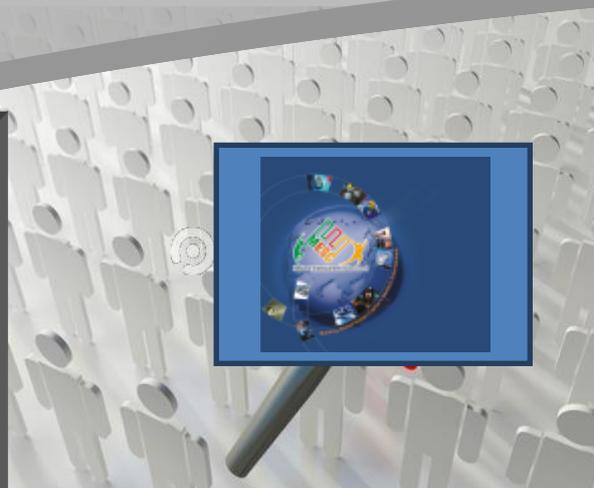## Contents

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

Introduction

Qualifications Pack-Character designer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Animation, Gaming

OCCUPATION: Character designer

REFERENCE ID: MES/ Q 0502

ALIGNED TO: NCO-2004/NIL

Character designer in the Media & Entertainment Industry creates the design and personality of the characters for a production

Brief Job Description: Individuals at this job need to design the character pack including the look, expressions, poses, gestures, turnarounds, personality traits of characters for a production

Personal Attributes: This job requires the individual to have excellent life drawing skills including an understanding of human anatomy, behavior, facial expressions, emotions, actions etc. The individual must be able to design characters consistent with the creative style of the production using software such as Adobe Photoshop, Gimp etc. The individual must also possess acting skills to differentiate characters e.g. center of gravity

Job Details

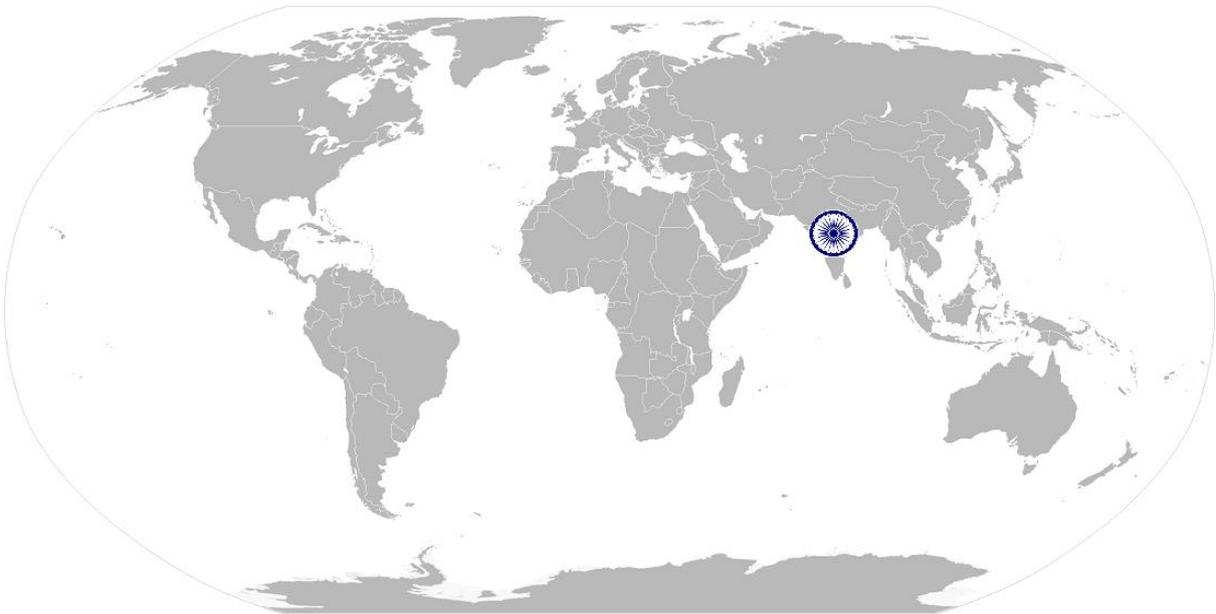| Qualifications Pack Code	MES/ Q 0502		
Job Role	**Character designer** This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	21/10/14
Sub-sector	Animation, Gaming	Last reviewed on	29/10/14
Occupation	Art & Design	Next review date	20/10/16

Job Role	Character designer
Role Description	Design the character pack for a 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 0502 (Design Characters) 2. MES / N 0508 (Maintain workplace health and safety) **Optional:** N.A.
Performance Criteria	As described in the relevant OS units

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, tine 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.

Definitions

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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

Acronyms

National Occupational Standard

Overview

This unit is about designing the characters in accordance with the requirements of the script and preparing the character pack

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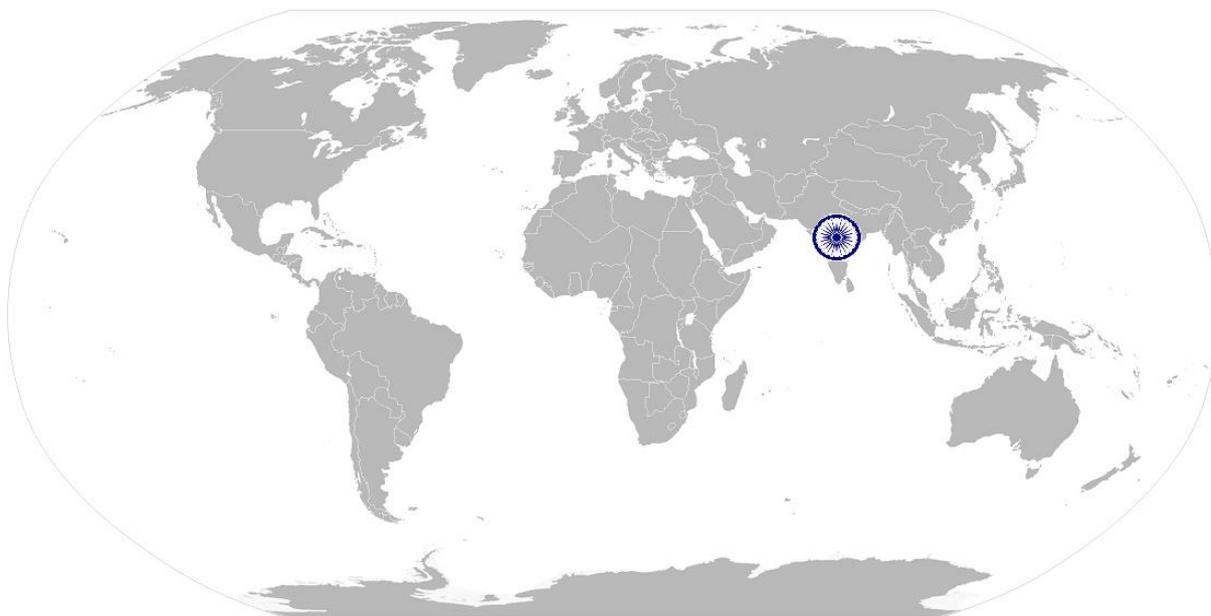| Unit Code	MES/ N 0502
Unit Title (Task)	Design Characters
Description	This OS unit is about designing the characters in accordance with the requirements of the script and preparing the character pack
Scope	This unit/task covers the following: Gathering visual references (Photographs, DVDs, Images, paintings, prints,murals,miniature art, sculptures etc.) that could serve as aids during the animation process, including: • Previously executed animation work-products, animations products available in the public domain, artwork, films, books, magazines, pre-production design work Preparing the character pack, including • Character design, character construction detail, character line-up, character dos and donts, size relationship chart, attitude poses, hand gestures, basic walk poses, prop details, character turnarounds, mouth chart, facial expressions

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Gathering visual references that could serve as aids during the animation process	To be competent, the user/individual on the job must be able to: PC1. Gather character references, conceptualise designs for primary and secondary characters
Preparing the character pack	PC2. Study the movement of characters and suggest characteristics by shooting videos or acting PC3. Draw out possibilities (simple structure) for each character out on paper along with their clothing, accessories etc. PC4. Develop the character line-up and size relationship chart PC5. Visualise character expressions and attitude poses for each characters and create a character pack including construction detail, how to draw, prop details, character dos and donts, attitude poses, walk poses, turnarounds, facial expressions, mouth chart, character gestures, group behaviour etc. in line with requirements

Knowledge and Understanding (K)

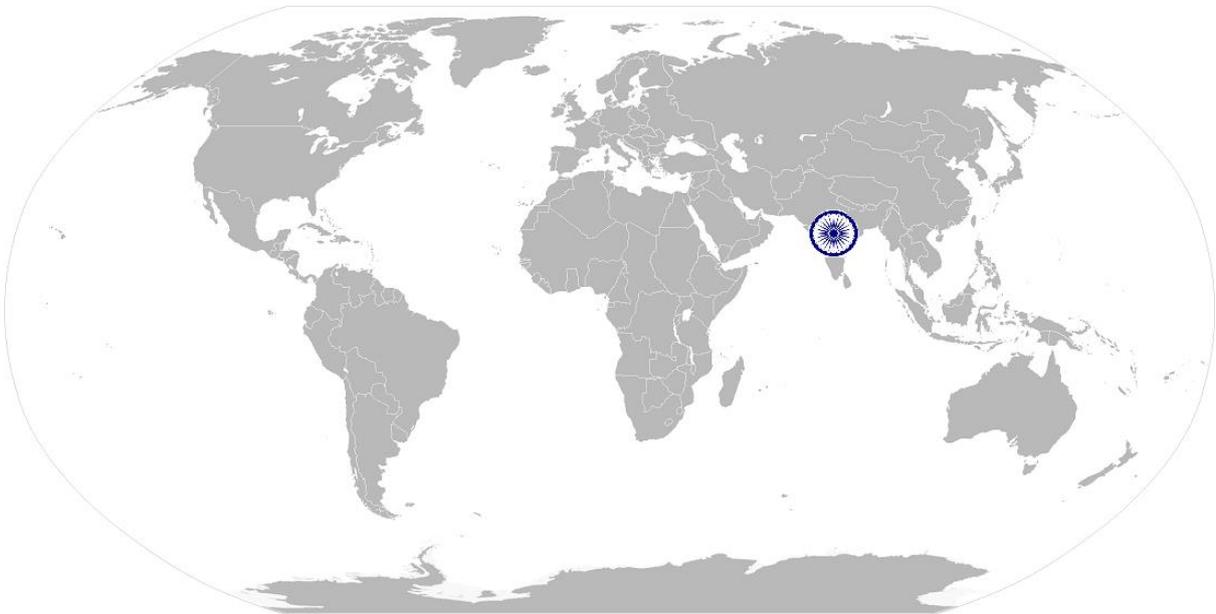| A. Organizational Context (Knowledge of the company / organization and	The user/individual on the job needs to know and understand: KA1. The creative vision and elements of production KA2. The profile and preferences of the target audience KA3. The production budget and timelines KA4. The technical requirements of the medium/style in which the charcter will be exhibited

its processes)	
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Life drawing including human anatomy, emotions, actions, expressions, mannerisms, behavior, facial expressions, walking style, animal anatomy, mannerisms etc. KB2. The basics of theatre – acting and staging KB3. How to work on image editing software such as Adobe Photoshop, Gimp etc. KB4. How to design and develop character designs consistent with the creative look of the production and in accordance to the script and design brief KB5. How to prioritise and design what will be seen on screen KB6. How to create perspective drawings from all angles KB7. How to mimic any given character style according to the style suggested by the Director KB8. The sources for research and reference material KB9. Applicable copyright norms and intellectual property rights KB10. Applicable health and safety guidelines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. Document character descriptions to help present to the Director and Producer, and guide the production process
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read and understand the script and determine the script requirements SA3. Read and understand the design brief SA4. 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 SA5. Research links, videos, artwork etc. that can be used as references during the production process while keeping animation possibilities in mind
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. Understand the desired creative look of the production from the Art Director SA7. Collaborate with the script team to design the characters SA8. Discuss the character pack with the Director and Producer and solicit their feedback
B. Professional Skills	**Plan and Organize**
	The user/individual on the job needs to know and understand how to: SB1. Plan and prioritise work according to the requirements and agreed timelines
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB2. Identify any creative problems that may arise during the production and find solutions to address them

NOS Version Control

NOS Code	MES / N 0502		
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

National Occupational Standard

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	This unit/task covers the following: • 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	To be competent, the user/individual on the job must be able to: PC1. Understand and comply with the organisation's current health, safety and security policies and procedures PC2. Understand the safe working practices pertaining to own occupation 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 PC4. Participate in organization health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person 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
Complying with procedures in the event of an emergency	PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and	The user/individual on the job needs to know and understand: KA1. Organisation's norms and policies relating to health and safety KA2. Government norms and policies regarding health and safety and related emergency procedures KA3. Limits of authority while dealing with risks/ hazards

its processes)	KA4. The importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The different types of health and safety hazards in a workplace KB2. Safe working practices for own job role KB3. Evacuation procedures and other arrangements for handling risks KB4. Names and contact numbers of people responsible for health and safety in a workplace KB5. How to summon medical assistance and the emergency services, where necessary KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines
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
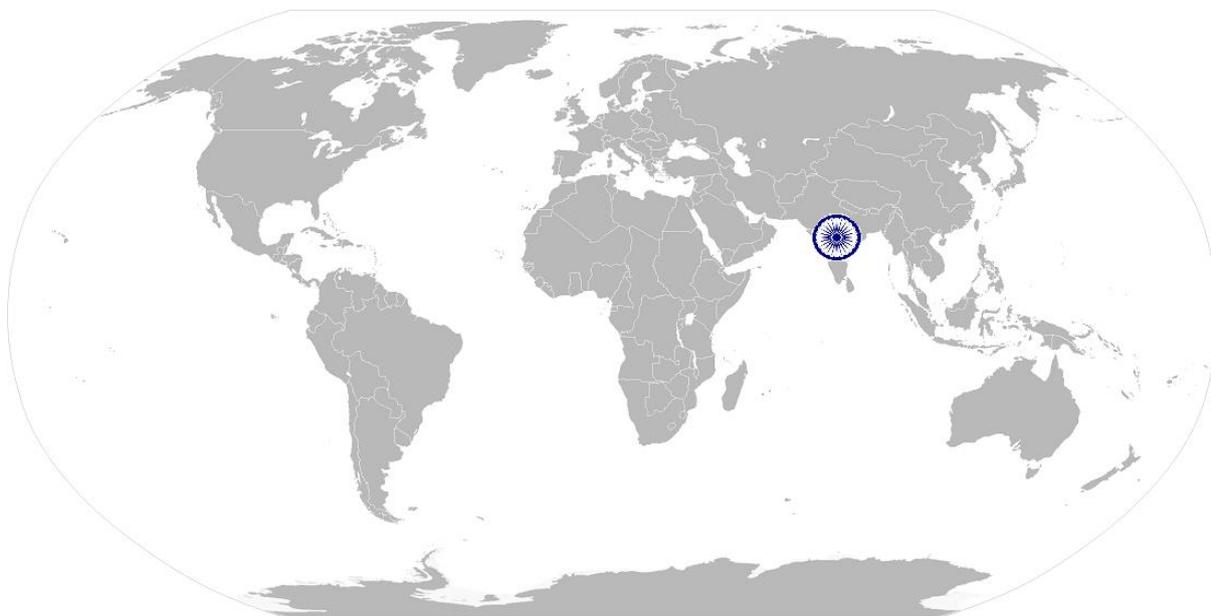
Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters
MES/ Q 0101

MES denotes the Media and Entertainment Sector

Q denoting Qualifications Pack

QP number (2 numbers)

Occupation (2 numbers)
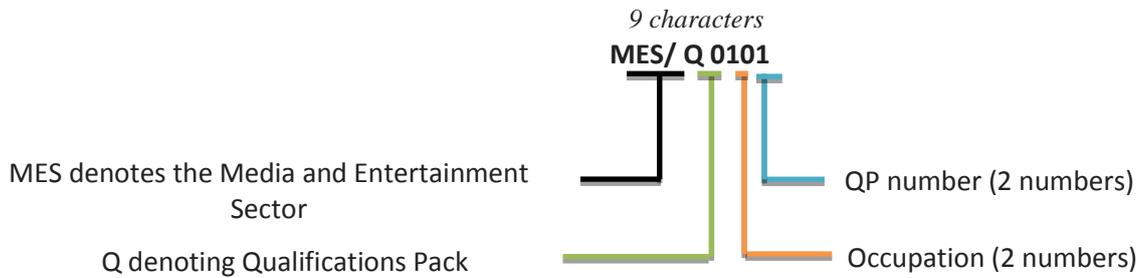
Occupational Standard

An example of NOS with 'N'

9 characters
MES / N 0101

MES denotes the Media and Entertainment Sector

N denoting National Occupational Standard

OS number (2 numbers)

Occupation (2 numbers)
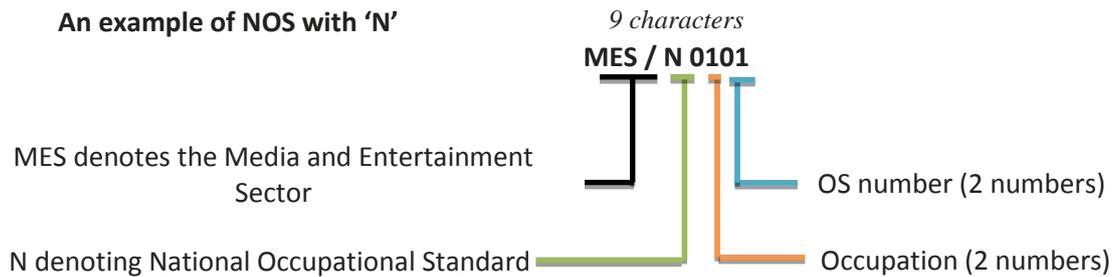
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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
…	…

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether **Q**P or **N**OS	Q
Next two numbers	Art & Design	05
Next two numbers	QP number	02

Job Role/Qualification Pack	Character Designer				
QP- ID	MES Q 0502				

	NOS	NOS NAME	Weightage		
1	MES/ N 0502	Design Characters	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 evaulations 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	Character Designer					
NOS CODE	NOS NAME	Performance Criteria			**Marks Allocation**	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0502	Design Characters	PC1. Gather character references, conceptualise designs for primary and secondary characters	100	20	10	50
		PC2. Study the movement of characters and suggest characteristics by shooting videos or acting		20	10	
		PC3. Draw out possibilities (simple structure) for each character out on paper along with their clothing, accessories etc.		20	10	
		PC4. Develop the character line-up and size relationship chart		20	10	
		PC5. Visualise character expressions and attitude poses for each characters and create a character pack including construction detail, how to draw, prop details, character dos and donts, attitude poses, walk poses, turnarounds, facial expressions, mouth chart, character gestures, group behaviour etc. in line with requirements		20	10	
		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**