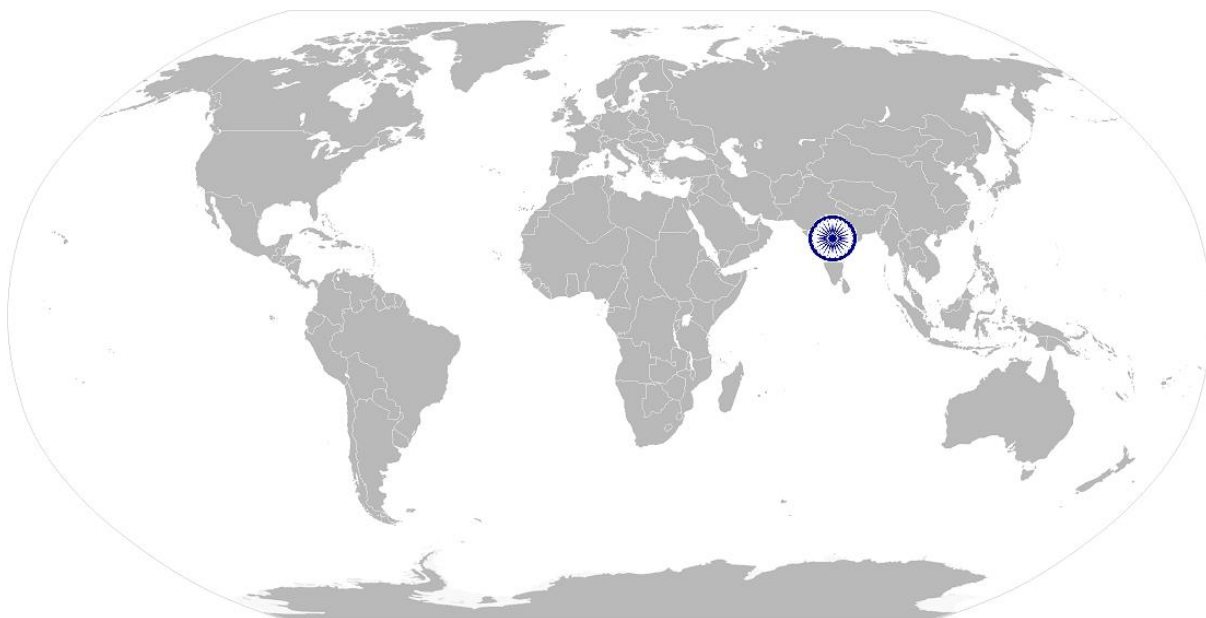
Maintain workplace health and safety

Unit Code	MES/ N 0508
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 the relevant person in line with organisational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and	<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> <p>KA3. Limits of authority while dealing with risks/ hazards</p>

its processes)	KA4. The importance of maintaining high standards of health and safety at a workplace
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
	The user/individual on the job needs to know and understand how to:
	SA1. How to write and provide feedback regarding health and safety to the concerned people
	SA2. How to write and highlight potential risks or report a hazard to the concerned people
	Reading Skills
The user/individual on the job needs to know and understand how to:	
SA3. Read instructions, policies, procedures and norms relating to health and safety	
Oral Communication (Listening and Speaking skills)	
The user/individual on the job needs to know and understand how to:	
SA4. Highlight potential risks and report hazards to the designated people	
SA5. Listen and communicate information with all anyone concerned or affected	
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to:
	SB1. Make decisions on a suitable course of action or plan
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority
	Problem Solving
The user/individual on the job needs to know and understand how to:	
SB3. Apply problem solving approaches in different situations	
Critical Thinking	
The user/individual on the job needs to know and understand how to:	
SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority	
SB5. Apply balanced judgements in different situations	

NOS Version Control

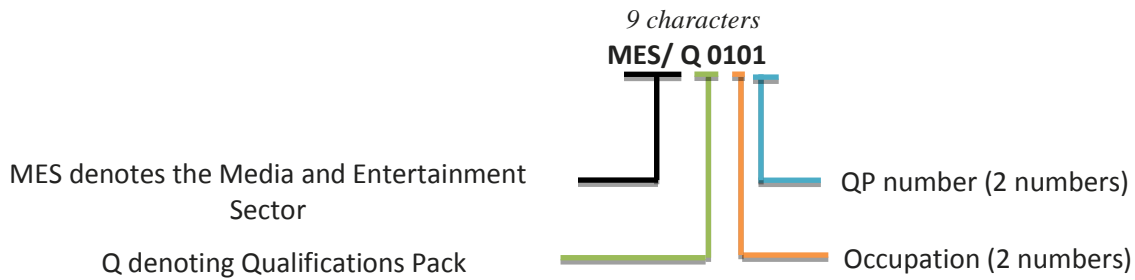
NOS Code	MES / N 0508		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	29/10/14
Occupation	Art & Design	Next review date	20/10/16



Annexure

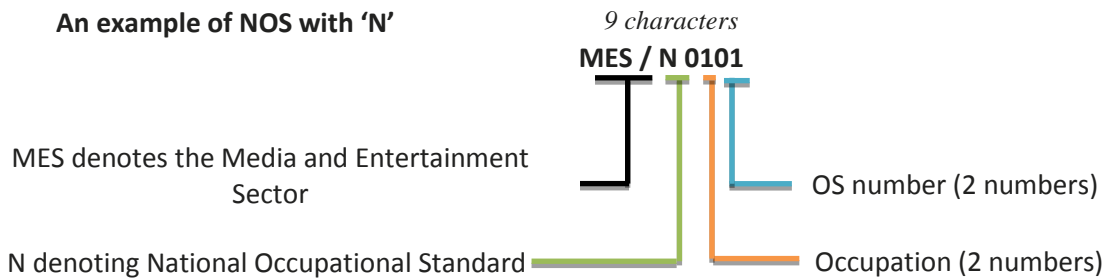
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

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	Art & Design	05
Next two numbers	QP number	03

Job Role/Qualification Pack		Layout Designer				
QP- ID		MES Q 0503				
	NOS	NOS NAME	Weightage			
1	MES/ N 0503	Design layouts	90%			
2	MES/ N 0508	Maintain workplace health and safety Description	10%			
			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)

Job Role	Layout Designer					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0503	Design layouts	PC1. Conceptualise backgrounds, architecture, machinery and props designs and draw out on different possibilities out on paper, including turnarounds, if required	100	30	15	50
		PC2. Visualise the shot composition and assemble the assets – characters and backgrounds – for each scene as per the storyboard		30	15	
		PC3. Create master layouts for production with proper perspective grids, depth, compositions etc. from a cinematographers poin of view (to create layouts from different camera angles)		40	20	
			Total	100	50	50
MES/N 0508	Maintain workplace health and safety Description	PC1. Understand and comply with the organisation’s current health, safety and sec	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		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		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