

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

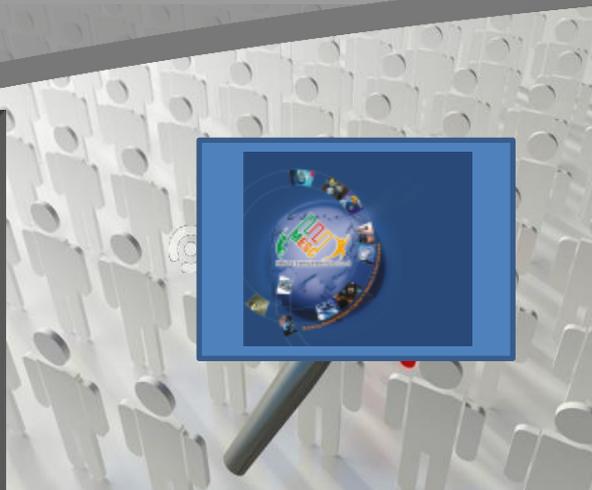
### What are Occupational Standards(OS)?

- 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-Script-writer

**SECTOR:** MEDIA AND ENTERTAINMENT

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

**OCCUPATION:** Script-writer

**REFERENCE ID:** MES/ Q 3002

**ALIGNED TO:** NCO-2004/2451.70

**Script-writer in the Media & Entertainment Industry is also known as a Screen-writer / Story-writer**

**Brief Job Description:** Individuals at this job need to write full length scripts that are production-ready. Note: In the Indian film industry, the script is often constructed as a sum of 3 elements: Story, Screenplay and Dialogue and 3 different individuals usually write these. However, ideally the entire script should be written by 1 writer (or at least the screenplay and dialogue)

**Personal Attributes:** This job requires the individual to be a storyteller with a developed sense of dramaturgy including the ability to conceptualise the plot, structure it into a narrative with multi-dimensional, empathetic and credible characters. The individual must be well-versed with script-writing elements, principles, norms, guidelines and techniques to be able to develop a full-length script that is production ready. A sense of the Indian story-telling ethos is desirable.

Job Details	<b>Qualifications Pack Code</b>	<b>MES/ Q 3002</b>		
	<b>Job Role</b>	<b>Script-writer</b> This job role is applicable in both national and international scenarios		
	<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	<b>1.0</b>
	<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>13/10/14</b>
	<b>Sub-sector</b>	<b>Film, Television, Animation, Gaming, Advertising</b>	<b>Last reviewed on</b>	<b>29/10/14</b>
	<b>Occupation</b>	<b>Screen/Script writing</b>	<b>Next review date</b>	<b>12/10/16</b>

<b>Job Role</b>	<b>Script-writer</b>
<b>Role Description</b>	Write full-length scripts for productions
<b>NSQF level</b>	6
<b>Minimum Educational Qualifications</b>	High school (with language proficiency)
<b>Maximum Educational Qualifications</b>	Graduation/ Post graduation (preferably in literature)
<b>Training</b> (Suggested but not mandatory)	Script-writing/Creative-writing (While formal training helps, it is not essential as it is possible to learn the craft of scriptwriting on one's own)
<b>Experience</b>	5+ Years of work experience
<b>Applicable National Occupational Standards (NOS)</b>	<b>Compulsory:</b> 1. <a href="#">MES / N 3002 (Develop a full length script)</a> 2. <a href="#">MES / N 3004 (Maintain workplace health and safety)</a> <b>Optional:</b> N.A.
<b>Performance Criteria</b>	As described in the relevant OS units

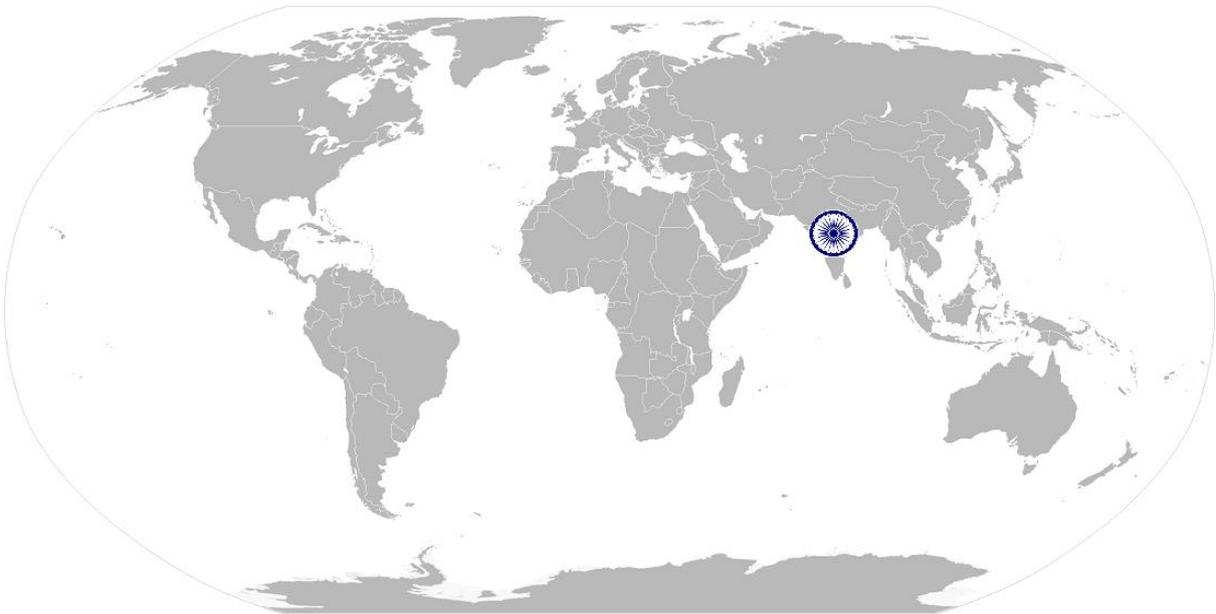
Definitions

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
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
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.
Target Audience	Group of people at whom content/ adverting 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)
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.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
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.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
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.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
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.
<b>Keywords /Terms</b>	<b>Description</b>
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

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# National Occupational Standard



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## Overview

This unit is about writing the complete script for a production according to requirements and in a manner that facilitates production

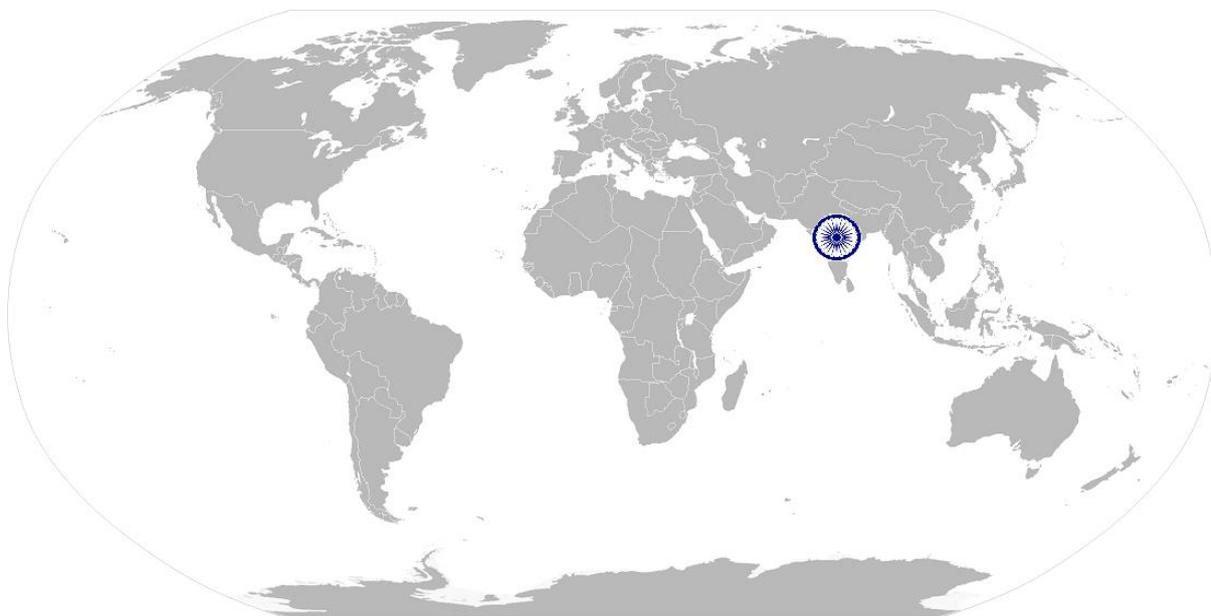
<b>Unit Code</b>	MES/ N 3002
<b>Unit Title (Task)</b>	Develop a full length script
<b>Description</b>	This OS unit is about writing the complete script for a production according to requirements and in a manner that facilitates production
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Preparing or co-writing the script/screenplay/dialogue/lyrics for a range of productions and genres (The script can either be written on speculation and brought to a production house for approval, or it can be written under assignment from a production house. For scriptwriting on assignment, a clear brief on the plot on which it is based and the genre and style of the script needs to be established beforehand.)</li> <li>• Productions could include animation, advertisements/commercials, documentaries, feature films, short films, television series, theatre</li> <li>• Genres could include action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, thriller</li> </ul> <p>Note: Each genre also has various sub-genres</p>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Preparing or co-writing the script/ screenplay/ dialogue/ lyrics for a range of productions and genres	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Construct a complete story that is rooted in a central idea/premise, with integrity between the plot and characters. The characters must be interesting, multi-dimensional and credible, with motives that link them to the plot</p> <p>PC2. Develop the story into a complete script with a coherent structure within the requisite timelines. The script must be broken into scenes with dialogues, visual elements, gestures and actions that ensure story progression and audience engagement</p> <p>PC3. If written on speculation, the screenwriter has to prepare pitch presentations to pitch it to the production house. If written under assignment, it may be necessary to prepare pitch presentations for pitching it to producers, directors and/or the cast</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience and the objective/outcomes of the production such as audience engagement with commercial success in view for feature films, public service, information dissemination and/or spreading awareness</p> <p>KA2. The timelines and budget within which the script would need to be delivered</p>

its processes)	
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. The norms and practices of script-writing followed by different production houses</li> <li>KB2. The fundamental principles of story-telling and character psychology</li> <li>KB3. The principles of action and dialogue writing, and how to use timing, pacing and characterization effectively</li> <li>KB4. The different genres of scripts and the entertaining elements therein</li> <li>KB5. Script formats and their styles, including script components like scene headings, parenthesis, description, scene transitions, action, dialogue, light and sound</li> <li>KB6. Elements of the script including the story premise, theme, plot, character profiles, structure, scene design, dialogue and key turning points</li> <li>KB7. The basics of dramaturgy that include the nature of conflict, how characters and plots drive each other, escalating confrontation and a resolution delivering dramatic satisfaction</li> <li>KB8. Indian storytelling traditions, including an awareness of the two Indian myths, the Ramayana and the Mahabharata. An understanding of the Rasa theory of Bharata and its universal applicability is desirable</li> <li>KB9. The ability and imagination to convert reality into storylines by drawing inferences from sources such as news reports, interviews, real life characters and events, existing fact-based information, observation and publications or as per client brief</li> <li>KB10. The culture and literary capacity of the audience and how to design narratives that are meaningfully comprehensible to them</li> <li>KB11. How to research and tap into the sources for procuring information/ background material that will enhance the dramatic merit of the script</li> <li>KB12. How to work on word processing software and screenwriting, formatting software like Final Draft, Movie Magic, Screenwriter and Celtx and how to use computers and the internet efficiently</li> <li>KB13. How to type in regional language using Unicode</li> <li>KB14. The laws and roles relevant for screenwriters, like protecting copyrights, contractual protocols, maintaining membership to the respective writers' union and adhering to the rules and protocols for writers' protection</li> <li>KB15. Applicable health and safety guidelines</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. How to write a script, treatment, story bible, one page synopsis, paragraph summary and tag line, and understand the differing purposes for each</li> <li>SA2. Develop and draft the complete script complying with norms and guidelines specific to the industry/genre/region/language/culture</li> <li>SA3. Use correct grammar, spelling, punctuation and phonetics for the language in which the script is being developed</li> <li>SA4. Develop pitch presentations (covering key elements such as one line summary, synopsis, characters) for the decision-makers i.e. Directors,</li> </ul>

	Producers and clients SA5. Be dynamic/flexible when modifying the script during production
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA1. Read and understand the story outline and characters SA2. Research and confirm factual information used for the story to ensure it is accurate SA3. Research the profile and characteristics of the target audience, industry, genre, region and culture
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA4. Pitch the script to the relevant decision makers i.e. Producer, Director, Client SA5. Discuss development of the narrative with the Producer/ Director/ Client, as required
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Ensure that the script is ready for production and is completed within timelines and budget requirements
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB2. Identify any problems with successful execution of the task and resolve them in consultation with the producer and director
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB3. Envision the impact of the script on the production budget, requirements and process
	<b>Critical Thinking</b>
The user/individual on the job needs to know and understand how to: SB4. Evaluate draft scripts against the objectives/outcomes of production to determine whether they successfully meet requirements	

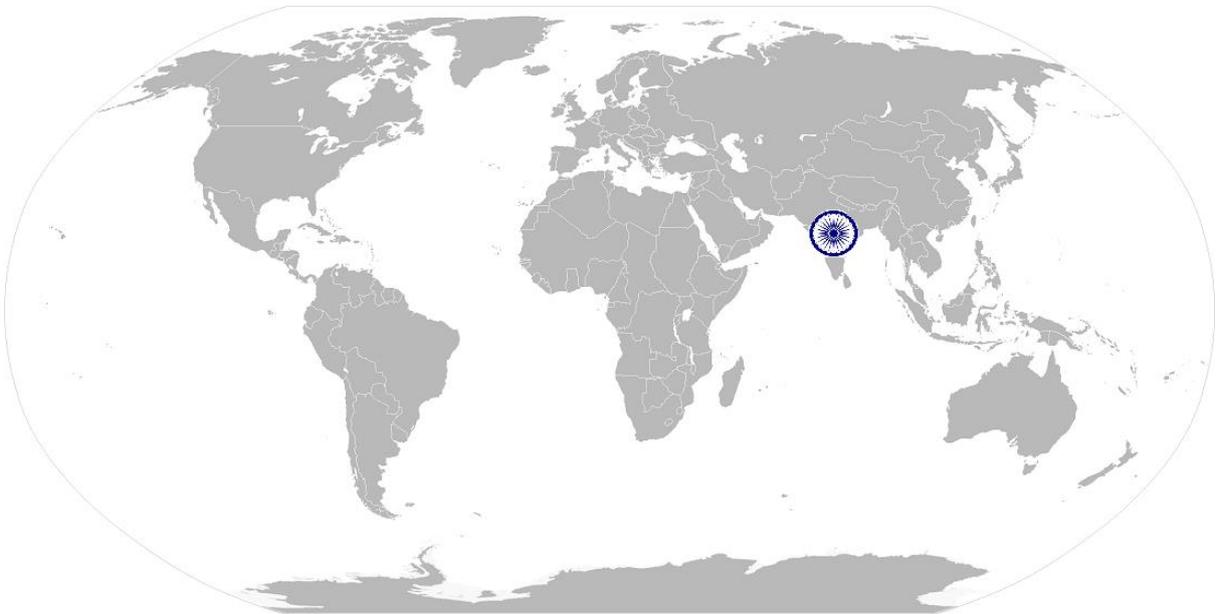
## NOS Version Control

<b>NOS Code</b>	MES / N 3002		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>13/10/14</b>
<b>Sub-sector</b>	<b>Film, Television, Animation, Gaming, Advertising</b>	<b>Last reviewed on</b>	<b>29/10/14</b>
<b>Occupation</b>	<b>Screen/Script writing</b>	<b>Next review date</b>	<b>12/10/16</b>



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# National Occupational Standard



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## Overview

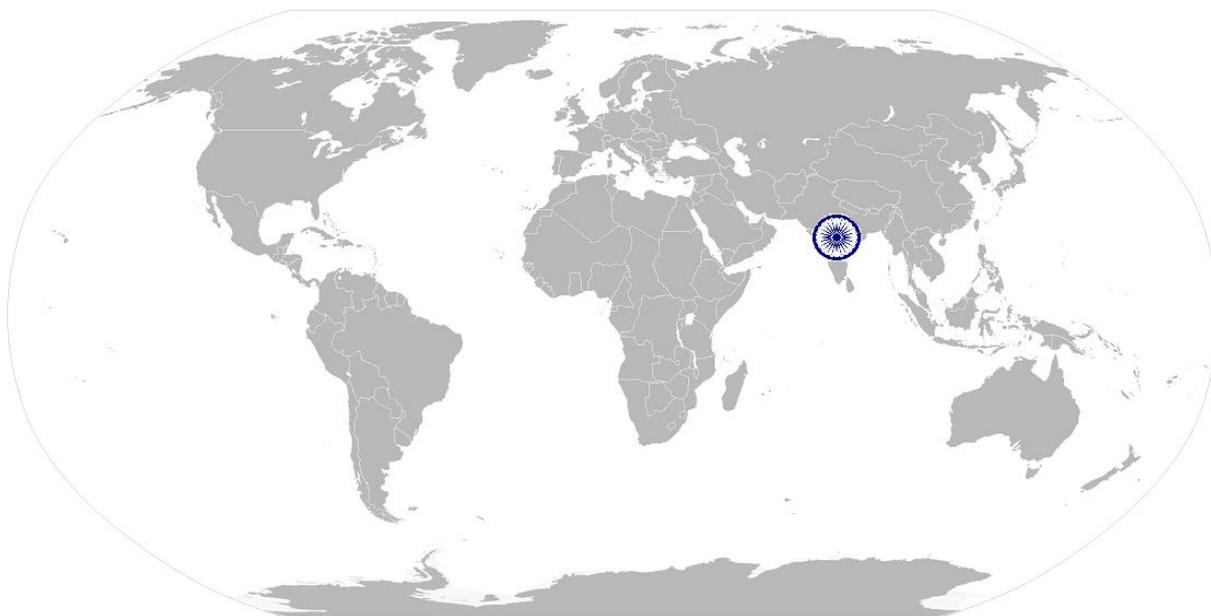
**This unit is about contributing towards maintaining a healthy, safe and secure working environment**

<b>Unit Code</b>	MES/ N 3004
<b>Unit Title (Task)</b>	Maintain workplace health and safety
<b>Description</b>	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Understanding the health, safety and security risks prevalent in the workplace</li> <li>Knowing the people responsible for health and safety and the resources available</li> <li>Identifying and reporting risks</li> <li>Complying with procedures in the event of an emergency</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
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>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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>B. Technical Knowledge</b>	<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>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	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
	<b>Reading Skills</b>
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	
<b>Oral Communication (Listening and Speaking skills)</b>	
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>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. Make decisions on a suitable course of action or plan
	<b>Plan and Organize</b>
	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
	<b>Problem Solving</b>
The user/individual on the job needs to know and understand how to:	
SB3. Apply problem solving approaches in different situations	
<b>Critical Thinking</b>	
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

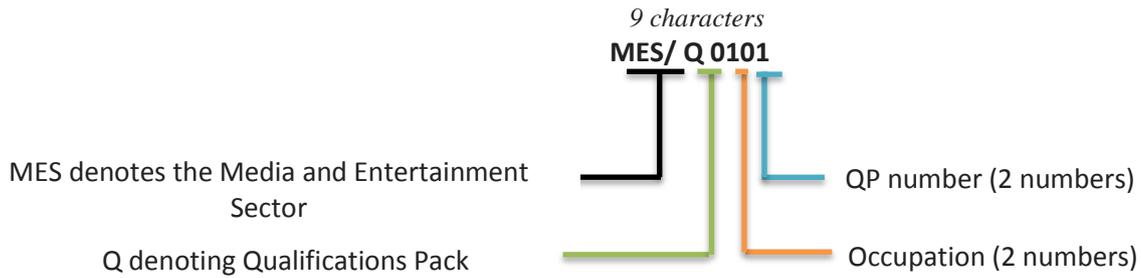
<b>NOS Code</b>	MES / N 3004		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>13/10/14</b>
<b>Sub-sector</b>	<b>Film, Television, Animation, Gaming, Advertising</b>	<b>Last reviewed on</b>	<b>29/10/14</b>
<b>Occupation</b>	<b>Screen/Script writing</b>	<b>Next review date</b>	<b>12/10/16</b>



## Annexure

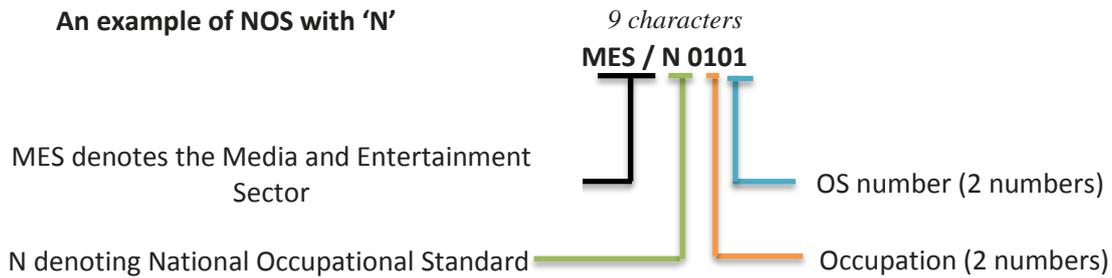
### Nomenclature for QP and NOS

#### 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	Screen/Script writing	30
Next two numbers	QP number	02

<b>Job Role/Qualification Pack</b>		<b>Script Writer</b>				
<b>QP- ID</b>		MES Q 3002				
	NOS	NOS NAME	Weightage			
1	MES/ N 3002	Develop a full length script	95%			
2	MES/N 3004	Maintain workplace health and safety Description	5%			
			100%			

### Guidelines for Assessment:

- 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.
- The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC
- Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
- Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
- To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical)

<b>Job Role</b>		<b>Script Writer</b>				
NOS CODE	<b>NOS NAME</b>	Performance Criteria			<b>Marks Allocation</b>	
			<b>Total Mark</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
MES/ N 3002	<b>Develop a full length script</b>	PC1. Construct a complete story that is rooted in a central idea/premise, with integrity between the plot and characters. The characters must be interesting, multi-dimensional and credible, with motives that link them to the plot	<b>100</b>	30	15	<b>50</b>
		PC2. Develop the story into a complete script with a coherent structure within the requisite timelines. The script must be broken into scenes with dialogues, visual elements, gestures and actions that ensure story progression and audience engagement		30	15	
		PC3. If written on speculation, the screenwriter has to prepare pitch presentations to pitch it to the production house. If written under assignment, it may be necessary to prepare pitch presentations for pitching it to producers, directors and/or the cast		40	20	
			<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
MES/N 3004	<b>Maintain workplace health and safety Description</b>	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	<b>100</b>	10	5	<b>50</b>

		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	
			<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>