

NSDA Reference
To be added by NSDA

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QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd Floor, FICCI Federation House

Tansen Marg, New Delhi - 110001

Name and contact details of individual dealing with the submission

Name: SonalMathur

Position in the organization: Project Manager

Address if different from above: Same as above

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List of documents submitted in support of the Qualifications File

- 1. Skill Gap Study**
- 2. Occupational Map**
- 3. Qualification Pack**
- 4. Validation of Occupational Standards by Industry**
- 5. Progression matrix**
- 6. Protocol for Affiliation of Assessment Bodies and Assessment Framework**

QUALIFICATION FILE SUMMARY

Qualification Title	Animation Director(MES/ Q 1302)		
Body/bodies which will assess candidates	MESCC – Media & Entertainment Skill Council		
Body/bodies which will award the certificate for the qualification.	MESCC – Media & Entertainment Skill Council		
Body which will accredit providers to offer the qualification.	MESCC – Media & Entertainment Skill Council		
Occupation(s) to which the qualification gives access	<p>Animation Director</p> <p>Individuals at this job need to support the director and guide efforts of the production team, to have a good understanding of all animation processes including art & design, pre-production, production like modeling/rigging, animation, sound design and post-production.</p>		
Proposed level of the qualification in the NSQF.	NSQF Level 6		
Anticipated volume of training/learning required to complete the qualification.	720 hours		
Entry requirements / recommendations.	<p>Minimum: Graduate</p> <p>Preferred : Post-Graduate in Film</p>		
Progression from the qualification.	Live-Action Director		
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress		
International Comparability	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
1. MES / N 1304 (Communicate requirements to the team)	Mandatory	288	6
2. MES / N 1306 (Direct the animation process)	Mandatory	216	6
3. MES / N 1307 (Direct the post-production process)	Mandatory	144	6
4. MES / N 1309 Maintain Workplace health and safety	Mandatory	72	6

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

Kindly refer:

- Qualification Pack

SECTION 1

ASSESSMENT

Name of assessment body:

If there will be more than one assessment body for this qualification, give details.

Aspiring Minds
Navriti Technologies
Manipal City & Guilds

Will the assessment body be responsible for RPL assessment?

Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates.

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:

Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information:

- What will be assessed, i.e. the competency based on each NOS
- How assessment will occur i.e. methods of assessment
- When the assessment will occur
- Where the assessment will take place i.e. context of the assessment (workplace/simulation)
- The criteria for decision making i.e. those aspects that will guide judgements and

The assessment is conducted through theory, viva voce and practical.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

Kindly refer:

- Protocol for Affiliation of Assessment Bodies and Assessment Framework
- Validation of Occupational Standards by Industry

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

CRITERIA FOR ASSESSMENT OF TRAINEES

Animation Director

MES/ Q 1302

MESC – Media & Entertainment Skill Council

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 centre (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical)

ANIMATION DIRECTOR (MES/Q 1302)					
NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Communicate requirements to the team	PC1. Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional heads prior to the production	100	20	10	50
	PC2. Receive periodic updates and ensure that any major changes agreed upon are recorded and communicated to the appropriate people		20	10	
	PC3. Develop a function-wise action plan to help execute the vision, as appropriate		10	5	
	PC4. Ensure that the teams are aware of their role towards realizing the creative vision of the project		20	10	
	PC5. Articulate and encourage the need for team work and work standards that are expected to match the production's requirements		30	10	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Direct the Animation process	PC1.Work with storyboard and pre-visualization artist to establish the mood, feel and style of cinematography	100	15	10	50
	PC2.Plan the descriptions and timing of actions for every scene. Provide inputs on action timing, expressions, dialogue as per the storyboard and director's vision		10	5	
	PC3.Identify where camera technique, lighting and design relate to the theme of the production		5	3	
	PC4.Provide specifics and approve all design/ animation/ assets during the making of the film (characters, backgrounds, models, layouts, animated shots & sequences)		5	3	
	PC5.Provide design and creative inputs to help guide the production process		5	3	
	PC6.Work with the animators to ensure the animation meets the brief		20	10	
	PC7.Ensure through your direction, that appropriate use is being made of camera and lighting techniques during pre-production and production		15	10	
	PC8.Liase with the producer at key points during production		15	6	
	PC9.Test and approve the character rig		10	5	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Direct the post-production process	PC1.Guide/direct the entire post-production process to ensure that the final output is in line with the creative vision (can include Editing, Special effects, Colour grading, Dubbing, Rendering, Rotoscopy, Compositing, Wire removal, Chroma, Sound design, sound editing, music and sound mixing)	100	30	15	50
	PC2.Identify any gaps/deficiencies through critical feedback		30	15	

	PC3. Guide/direct the relevant post-production processes to ensure the final version incorporates all changes		20	10	
	PC4. Prepare a director's cut of the film (optional)		20	10	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
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 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	
		Total	100	50	50

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

In early 2013 MESCC commissioned E & Y to conduct a survey to understand the various sectorial needs in media and entertainment that is Film, Television, Print, Animation, Gaming, Digital, OOH and Advertising.

After extensive interviewing with the media and entertainment community across India, it was evident that this qualification pack is highly in demand for entry level as well as aspirational for people who are currently employed as Assistant Directors in the industry.

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

There is a demand for ~15,000 Directors across the media industry (Rough estimate)

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

As part of the skilled Gap Survey we have done functional mapping for all the job roles, ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and horizontal multi-skilling.

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 qualifications will be revised and updated when any one of the below instances occur

1. 24 months from the approval of the NSQF
2. If less than 50% of the certified candidates get employed.
3. When there is significant improvement in technology/ processes for executing the job role.

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

Kindly refer:

- MESC Skill Gap Study

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

<u>ANIMATION DIRECTOR (MES/ Q 1302)</u>					
PROCESS REQUIRED	PROFESSIONAL KNOWLEDGE	PROFESSIONAL SKILLS	CORE SKILLS	RESPONSIBILITY	LEVEL
<p>Job holder is expected to understand the script in brief requires the individual to have a good understanding of all animation processes including art & design, pre-production, production by application of basic creative principles Considering the core skills like modeling/rigging, animation, sound design and post-production which</p>	<p>Jobholder is expected to have knowledge of the script understanding The fundamentals and principles of Animation and film-making and animate characters to the demands of the script and animatic Jobholder is need to have knowledge about the movement and timing, The principles of continuity also the technical aspects of production. needs to meet creative vision and elements of</p>	<p>Animation Director has to actively engage with the production team and also actively engage with Director, Jobholder is expected to plan an organize and work according to the requirements and agreed timeline, Solve technical problems during the animation process Identify any creative problems that may arise during the production and find solutions to address them,. Hence Outcome is pegged at Level 6.</p>	<p>The jobholder is needs to have Generic Skills of Writing, Reading, and Oral Skills. Job role needs to assist the animation production process like range of movements of mouth, eyes, max expressions on characters, Read and understand the script.</p> <p>The Job Holder needs to be a good story teller and can act the character and</p>	<p>Animation Director carries out his job role by Understanding the story, script approving the design assets Guiding and managing the animation process team Testing and approving the character rig.</p> <p>Responsible for carrying out his/her job, some of which will require them to make choices about the approaches they adopt. They also require to constantly improvising their approach based on their</p>	<p>6</p>

<p>,Animation Director possesses in terms to creative style as an individual should be technically qualified and/ or have an understanding of the technical aspects of animationthis outcome is pegged at Level 6.</p>	<p>production also technical, generic, professional and organizational specific knowledge of responsibilities of members of the pre-production, production and post-production teams. Considering the in-depth professional and factual knowledge which an Animation Director outcome is pegged at Level 6.</p>		<p>correspondently animate the character and make the animation production work on it. Jobholder needs to understand creative requirements from Director ,this is pegged at level 6</p>	<p>experience. Individuals employed to carry out these jobs will be expected to be able to communicate clearly in speech and writing also Ensure that the work-products meet quality standards Therefore this is pegged at level 6.</p>	
<p>LEVEL-6</p>	<p>LEVEL-6</p>	<p>LEVEL-6</p>	<p>LEVEL-6</p>	<p>LEVEL-6</p>	<p>LEVEL-6</p>

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] (**Optional**)

Kindly refer:

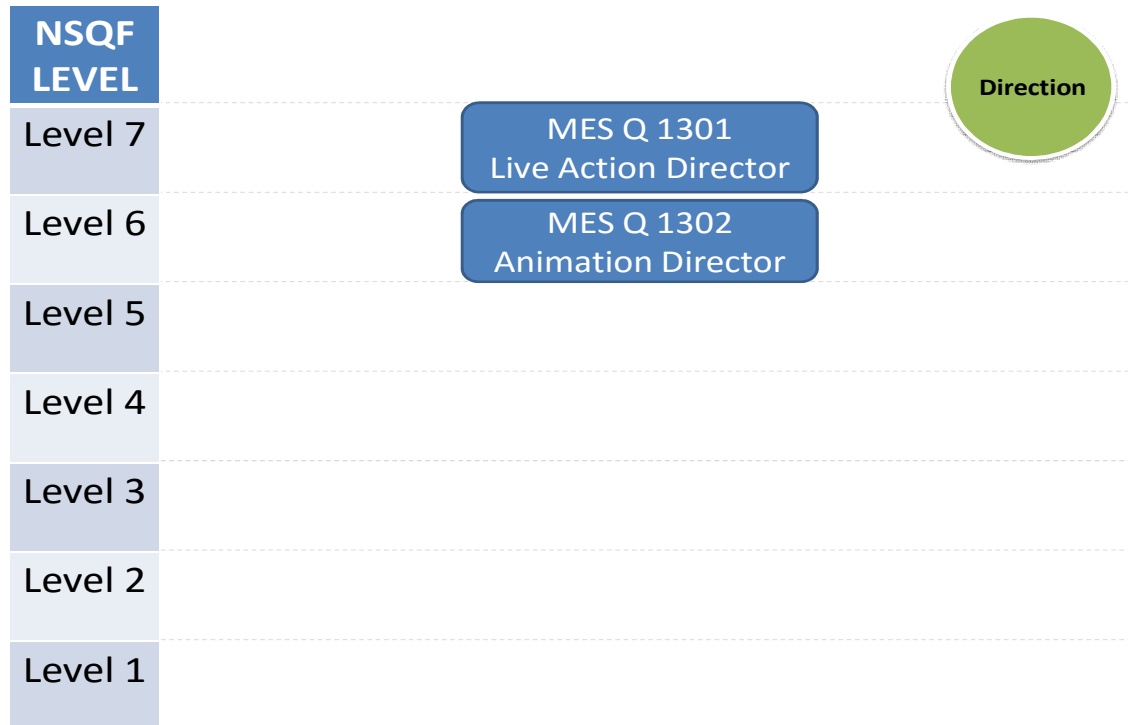
- Occupational Map

Summary of other evidence (if used):

SECTION 4

EVIDENCE OF RECOGNITION OR 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?



Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

Kindly refer:

- NSQF Progression Matrices