


Advance Web Designer & Animator



Qualification File



**Ministry of Micro, Small and
Medium Enterprises, New Delhi
(MSME-Technology Centre)**

NSQF QUALIFICATION FILE

Version 6: Draft of 08 March 2016

NATIONALSKILLQUALIFICATIONFRAMEWORK QUALIFICATION FILE

Version6: Draft of08March2016

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Office of Development Commissioner

Ministry of Micro, Small and Medium Enterprises

UdyogBhawan,

Rafi Marg,

New Delhi - 110011

Name and contact details of individual dealing with the submission

Name : Mr. S. V. Rasal

Position in the Organization : Managing Director

Address if different from above : Institute for Design of Electrical Measuring Instruments,
Mumbai

Tel number : 022-24050301

E-mail address : pdidemi@yahoo.com

List of documents submitted in support of the Qualifications File

1. Curriculum
2. NSDC IT,ITES and Skill Gap Study
3. Industrial Validation
4. Occupation Map

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SUMMARY

Qualification Title	Advance Web Designer & Animator
Qualification Code	MSME/AWA/
Nature and purpose of the qualification	<p>Nature: Certificate course Advance Web Animation</p> <p>Purpose: Professionals in this role are responsible for using Specialized knowledge of Web Animation/Web Graphics and Development, software integration and delivery platforms to build Software Products and deliver business solutions. The job also involves application enhancement, debugging, maintenance and documentation</p>
Body/bodies which will award the qualification	MSME-Technology Centre, Ministry of Micro, Small & Medium Enterprises, New Delhi.
Body which will accredit providers to offer courses leading to the qualification	MSME-Technology Centre, Ministry of Micro, Small & Medium Enterprises, New Delhi.
Body/bodies which will carry out assessment of learners	MSME-Technology Centre, Ministry of Micro, Small & Medium Enterprises, New Delhi.
Occupation(s) to which the qualification gives access	Web Designer, Graphic Artist, Jr. Web Developer, UI Designer
Licensing requirements	Not Applicable
Level of the qualification in the NSQF	6
Anticipated volume of training/learning required to complete the qualification	780 Hours
Entry requirements and/or recommendations	Any Graduate
Progression from the qualification	Initially after completion from Course Software Programmer → Jr. Web Developer then after 2 to 3 years experience Web Developer, Sr. Web Developer, Sr. Graphic Artist, Sr. UI Designer, Team Leader
Planned arrangements for the Recognition of Prior learning (RPL)	Yes
International comparability where known	Not Known
Date of planned review of the qualification.	01/2019
Formal structure of the qualification	

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SR.NO	Title and identification code of component	Mandatory / Optional	Estimated size (learning hours)	Level
1	Adobe Photoshop	Mandatory	35	6
2	Corel Draw	Mandatory	16	6
3	Adobe Illustrator	Mandatory	35	6
4	InDesign	Mandatory	16	6
5	HTML, CSS	Mandatory	51	6
6	C, C++	Mandatory	51	6
7	JAVA Programming	Mandatory	52	6
8	C#.NET Programming	Mandatory	52	6
9	ASP.NET Programming	Mandatory	52	6
10	Silverlight Technology	Mandatory	70	6
11	Content Management System	Mandatory	25	6
12	Object Oriented Programming System	Mandatory	75	6
13	Adobe Animate	Mandatory	50	6
14	Adobe Premier Pro	Mandatory	50	6
15	Adobe After Effects	Mandatory	50	6
16	Project	Mandatory	100	6
Total			780	

SECTION 1
ASSESSMENT

Body/Bodies which will carry out assessment:

Assessment for the Advance Web Animation conducted in Examination Cell of IDEMI, Mumbai

Will the assessment body be responsible for RPL assessment?

YES. Learners who have met the requirements of any Unit Standard that forms part of this qualification may apply for recognition of prior learning to the NSQF Compliance training provider. The applicant must be assessed against the specific outcomes and with the assessment criteria or the relevant Unit Standards.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

1. ASSESSMENT GUIDELINE:

- Criteria for assessment based on each learning outcomes, will be assigned marks proportional to its importance.
- The assessment for the theory & practical part is based on knowledge bank of questions created by trainers and approved by Examination cell (IDMI Mumbai)
 - For each Individual batch, Examination cell will create unique question papers for theory part as well as practical for each candidate at each examination.
 - To pass the Qualification, every trainee should score a minimum of 75% cumulatively (Theory and Practical)
 - Assessment comprises the following components:
 - >Job carried out in labs
 - >Record book/ daily diary
 - >Answer sheet of assessment
 - >Viva –voce
 - >Progress chart
 - >Attendance and punctuality

2. ASSESSORS:

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MSME Technology Centre faculty teaching the Advance Web Animation course, Assessment done by expert nominated by Examination Cell as per guidelines set by Examination cell of MSME Technology Centre. Faculties are been trained from time to time to upgrade their skills on various aspects such as conduction of assessments, teaching methodology etc.

3. ELIGIBILITY TO APPEAR IN THE EXAM:

Minimum 75% attendance is compulsory for the students to appear for the assessments.

4. MARKING SCHEME (Per Subject):

Sr. No.	Method of Assessments	Weightage (Max. marks)	Evaluator
1	Written test	30	Trainer + Moderator (Head of Web Animation)+ Examiner nominated by Examination cell (IDEMI)
2	Practical test	30	
3	Oral test/viva voce	10	
4	Portfolio	10	
5	Project	10	
6	Direct Observation	10	
Total		100	

5. PASSING MARKS:

Passing criteria is based on marks obtain in attendance record, term works , assignments, practical's performance, viva or oral exam, module test, practical exam and final exam

Minimum Marks to pass practical exam – 60%

Minimum Marks to pass final exam –40%

Minimum Marks to pass viva / oral exam – 60%

Minimum Marks to pass Project report and presentation exam – 60%

6. RESULTS AND CERTIFICATION:

The assessment results are backed by evidences collected by assessors. Successful trainees are awarded the certificates by IDEMI.

ASSESSMENT EVIDENCE

Assessment evidence comprises the following components document in the form of records:

- 1) Job carried out in labs
- 2) Record book/ daily diary
- 3) Answer sheet of assessment
- 4) Viva –voce
- 5) Progress chart
- 6) Attendance and punctuality

Title of Component: Advance Web Animation

Sr. No.	Outcomes to be assessed	Assessment criteria for the outcome
1	Knows about Computer Graphics	The candidate able to; 1.1 Various type of Raster Graphic (Raster Graphics and Vector Graphics) 1.2 History of graphics. 1.3 The principles of Design (Balance, Proximity, Alignment, Repetition, Contrast, White Space) 1.4 Distinguish between Raster and Vector Graphics. 1.5 Knows about various tools to create Raster Graphics and Vector Graphics.
2	Working with Selections (Photoshop)	The candidate able to; 2.1 Making pixel selections 2.2 Select with a marquee tool . 2.3 Reposition a selection border 2.4 Select with a lasso tool 2.5 Select with the magic wand 2.6 Modify a selection border 2.7 Change the background og an image
3	Working on Layers	The candidate able to: 3.1 Working on layer 3.2 Create and Delete layer 3.3 Edit Layer 3.4 Apply layer style (Bevel & Emboss, Stroke, Inner Shadow, Inner Glow, Satin, Color Overlay, Gradient Overlay, Pattern Overlay, Outer Glow, Drop Shadow)
4	Painting in Photoshop	The candidate able to: 4.1 Paint in Photoshop 4.2 Create a new image using Brush tool 4.3 Modify the Brush tool 4.4 Create new Brush Preset
5	Working Stamp Tool	The candidate able to: 5.1 Retouch Image 5.2 Cleanup unwanted objects from image
6	Using Type Tool	The candidate able to: 6.1 Create text on an image 6.2 Edit text and applying various effects on text 6.3 Giving path to text

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7	Functionality of blending option	The candidate able to: 7.1 Apply blending mode to layers 7.2 distinguish between all the blending modes 7.3 knows about the color color blending.
8	Color Correction	The candidate able to: 8.1 Manage the Levels, Curves, Exposure, Vibrance, Hue/Saturation, Color Balance, Black & White, Photo Filter, Channel Mixer, Color Lookup, Posterize, Threshold, Gradient Map, Selective Color, Shadows/Highlight, HDR Toning, Match Color, Replace Color, Equalizer.
9	Starting with Adobe Illustrator Creating Artboard	The candidate able to: 9.1 Fixing the Artboard size and number of artboard 9.2 Planning its Margins 9.3 Artboard color mode 9.4 Applying Required resolution
10	Designing type and Layout (Adobe Illustrator)	The candidate able to: 10.1 Planning the design flow 10.2 Use shape tools 10.3 Use Path tools 10.4 Expanding objects 22.5 Create Offset Path
11	Rethink Construction (Adobe Illustrator)	The candidate able to: 11.1 Simplify Design 11.2 Appeal to different Audiences 11.3 Create Versatility 11.4 Uniqueness in Design 11.5 Applying Story to the design
12	Expressive Strokes (Adobe Illustrator)	The candidate able to: 12.1 Converting path into objects 12.2 Applying Brush to Stroke
13	Color Transition (Adobe Illustrator)	The candidate able to 13.1 Color modification, combination, and mixing 13.2 Use of color Blend Tool.
14	Reshaping Dimension (Adobe Illustrator)	The candidate able to: 14.1 Scale objects 14.2 Scale objects with bounding box 14.3 Scale objects to a specific width and height 14.4 Scale objects by a specific percentage 14.5 Scale Multiple objects 14.6 Shear objects with Shear tool 14.7 Distort objects.
15	Mastering Complexity (Adobe Illustrator)	The candidate able to 15.1 Make patterns 15.2 Work with opacity and transparency 15.3 Create Multiple-object 15.4 Shape Blends 15.5 work with different type of masks

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16	Creatively combining Apps (Adobe Illustrator)	The candidate able to: 16.1 Copy and Paste/ Drag and drop 16.2 Convert to smart object 16.3 Export to various format to compatibility.
17	Introducing to web and html	The candidate able to: 17.1 Differentiate server and client 17.2 Understand HTTP, URL, and Domain 17.3 Basic HTML Tags 17.4 Basic attributes 17.5 Creating Table
18	Links and Navigations	The candidate able to: 18.1 Understand hyperlink 18.2 Navigate throughout the page 18.3 Navigate throughout the site
19	Introduction to CSS (Cascading Style Sheets)	The Candidate able to: 19.1 Understand types of CSS 19.2 Understand types of selector 19.3 Work on page layout 19.4 Work on external CSS
20	Working on Form Controls	The candidate able to: 20.1 Understand input controls 20.2 Design registration form 20.3 Design login system
21	Converting PSD to HTML	The candidate able to: 21.1 Convert PSD to HTML 21.2 Understand Slice Tool
22	Introduction to Javascript	The candidate able to: 22.1 Embed Javascript with html document 22.2 Understand data types 22.3 Understand variables 22.4 String concatenation 22.5 Understand different operators, keywords
23	Conditional Statements, Loops	The candidate able to: 23.1 Understand if else statement 23.2 Understand if_elseif statement 23.3 Understand switch statement 23.4 Understand While loop 23.5 Understand do while loop 23.6 Understand for loop 23.7 Understand nested for loop
24	Working with function	The candidate able to: 24.1 Understand different kinds of function 24.2 Understand different events 24.3 Validate forms
25.	Introduction to HTML5	The candidate able to: 25.1 Know about semantic elements 25.2 Know about advanced attributes

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26	Media Controls	The candidate able to: 26.1 Embed image file 26.2 Embed Audio file 26.3 Embed Video file 26.4 Embed plugins
27.	Introduction to CSS3	The candidate able to: 27.1 Understand pseudo class and pseudo element selector 27.2 Understand CSS3 selectors 27.3 Understand browser independent CSS3 rules 27.4 Understand priority of CSS rules
28	FTP	The candidate able to: 28.1 Handle FTP server 28.2 Download and upload files
29	Contribute to the design of software products and applications	The candidate should able to; 29.1 Check your understanding of the Business Requirements Specification (BRS)/User Requirements Specification (URS) with appropriate people 29.2 check your understanding of the Software Requirements Specification (SRS) with appropriate people 29.3 check your understanding of High Level Design (HLD) with appropriate people 29.4 design basic programming structures to implement functionality in line with requirements defined in BRS/URS, SRS and HLD 29.5 review your designs with appropriate people 29.6 analyze inputs from appropriate people to identify, resolve and record design defects and inform future designs 29.7 document your designs using standard templates and tools 29.8 comply with your organization's policies, procedures and guidelines when contributing to the design of software products and applications
30	Develop software code and to specification	The candidate should able to; 30.1check your understanding of the Business Requirements Specification (BRS), Software Requirements Specification (SRS), High Level Design (HLD) and Low Level Design (LLD) with appropriate people 30.2 access reusable components, code generation tools and unit testing tools from your organization's knowledge base 30.3 convert technical specifications into code to meet the requirements, leveraging reusable components, where available

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		<p>30.4 create appropriate unit test cases (UTCs)</p> <p>30.5 review codes and UTCs with appropriate people</p> <p>30.6.execute UTCs and document results</p> <p>30.7 rework the code and UTCs to fix identified defects</p> <p>30.8 analyze inputs from appropriate people to inform future designs</p> <p>30.9 record corrective actions for identified defects to inform future designs</p> <p>30.10 submit tested code for approval by appropriate people</p> <p>30.11 update your organization’s knowledge base with your experiences of the code developed</p> <p>30.12 comply with your organization’s policies, procedures and guidelines when developing software code to specification</p>
31	Create documents for knowledge sharing	<p>31.1. establish with appropriate people the purpose, scope, formats and target audience for the documents</p> <p>31.2. access existing documents, language standards, templates and documentation tools from your organization’s knowledge base</p> <p>31.3. liaise with appropriate people to obtain and verify the information required for the documents</p> <p>31.4. confirm the content and structure of the documents with appropriate people</p> <p>31.5. create documents using standard templates and agreed language standards</p> <p>31.6. review documents with appropriate people and incorporate their inputs</p> <p>31.7. submit documents for approval by appropriate people</p> <p>31.8. publish documents in agreed formats</p> <p>31.9. update your organization’s knowledge base with the documents</p> <p>31.10. comply with your organization’s policies, procedures and guidelines when creating documents for knowledge sharing</p>
32	Manage your work to meet requirements	<p>32.1. establish and agree your work requirements with appropriate people</p> <p>32.2. keep your immediate work area clean and tidy</p> <p>32.3. utilize your time effectively</p> <p>32.4. use resources correctly and efficiently</p> <p>32.5. treat confidential information correctly</p> <p>32.6. work in line with your organization’s policies and procedures</p> <p>32.7. work within the limits of your job role</p> <p>32.8. obtain guidance from appropriate people, where</p>

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		necessary 32.9. ensure your work meets the agreed requirements
33	Work effectively with colleagues	33.1. communicate with colleagues clearly, concisely and accurately 33.2. work with colleagues to integrate your work effectively with them 33.3. pass on essential information to colleagues in line with organizational requirements 33.4. work in ways that show respect for colleagues 33.5. carry out commitments you have made to colleagues 33.6. let colleagues know in good time if you cannot carry out your commitments, explaining the reasons 33.7. identify any problems you have working with colleagues and take the initiative to solve these problems 33.8. follow the organization's policies and procedures for working with colleagues
34	Maintain a healthy, safe and secure working environment	34.1. comply with your organization's current health, safety and security policies and procedures 34.2. report any identified breaches in health, safety, and security policies and procedures to the designated person 34.3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authority 34.4. report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected 34.5. follow your organization's emergency procedures promptly, calmly, and efficiently 34.6. identify and recommend opportunities for improving health, safety, and security to the designated person 34.7. complete any health and safety records legibly and accurately
35	Provide data/information in standard formats	35.1. establish and agree with appropriate people the data/information you need to provide, the formats in which you need to provide it, and when you need to provide it 35.2. obtain the data/information from reliable sources 35.3. check that the data/information is accurate, complete and up-to-date 35.4. obtain advice or guidance from appropriate people

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		<p>where there are problems with the data/information</p> <p>35.5. carry out rule-based analysis of the data/information, if required</p> <p>35.6. insert the data/information into the agreed formats</p> <p>35.7. check the accuracy of your work, involving colleagues where required</p> <p>35.8. report any unresolved anomalies in the data/information to appropriate people</p> <p>35.9. provide complete, accurate and up-to-date data/information to the appropriate people in the required formats on time</p>
<p>Means of assessment 1 and 2</p> <p>Skill performance is assess by conducting</p> <ul style="list-style-type: none">i) Assignment for each moduleii) Written test for each moduleiii) Final exam after completion of all moduleiv) Practical exam for each modulev) Final practical exam after completion of all modulevi) Viva / Oral Examvii) Project report and presentation		
<p>Pass/Fail</p> <p>Passing criteria is based on marks obtain in attendance record, term works , assignments, practical's performance, viva or oral exam, module test, practical exam and final exam</p> <ul style="list-style-type: none">i) Minimum Marks to pass practical exam – 60%ii) Minimum Marks to pass final exam – 40%iii) Minimum Marks to pass viva / oral exam –60%iv) Minimum Marks to pass Project report and presentation exam – 60%		

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SECTION 2

EVIDENCE OF LEVEL

Option A

Title/Name of qualification/component: Advance Web Designer & Animation		Level:6	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<ul style="list-style-type: none"> Inspection of process control and software systems 	Job holders will be expected to guide team members to carry out all assigned tasks safely and securely and to use hygienic and environmental friendly practices in ways which show an understanding of environmental issues. This means that they will be expected to take responsibility for their own health and safety and that of fellow workers and where appropriate customers, respect different social and religious backgrounds of their fellow workers along with providing good contribution to the team via coordination and motivation ; hence this outcome is pegged at level 6	6
Professional knowledge	<ul style="list-style-type: none"> Specialized in Technical Skill 	Job holders will carry out a broad range of work which requires wide ranging specialized theoretical and practical skills to present software system and guide junior associate to achieve the same in addition to plan and execute visual merchandising in addition to collect and organize information to coordinate for maintaining requirement of software system, they will also solve problems/ challenges by selecting and applying methods, tools, material and information to make choices about the best procedures, therefore this is pegged at level 6	6
Professional skill	<ul style="list-style-type: none"> Maintain the documentation 	Job holders will be expected to monitor and guide/ aid staff to complete their task in more effective manner and will be responsible for resolving minuscule day to day operational problem/challenge in addition to make choices about the best procedures / communication to adopt the address problems where choices are clear and conduct themselves in ways which show a basic understanding of the social and political environment , therefore this is pegged at level 6	6
Core skill	<ul style="list-style-type: none"> Coordinate with Sourcing department for system trials 	Job holder will be expected to be able to communicate clearly in speech and writing and may be required to apply mathematical processes and assist big ticket/key client, and understand the unsaid requirement of the client and provide guide/ aid client to take inform decision with a motive of attaining customer satisfaction & expected to understand capability of team member and accordingly allocate work and check on the progress of the same, they should be able to guide/ lead teams on work within their capability, therefore this is pegged at level 6.	6
Responsibility	<ul style="list-style-type: none"> Ability to create New 	Job holders have to supervise the functioning of the machines and will make sure that	6

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	Software using Programming Languages	<p>all the final products correspond to the quality standards. In case if malfunctions appear, they must interfere and solve the problems in a timely manner so that the production process is not disturbed. Hence he has some responsibility of others work.</p> <p>Jobholder is majorly engaged in the team learning process which justifies the pegging of QP at level 6 on not directly involved in the learning of other senior/middle management workforce which is a requirement for level 6. In his routine activity he is free from direct execution of activities which is a requirement of level 6</p>	
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SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

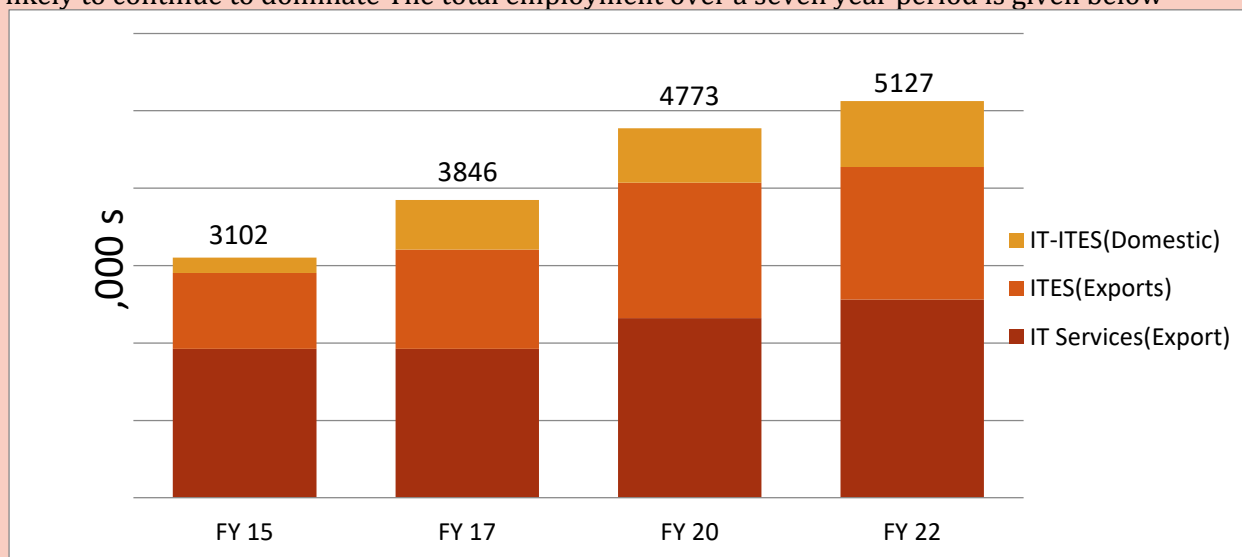
- As per the industrial survey –cum-validation of curriculum, it is found that the software industries need skilled candidate for Advance Web Animation assignment related to various standalone and web projects.

What is the estimated uptake of this qualification and what is the basis of this estimate?

The Indian IT & ITes industry employs about 3 million directly and 9 million indirectly. A majority of employment is generated through the exports business. Exports contribute about 78 % of the total employment in the sector. Employment growth was high during FY02–09 period.

Based on the trends witnessed in productivity and the likely growth potential of the IT and ITES industry, it is expected that the industry would employ about 7.5 million persons directly by 2022. A large portion of this employment is expected to occur in the ITES (BPO/KPO) exports sector, followed by IT exports and then in the domestic market. The incremental human resource requirement in the IT and ITES sector is expected to be about 5.3 million persons till 2022.

The sector is expected to employ about 5.12 million professionals directly in FY22 and exports are likely to continue to dominate. The total employment over a seven year period is given below



What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

The qualification is originally designed by curriculum committee comprising the training head, industrial expert, academic professional experts.

The work group under the guidance of curriculum development committee already conducted desk search as well as refers the qualification packs for as a supporting document for the mapping of curriculum.

As per the search it is found that, the certificate course is not available for the skill development of the candidates in Programming Sector under the Software Sector Skill Council.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

The curriculum committee meeting for review will be in the month of Jan 2018 which comprising

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industrial expert, university professors with subject specialization.

The data used for revision or update will be impact analysis (student and industries) and new subject area opportunities, multiple entry and exits incorporated or RPL strategy implementations.

The curriculum review and updates, in consultation with industries and expert of respective domain, NOS approved by NSDA will also be referred.

SECTION 4

EVIDENCE OF RECOGNITION AND PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

Qualifying trainee will obtain an IDEMI Certificate course in Advance Web Designer & Animator. After 2 year of experience he/she get Technical Team leader and according to performance the candidate will work as a software Developer/ Programmer/ Web Developer, Sr. Web Developer, Sr. Graphic Artist, Sr. UI Designer, Team Leader.

