

Revised Application Documentation: Version 5 /22 May, 2015

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 organisation: Project Manager

Address if different from above

Same as above.

Tel number(s) + 0 11 2348 7352

E-mail address: sonal.mathur@ficci.com

List of documents submitted in support of the Qualifications File

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

QUALIFICATION FILE SUMMARY

Qualification Title:	Director of Photography (MES/ Q 0901)		
Body/bodies which will assess candidates	MES – Media & Entertainment Skill Council		
Body/bodies which will award the certificate for the qualification.	MES – Media & Entertainment Skill Council		
Body which will accredit providers to offer the qualification.	MES – Media & Entertainment Skill Council		
Occupation(s) to which the qualification gives access	<p>Director of Photography</p> <p>Individuals at this job need to determine the visual style of the production. They finalize locations and equipment that will be used. During shoots, they guide efforts of the camera crew and collaborate with lighting and grips to capture the desired look for the end-product.</p>		
Proposed level of the qualification in the NSQF.	NSQF Level 7		
Anticipated volume of training/learning required to complete the qualification.	1440 Hours		
Entry requirements / recommendations.	<p>Minimum: Graduate</p> <p>Preferred: Post-Graduate degree in Fine arts and Film</p>		
Progression from the qualification.	Horizontal Progression to be an Entrepreneur		
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Radio, Gaming, Advertising and Animation industries are in progress.		
International Comparability	Creative Skill 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 0901 (Determine Visual Style and Prepare Shoot Plan)	Mandatory	288	7
2. MES / N 0902 (Carry out Location Recces and Finalize Locations)	Mandatory	288	7
3. MES / N 0903 (Recruit Camera Team)	Mandatory	216	7
4. MES / N 0904 (Estimate and Procure Camera Equipment)	Mandatory	216	7
5. MES / N 0906 (Prepare for Shoot)	Mandatory	144	7
6. MES / N 0907 (Operate Camera during Shoot)	Mandatory	216	7
7. MES / N 0909 (Maintain workplace health and safety)	Mandatory	72	7

Please attach any document giving further detail about the structure of the qualification – e.g. 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 and 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

Director of Photography

MES/ Q 0901

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)

Assessment Outcome	Assessment Criteria	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
Determine the Visual Style and Prepare Shoot Plan	PC1. Interpret the visual style of the end-product through a detailed review of the script and through discussions with the producer and director	100	30	15	50
	PC2. Devise creative ideas and finalize the visual style of the production		30	15	
	PC3. Plan and finalize the day-wise shoot plan, keeping in mind the impact on the production budget, timelines and technical viability		20	10	
	PC4. Prepare continuity guidelines for other departments		20	10	
		Total	100	50	50
Carry out Location	PC1. Assess the suitability of a studio/location for the shoot in light	100	30	15	50

Recess and Finalize Locations	of the visual style and production needs (it is recommended that the DOP personally visits all key locations)				
	PC2. Evaluate the pros and cons of shooting at the location and reasons why it should be chosen or rejected		30	15	
	PC3. Assess any alterations/changes that will be required and expected additional costs that would need to be borne		20	10	
	PC4. Communicate the changes required to the production team		20	10	
		Total	100	50	50
Recruit Camera Team	PC1. Ascertain the number of people required and duration of involvement for each role	100	30	15	50
	PC2. Shortlist profiles and conduct interviews and practical tests to establish a fit for each role		30	15	
	PC3. Negotiate and finalize candidate salaries within the hiring budget allocated for the camera team		20	10	
	PC4. Finalize relevant contractual documentation to complete the hiring process		20	10	
		Total	100	50	50
Estimate and Procure Camera Equipment	PC1. Identify the type of camera equipment that would be best suited to produce the required visual style of production	100	20	10	50
	PC2. Estimate the quantity of equipment required and list out the specifications		10	5	
	PC3. Collaborate with equipment vendors to source the equipment in advance, to meet shoot schedules		30	15	
	PC4. Test the equipment for damages/defects and arrange for replacements, if required		20	10	
			20	10	
		Total	100	50	50
Prepare for Shoots	PC1. Establish the focus requirements for each shot, based on the creative and technical requirements of production (DOP)	100	30	15	50
	PC2. Mark the focus lengths/angle based on the required composition		30	15	

	i.e. positioning of elements within a frame, perspective i.e. point of view and aspect ratio i.e. relationship between width and height (Camera assistant)				
	PC3. Prepare a focus path for a sequence depending on the movement, timing, start and finish points during shoots (Camera operator and assistant)		20	10	
	PC4. Report potential issues to the Producer and Director and relevant teams for rectification (DOP and Camera operator)		20	10	
		Total	100	50	50
Operate Camera during Shoot	PC1. Focus and refocus the camera lenses for each shot (Camera Assistant)	100	20	10	50
	PC2. Advise actors and performers regarding movement and positions		10	5	
	PC3. Make modifications to the focus path, if required, based on any changes in the artists movements (Camera Assistant)		30	15	
	PC4. Execute camera movements established during rehearsals according to the instructions received by the DOP while maintaining the focus length for each shot (Camera Operator)		20	10	
	PC5. Ensure that the creative and technical quality of the shoot meets the desired production and post production standards (DOP)		20	10	
		Total	100	50	50
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		5	2	

	and drills				
	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 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 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 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 and aspirational for people who are currently employed as Camera Operators and Assistant Cameramen.

MESC-Skills-Gap-Study.pdf

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

There is a demand for ~20,000 Camera professionals 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 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:

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>DIRECTOR OF PHOTOGRAPHY (MES/ Q 0901)</u>					
PROCESS REQUIRED	PROFESSIONAL KNOWLEDGE	PROFESSIONAL SKILLS	CORE SKILLS	RESPONSIBILITY	LEVEL
The jobholder needs to understand the script, production concept and creative brief to devise creative ways to visually depict the same. S/he must also recruit camera team and carry out location recce and finalise locations based on suitability and viability. The individual	The jobholder must possess the knowledge of the creative, technical and budgetary requirements and constraints and various camera techniques. S/he must also know the principles of cinematography and focus requirements with all the technical knowledge associated with it like frame shots, lens, measurement	Quick decision making skills with effective planning and efficient organisation skills are imperative to carry out shooting depending on the time, budget and script. Director of Photography needs to know and understand how to identify problems with successful execution of the task and resolve them in consultation with the producer and director or the	The jobholder requires high level of generic skills as he needs to prepare guidelines for other departments and read and understand script, budget, timelines, job profiles, shoot schedules, camera specifications and norms related to health and	The jobholder is required to interpret the visual style, identify appropriate medium for shooting and devise creative ideas to finalise the visual style of production keeping in mind the budget, timeline and technical viability. The job involved assessing the suitability of locations, ascertaining the number of people required,	7

<p>must have the technical know-how of various equipment for photography and operate camera during shoots by pulling focus.</p>	<p>of distance, time etc. The director needs to know the applicable health and safety guidelines, and ensuring that the equipment selected minimizes any risks to the health and safety of the cast and crew.</p>	<p>production team. S/he also needs to critical examine and highlight the inconsistencies between the story, dialogue and envision the impact of selecting particular shoot types and camera equipment.</p>	<p>safety. Strong oral communication skills are necessary as regular discussion with production team, camera crew, artists, directors, vendors and suppliers are required. Owing to the high core skills requirement, this job is pegged at level 7.</p>	<p>duration and salaries for the recruited crew. The procurement of equipment for shoot and laying out marks on the set to define artist paths and refining camera positions during rehearsals are important tasks for the jobholder.</p>	
LEVEL 7	LEVEL 7	LEVEL 7	LEVEL 7	LEVEL 7	LEVEL 7

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):

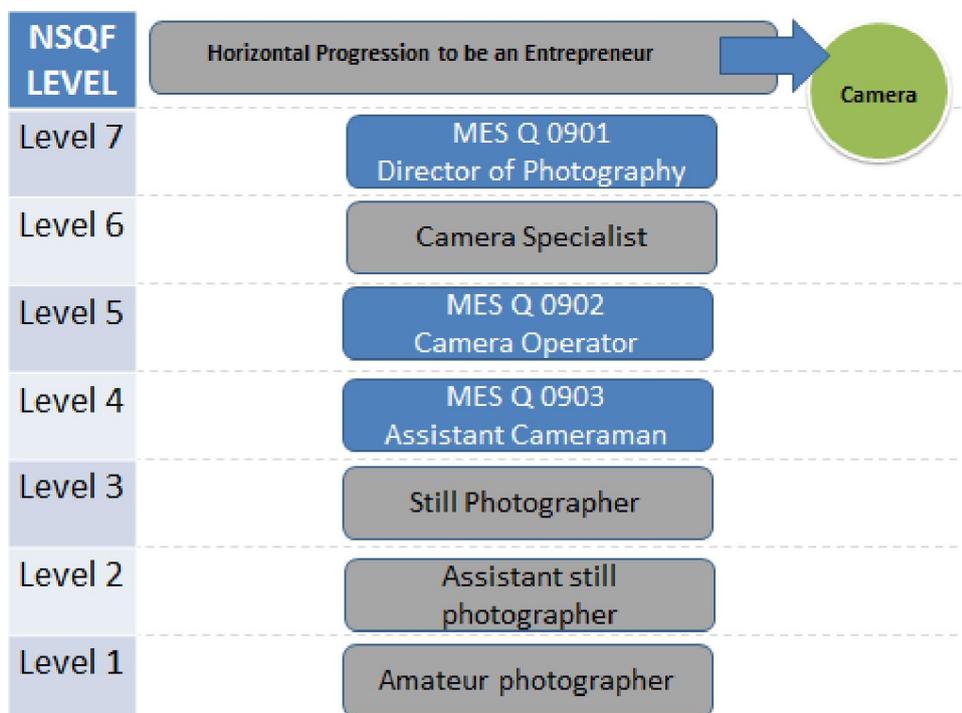
Kindly refer:

- 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?



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