QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd Floor, FICCI Federation House

TansenMarg, New Delhi 110001

Name and contact details of individual dealing with the submission

Name: SonalMathur

Position in the organisation: Project Manager

Address if different from above

Same as above.

Tel number(s) + 0 11 2348 7352

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List of documents submitted in support of the Qualifications File

1. Sector Profiling

2. Skill Gap Study

3. Occupational Map

4. Qualification Map

5. Validation of Occupational Standards by Industry

6. Progression matrix

7. Protocol for Affiliation of Assessment

QUALIFICATION FILE SUMMARY

Qualification Title	Character designer(MES/ Q 0502)
Body/bodies which will assess candidates	MESC – Media & Entertainment Skill Council
Body/bodies which will award the certificate for the qualification.	MESC – Media & Entertainment Skill Council
Body which will accredit providers to offer the qualification.	MESC – Media & Entertainment Skill Council
Occupation(s) to which the qualification gives access	Character designer The job holder needs to design the character pack including the look, expressions, poses, gestures, turnarounds, personality traits of characters for a production and include life drawing skills including an understanding of human anatomy, behavior, facial expressions, emotions, actions.
Proposed level of the qualification in the NSQF.	NSQF Level 4
Anticipated volume of training/learning required to complete the qualification.	240 hours
Entry requirements / recommendations.	Class XII/Graduate
Progression from the qualification.	Senior Character designer (NSQF Level 5)
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Radio, Gaming, Advertising and Animation industries are in progress.
International Comparability	Creative Skills Set , United Kingdom , IBSA (Australian Business Skills council)

Formal structure of the qualification

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
MES / N 0501 (Understanding the script)	**Mandatory**	48	4
MES / N 0502 (Ensuring consistency across all scenes)	**Mandatory**	48	4
MES / N 0503 (Design Characters)	**Mandatory**	72	4
MES / N 0513 (Manage and store assets)	**Mandatory**	48	4
MES / N 0514 (Maintain workplace health and safety)	**Mandatory**	24	4

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
NavritiTechnologies
Manipal City & Guilds

Will the assessment body be responsible for RPL assessment?

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 judgment 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 judgments 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.

CRITERIA FOR ASSESSMENT OF TRAINEES

Character Designer
MES/ Q 0502
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 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% cumulatively (Theory and Practical)

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Understanding the script	PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual's role	100	15	10	50
	PC2. Be aware of the intended medium and target audience, and how this may affect animation processes		15	5	
	PC3.Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)		10	5	
	PC4.Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements		10	10	
	PC5.Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		15	5	

			Total marks			
	PC6.Understand the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.)			10	5	
	PC7. Understand the of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.			15	5	
	PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc.) to better understand script elements, as appropriate			10	5	
		Total		100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Ensure consistency across all scenes	PC1. Record continuity-related details e.g. position, placement, color etc. as required	100	20	10	50
	PC2.Ensure that the final look is consistent with the creative requirements agreed upon, and continuity is maintained throughout the production		20	10	
	PC3. Ensure that designs, layouts and templates are uniform across the production, as required		20	10	
	PC4. Ensure that lighting, color formats and effects are consistent across the production		20	10	
	PC5. Check the resolution of scenes to ensure that they match the production requirements		10	5	
	PC6. Alert relevant personnel (Art Director, Animation Supervisor, Producer) if continuity is not being maintained, and rectify the situation as appropriate		10	5	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Design Characters	PC1.Gather character references to help conceptualize designs for primary and secondary characters References may include: Photographs, films, Images, paintings, prints, murals, miniature art, sculptures, previously executed animation work-products, animations products available in the	100	20	10	50

			Out of	Theory	Skills
	public domain, pre-production design work				
	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. Visualize character expressions and attitude poses for each characters and create a character pack in line with requirements This may include: construction detail, prop details, character dos and don'ts, attitude, poses, walk poses, turnarounds, facial expressions, mouth chart, character gestures, hand gestures group behavior etc.		20	10	
		Total	100	50	50

NOS Name	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
Manage and store assets	PC1. Understand and research appropriate tools, techniques, technologies and procedures for effective asset storage	100	20	10	50
	PC2. Saving the work with appropriate names and/or naming conventions so that it can be identified easily		20	10	
	PC3. Storing the work in an appropriate place using appropriate storage techniques to ensure it is protected from damage.		20	10	
	PC4. Making backup copies at appropriate time intervals of any digital files		20	10	
	PC5. Routinely archive any work and store it securely in a second location, if required		10	5	
	PC6. identify and retrieve previous work from storage, as required		10	5	
		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 organization'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 organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization'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		5	2	

	safely and within the limits of individual's authority				
		Total	100	50	50

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

In early 2013 MESC 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 at the entry level as well as aspirational for people who aim to be senior designers in the animation and gaming industry.

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

There is a demand for ~7,000 art & design professionals across the animation and gaming 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 multiskilling.

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 NSQC**
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.

<table>
<tr>
<td colspan="6">CHARACTER DESIGNER (MES/ Q 0502)</td>
</tr>
<tr>
<th>PROCESS REQUIRED</th>
<th>PROFESSIONAL KNOWLEDGE</th>
<th>PROFESSIONAL SKILLS</th>
<th>CORE SKILLS</th>
<th>RESPONSIBIITY</th>
<th>LEVEL</th>
</tr>
<tr>
<td>Job holder is expected to understand the script and Storyboard in brief by application of basic creative principles and processes for digital asset creation by interpreting script and storyboard. Considering the core skills, which,

AnCharacter Designer possesses in terms to creative style properties to this outcome is pegged at Level 4.</td>
<td>Jobholder is expected to have knowledge of the script understanding needs to meet the standards of the storyboard , in terms of their technical, generic, professional and organizational specific knowledge of the Life drawing including human anatomy, emotions, actions, expressions, mannerisms, behavior, facial expressions, walking style, animal anatomy, Mannerismsetc. Understanding the production specifics from the Director bymimic any given character</td>
<td>The Character Designer has to actively engage with Script and Storyboard. Also actively engage with Director. Jobholder is expected to conduct themselves in ways, where they plan individual timelines and deliver on schedule. Identify any creative problems that may arise during the production and find Solutions to address them, Finalize the look and feel for the entire show in consultation with</td>
<td>The jobholder is needs to have Generic Skills of Reading writing, Oral Skills

An Jobholder Document character descriptions to help present to the Director and Producer which guide the production, The jobholder need to accordingly plan his task , Collaborate with the script team to design the characters, take feedbacks from the producer and director also culture/location-specific attributes that would need to be factored into the designing style requirements involved in this outcome this is</td>
<td>An Character Designer carries out his assigned functions like Character design, character construction detail, character line-up, character dos and don'ts, size relationship chart, attitude poses, hand gestures, basic walk poses, prop details, character turnarounds, mouth chart, facial expressions

Responsible for carrying out his/her job, some of which will require them to make choices about the approaches they adopt. They also</td>
<td>4</td>
</tr>
</table>

	style as per the Director, also to design and develop character designs consistent with the creative look of the production and in accordance to the script and design Considering the in-depth professional and factual knowledge which a Character Designer outcome is pegged at Level 4.	the Director Hence Outcome is pegged at Level 4.	pegged at level 4	require to constantly improvising their approach based on their 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 4.
LEVEL 4	LEVEL 4	LEVEL 4	LEVEL 4	LEVEL 4

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

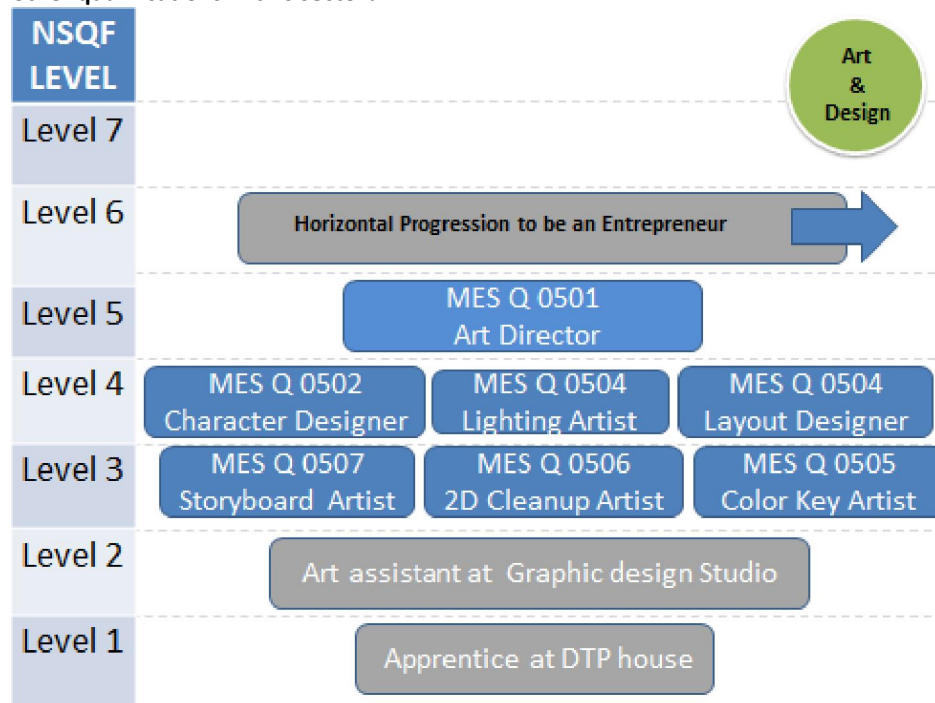Summary of other evidence (if used):

Kindly refer:

- Occupational Map

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?

NSQF LEVEL			
Level 7			Art & Design
Level 6	Horizontal Progression to be an Entrepreneur		
Level 5	MES Q 0501 Art Director		
Level 4	MES Q 0502 Character Designer	MES Q 0504 Lighting Artist	MES Q 0504 Layout Designer
Level 3	MES Q 0507 Storyboard Artist	MES Q 0506 2D Cleanup Artist	MES Q 0505 Color Key Artist
Level 2	Art assistant at Graphic design Studio		
Level 1	Apprentice at DTP house		

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