

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

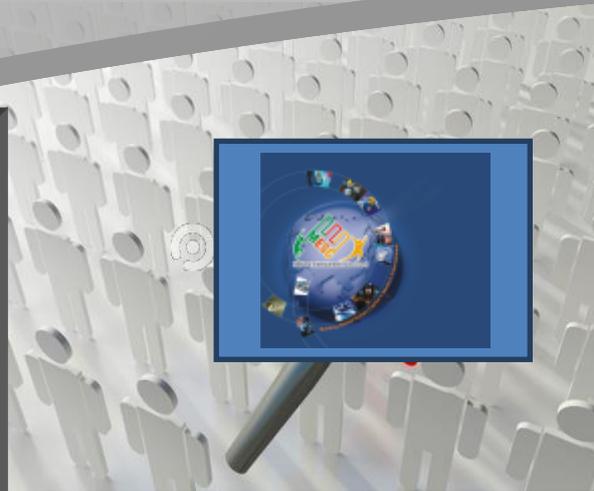
What are Occupational Standards(OS)?

- 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- Storyboard artist

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Animation, Gaming

OCCUPATION: Storyboard artist

REFERENCE ID: MES/ Q 0507

ALIGNED TO: NCO-2004/NIL

Storyboard artist in the Media & Entertainment Industry is also known as the Story artist

Brief Job Description: Individuals at this job need to translate the script/ story/ idea/ concept into a visual medium using a series of illustrated frames

Personal Attributes: This job requires the individual to have excellent drawing skills and an understanding of the elements of storyboarding. The individual must be able to visualize frames/ scenes and conceptualise creative ways to illustrate them using software such as Adobe Photoshop Storyboard Pro, Storyboard Artist Studio, Microsoft Powerpoint etc.

Job Details	Qualifications Pack Code	MES/ Q 0507		
	Job Role	Storyboard artist 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	Storyboard artist
Role Description	Translate the script/story into a series of illustrated frames
NSQF level	3
Minimum Educational Qualifications	-
Maximum Educational Qualifications	Graduation in Fine Arts
Training (Suggested but not mandatory)	Art, Adobe Photoshop
Experience	2+ Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0507 (Prepare storyboard) 2. MES / N 0508 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

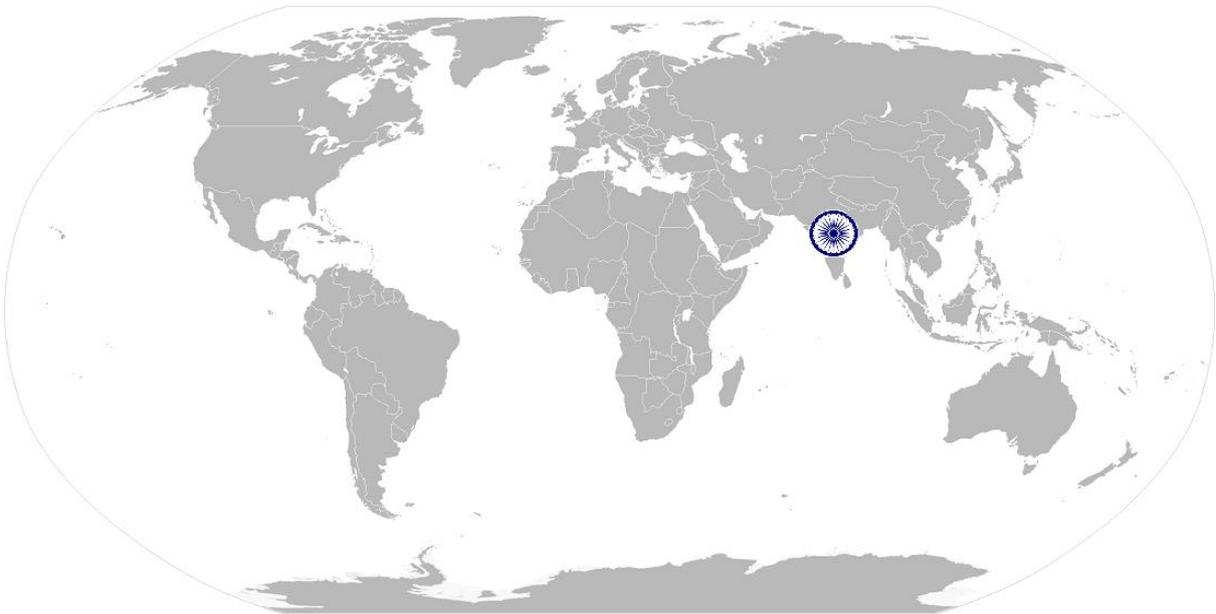
Definitions

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 translating the script/ story/ idea/ concept (largely written material/ text) into a visual medium using a storyboard/series of illustrated frames

Unit Code	MES/ N 0507
Unit Title (Task)	Prepare storyboard
Description	This OS unit is about translating the script/ story/ idea/ concept (largely written material/ text) into a visual medium using a storyboard/series of illustrated frames
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Breaking the production idea/script down into frames/ scenes. Production could include the following: <ul style="list-style-type: none"> • Animation, Advertisements/commercials, Documentaries, Feature films, Short Films, Television Series (Storyboards are most relevant for Animation, Vfx and Advertising) • Translating the frames into a series of sequential illustrations
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Breaking the production idea/script down into frames/ scenes	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Analyse and break the production idea/script down into frames/scenes/ panels</p> <p>PC2. Conceptualise creative ways of illustrating frames/scenes (all possible technical aspects must be handled carefully in each panel)</p>
Translating the frames into a series of sequential illustrations	<p>PC3. Prepare storyboards for the script in accordance to specifications, keeping in mind the technical continuity of the story from the concept to the screenplay</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 objective and outcomes of the production</p> <p>KA2. The objective/purpose that the storyboard intends to achieve i.e. to make pitches (e.g. ad films) or to explain requirements/ act as a reference for the production team (e.g. animated content, ad film production)</p> <p>KA3. The storyboarding requirements and specifications</p> <p>KA4. The timelines within which the storyboard needs to be delivered</p> <p>KA5. How to see the story and its requirements through the Directors eyes</p> <p>KA6. The age-group for which the story needs to be presented</p> <p>KA7. The precautions that need to be kept in mind for a particular script</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The elements of storyboarding including character movements, backgrounds, camera angles, shots, frame composition, perspective, lighting, sets etc.</p> <p>KB2. How to draw and illustrate using various drawing techniques</p> <p>KB3. How to illustrate words, emotions and actions in a simple and powerful way</p> <p>KB4. The human anatomy, emotions, actions and expressions</p>

	<p>KB5. Basics of theatre, staging, gestures and group behavior</p> <p>KB6. How to work on storyboarding software such as Adobe Photoshop Storyboard Pro, Storyboard Artist Studio, Microsoft PowerPoint etc.</p> <p>KB7. How to present simple and appropriate camera angles to make the scene interesting</p> <p>KB8. How to use photography as a tool to gather references</p> <p>KB9. How to break the script down into frames / scenes</p> <p>KB10. The basics of frame resolution and ratios</p> <p>KB11. How to visualize frames/ scenes from the angle of a camera and conceptualise creative ways to illustrate them</p> <p>KB12. How to research/ collect visual references</p> <p>KB13. 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 notes on requirements and specifications</p> <p>SA2. Label each frame sequentially and document notes, where required</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read and understand the script/ story/ concept/ idea</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>SA4. Be a good story-teller</p> <p>SA5. Understand storyboard requirements and specifications from the Producer and Director</p> <p>SA6. Present and pitch storyboards to the Producer, Director, Production team and end clients</p>
<p>B. Professional Skills</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 problems with successful execution of the task and resolve them in consultation with the producer and director</p>



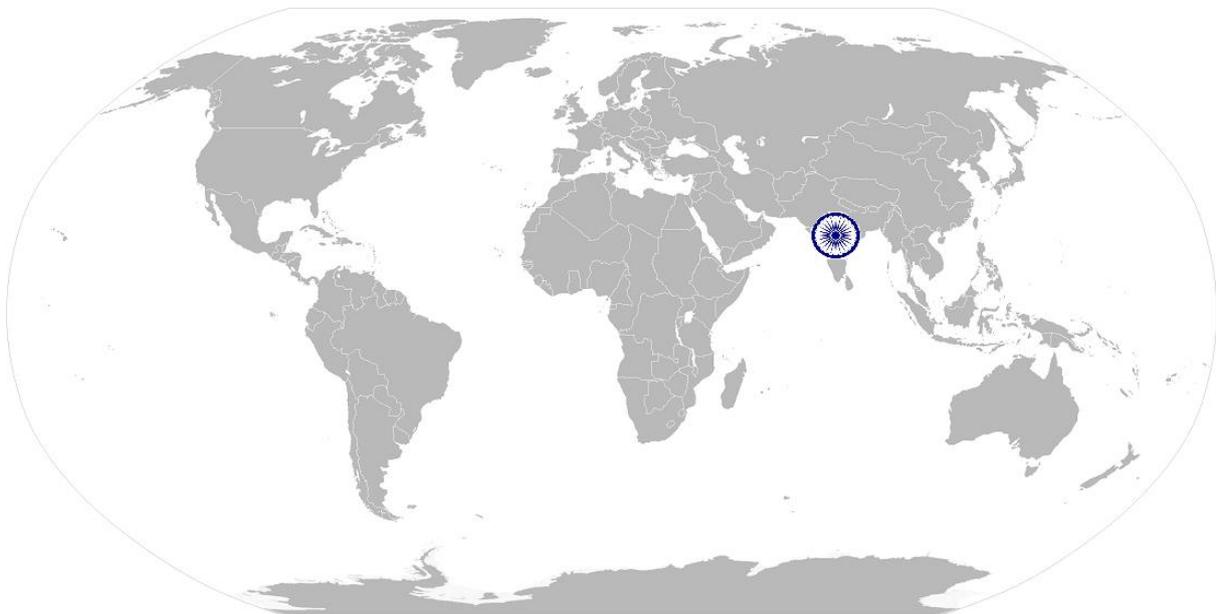
MES/ N 0507



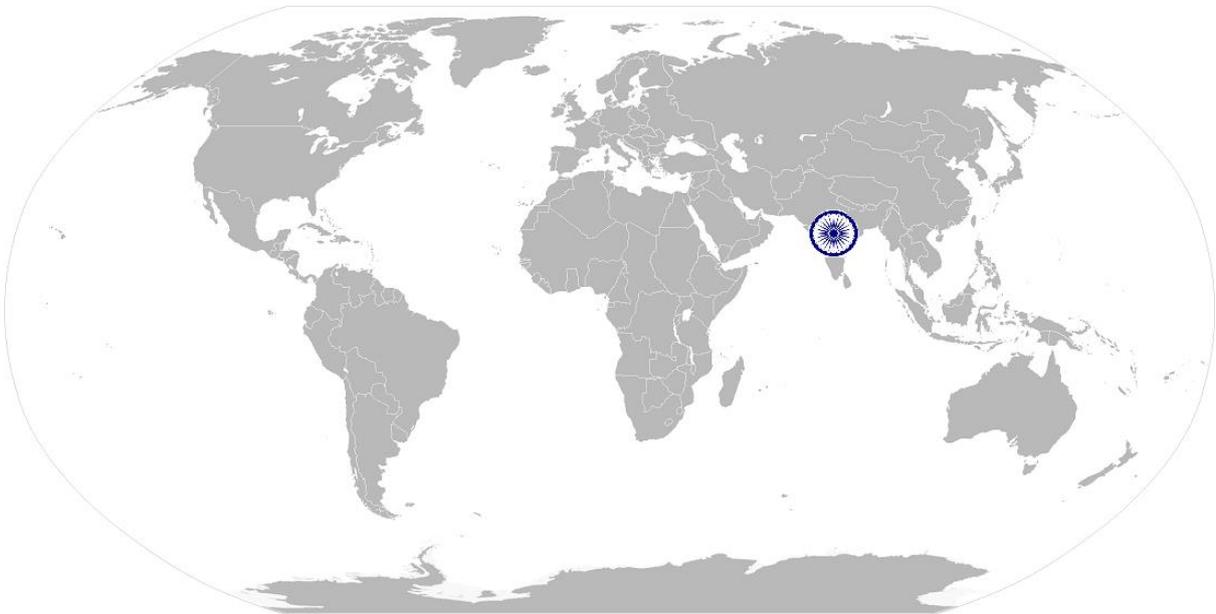
Produce storyboard

NOS Version Control

NOS Code	MES / N 0507		
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
	<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>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p>
	Critical Thinking
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p>	



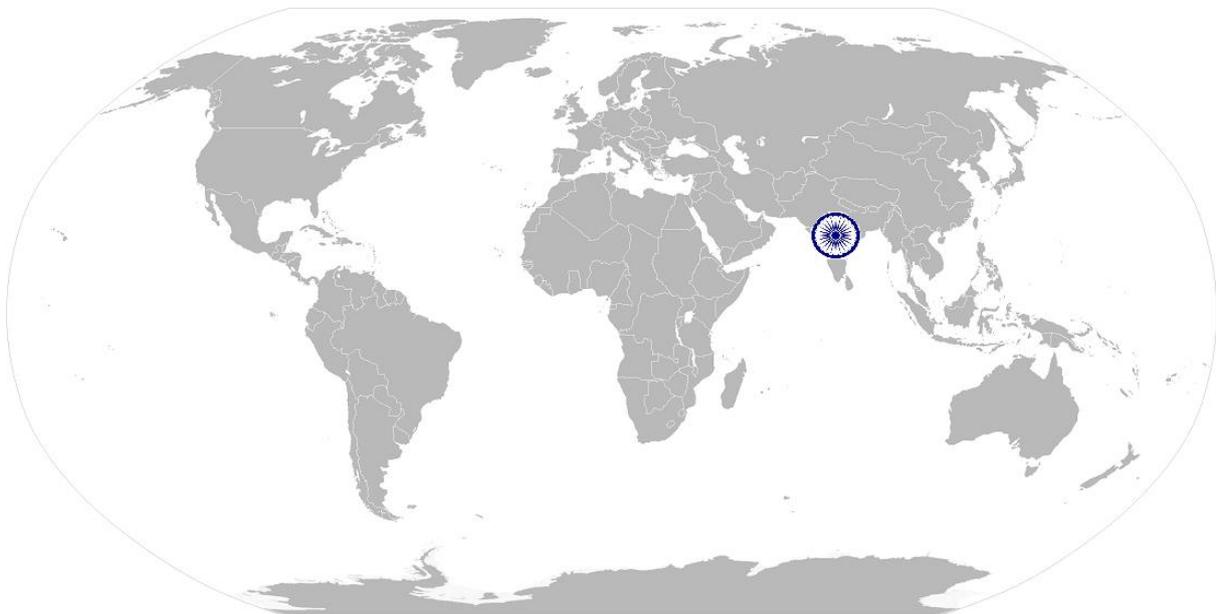
MES/ N 0508



Maintain workplace health and safety

NOS Version Control

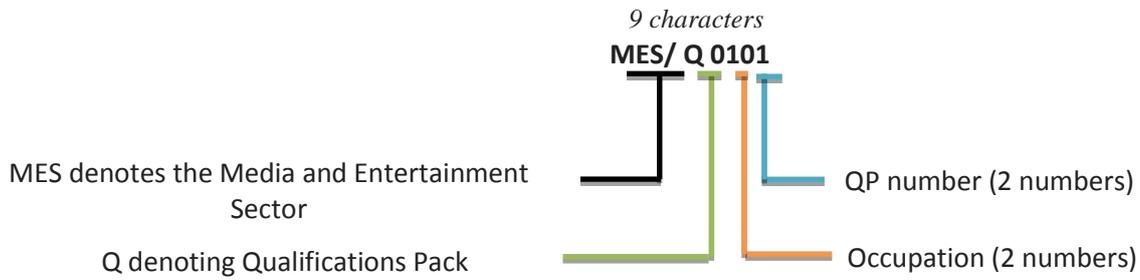
NOS Code	MES / N 0508		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	29/10/14
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Annexure

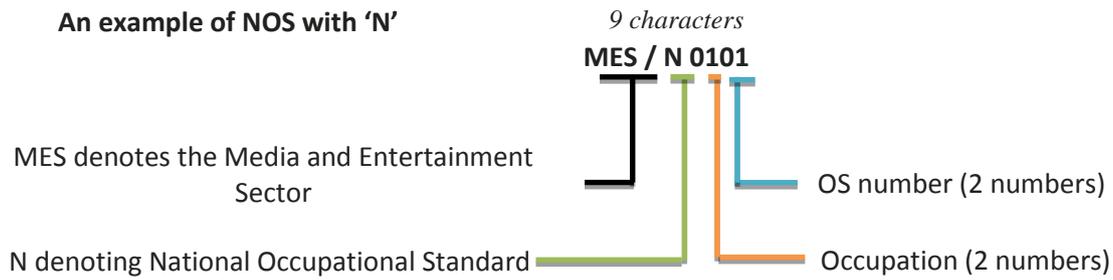
Nomenclature for QP and NOS

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	Art & Design	05
Next two numbers	QP number	07

Job Role/Qualification Pack	Story Board Artist						
QP- ID	MES Q 0507						
	NOS	NOS NAME	Weightage				
1	MES/ N 0507	Clean artwork	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% 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.

Job Role	Storyboard artist						
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation		
			Total Mark	Out Of	Theory	Skills Practical	
MES/ N 0507	Clean artwork	PC1. Analyse and break the production idea/script down into frames/scenes/ panels	100	30	15	50	
		PC2. Conceptualise creative ways of illustrating frames/scenes (all possible technical aspects must be handled carefully in each panel)		30	15		
		PC3. Prepare storyboards for the script in accordance to specifications, keeping in mind the technical continuity of the story from the concept to the screenplay		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 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 though 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