

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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

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Introduction

Qualifications Pack-Graphic Designer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Advertising, Print, Gaming

OCCUPATION: Graphic Designer

REFERENCE ID: MES/ Q 0601

ALIGNED TO: NCO-2004/NIL

Graphic Designer in the Media & Entertainment Industry is a typical job role that services almost all the sub sectors it also known as VISUAL DESIGNER in IT & IT-eS sector

Brief Job Description: Individuals at this job need to design solutions that have a high visual impact. The role involves listening to clients and understanding their needs before making design decisions

Personal Attributes: This job requires the individual to be well-versed with multiple activities such as designing for websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity, i.e. giving organisations a visual 'brand'.

Job Details	Qualifications Pack Code	MES/ Q 0601		
	Job Role	Graphic 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	04/12/15
	Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
	Occupation	Art & Design	Next review date	03/01/18
	NSQC Clearance on	N.A		

Job Role	Graphic Designer
Role Description	Develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives
NSQF level	4
Minimum Educational Qualifications	Class X/Under-Graduate
Maximum Educational Qualifications	Class XII and above
Training (Suggested but not mandatory)	Raster and vector image editing softwares
Minimum Job Entry Age	18 years
Experience	1-2 Years as Junior Graphic designer
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 0601 (Understand & Interpret Graphic visualization brief) MES / N 0602 (Manage equipment & material) MES / N 0603 (Visualize and generate design ideas) MES / N 0604 (Create & edit graphic designs) MES / N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

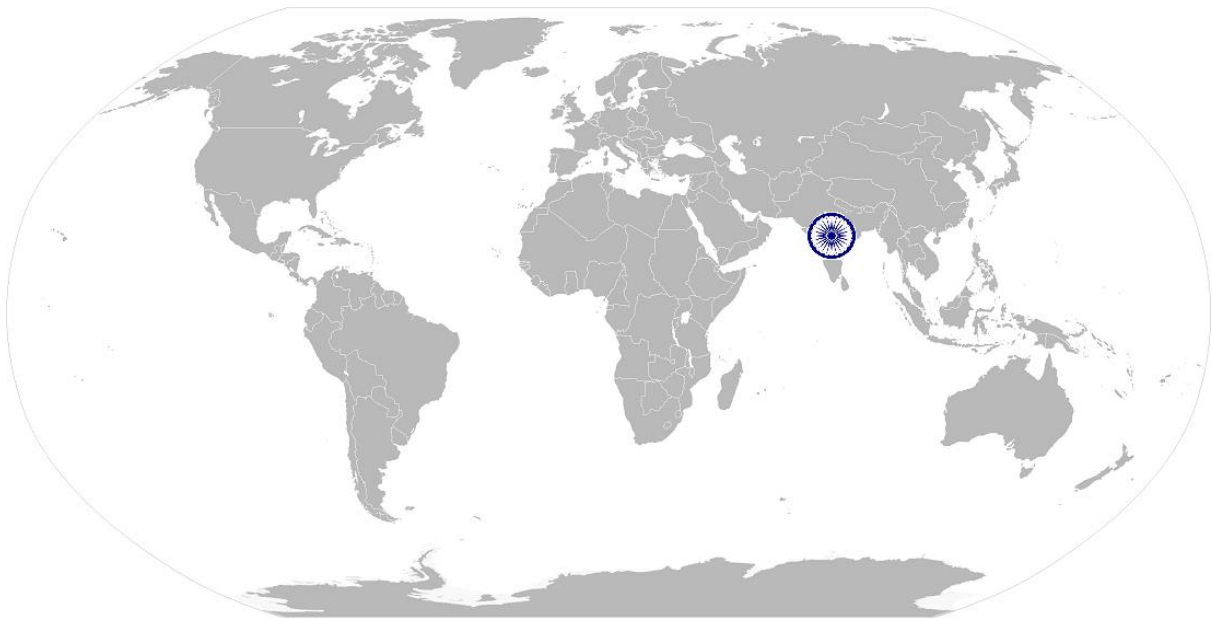
Definitions

Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
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.
Graphic	A visual item on screen or print displayed or stored in computer as data
Design	A plan of work produced to show the function or look of an object based on which decision could be drawn upon
Concept	The overall plan of the working
Theme	The subject of the brief or the topic that the brief adheres to
Moodboard	An arrangement of images, materials and text that reflects a project style or concept
Mindmap	A map that is used to visually organize the data serving as an inspiration for ideas
Aesthetic	A set of guidelines and principles that define a piece of work as beautiful and artistic
Storyboard	A graphic organiser in the form of sequence of images that depict how the product will function
Vector Images	Typically these are 2D graphical objects that are created with in graphic system and remain scalable in applications
Raster Images	These are images that are either photographed or pixel matrix
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
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.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
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.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.

Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
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 understanding the production requirements and planning the process and workflow for graphic visualization.

MES/ N 0601

Understand & Interpret Graphic visualization job brief

National Occupational Standard

Unit Code	MES/ N 0601
Unit Title (Task)	Understand & Interpret Graphic visualisation brief
Description	This OS unit is about understanding the production requirements and planning the process and workflow
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding requirements of production Constructing an approach and plan the process as per the selected medium
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding requirements for Production	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand the Design specification based on job brief (dimensions, operating platforms, etc.) PC2. Understand the and relate the base idea, theme and concept PC3. Understand client branding (Color scheme, Logo, target audience, etc)
Constructing an approach and plan the process	<ul style="list-style-type: none"> PC4. Determine the platform requirements of the project (Television, Film, Print, Gaming. Etc) PC5. Determine the work requirements of the project relevant to his/her job role (Format,Number, Types, Duplicates etc)
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The creative vision and elements of production relevant to his/her job role KA2. The project pipeline/schedule and timelines relevant to their work KA3. The intended purpose of the design that need to be created KA4. How to maintain consistency with idea, theme, syle and concept defined by the brief KA5. The technique and workflow followed in the organization
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to source materials for research and reference KB2. How to express ideas using techniques like mindmaps,moodboards, storyboards, etc KB3. Applicable copyright norms and intellectual property rights KB4. Applicable health and safety guidelines pertaining to working for long periods on edit machines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Document decisions on the processes involved and techniques to be used with reasons thereof SA2. Document other areas (e.g. requirements of the target audience, market, end-product, reference links and videos) that may be relevant for the team
	Reading Skills

MES/ N 0601

Understand & Interpret Graphic visualization job brief

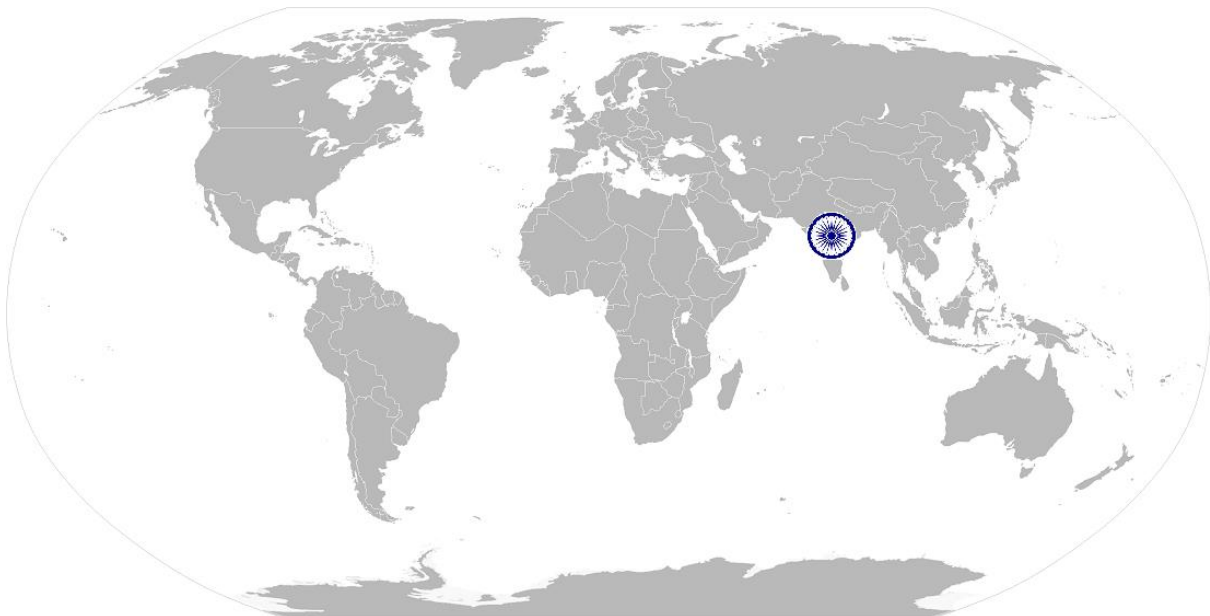
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. Read and understand the script and determine requirements SA4. Read about emerging techniques in production SA5. Read user manuals for equipment and software SA6. Read about the tastes and preferences of the target audience and the market where the end-product intends to be distributed
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA7. Understand the creative vision of the brief and work to resolve any issues SA8. Communicate with team members, relay instructions, collaborate and resolve issues with members of the post-production team handling different aspects/processes to determine the effort involved for the activities that would need to be performed (Supervisor)
<p>B. Professional Skills</p>	<p>Decision making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. Manage decision on suitable course of action
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB2. Plan the activities, workflow, resourcing and timelines in accordance to the creative and technical requirements SB3. Manage deadlines successfully on time SB4. Work well in a fast-paced environment
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB5. check that your own work meets customer requirements
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB6. Identify any issues that may arise during post-production and find solutions to address them
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB7. Have a keen eye for detail and maintain an aesthetic sense towards the final output
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB8. Appraise the quality of the raw footage gathered to ensure it is in line with the initial concept and quality standards

MES/ N 0601

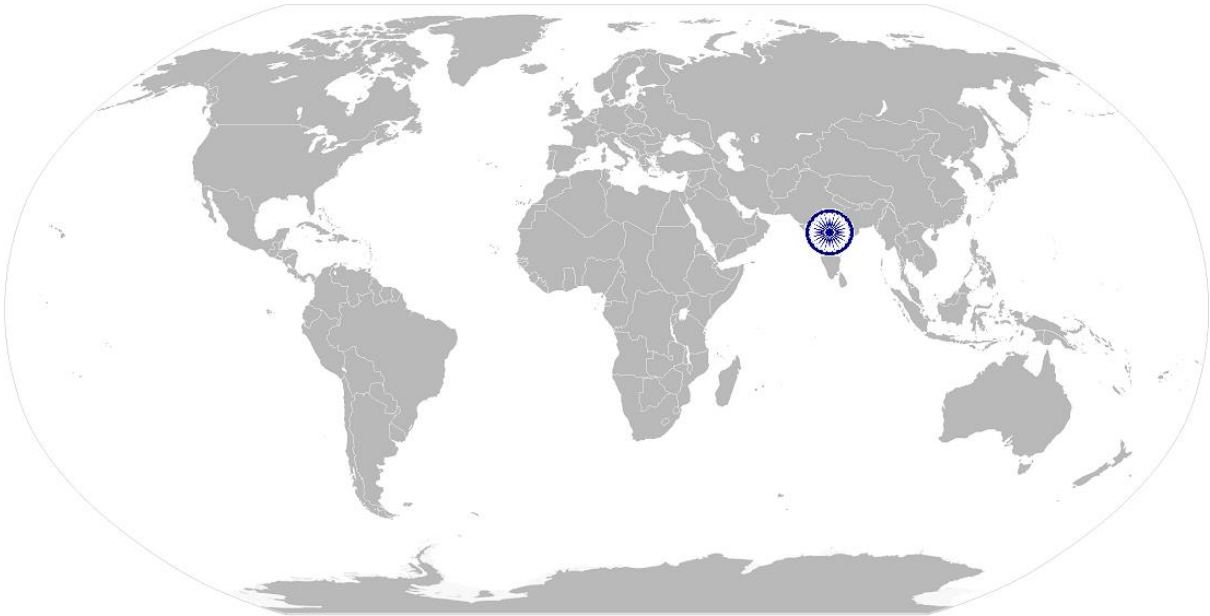
Understand & Interpret Graphic visualization job brief

NOS Version Control

NOS Code	MES / N 0601		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/15
Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
Occupation	Art & Design	Next review date	03/01/18



National Occupational Standard



Overview

This unit is about managing equipment and material throughout the production process.

MES/ N 0602

Manage equipment & material

National Occupational Standard

Unit Code	MES/ N 0602
Unit Title (Task)	Manage equipment & material
Description	This OS unit is about managing equipment and material throughout the design process.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Preparing materials and equipment for the production process • Managing interim work-products during production • Ensuring work-products are distribution/exhibition ready as per the required technical specifications
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Preparing materials and equipment for the production process	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Gather raw stock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for production.</p> <p>PC2. Sort and material ready for the production process.</p> <p>PC3. Ensure software/equipment is ready for use (e.g. Photoshop, Scanner, etc)</p>
Managing interim work-products during production	<p>PC4. Save back-ups for interim work-products in the appropriate file formats</p>
Ensuring work-products are distribution/exhibition ready as per the required technical specifications	<p>PC5. Ensure final work-products are prepared in appropriate file formats (e.g. .PSD, .AI, .CDR, etc) and appropriate medium (e.g. DVD, CD and digital flash drives)</p> <p>PC6. Clear logs/data and keep the software and equipment ready for future use</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The purpose and intended use of the end-product</p> <p>KA2. The creative and technical specifications of the work-product, including the quality standards expected of the final output</p> <p>KA3. The intended distribution/exhibition mediums for the production</p> <p>KA4. Established data management and work flow systems</p> <p>KA5. How to maintain quality control as production scales</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to work on relevant equipment and software.e.g. Photoshop, Illustrator, CorelDraw, Indesign,Printer, Scanner, etc.</p> <p>KB2. The format, resolution and quality in which the material would need</p> <p>KB3. The storage media relevant to the type of production</p> <p>KB4. File-naming conventions appropriate to the production</p> <p>KB5. How to keep abreast of changes in technology and update skills accordingly</p> <p>KB6. Applicable health and safety guidelines</p>
Skills (S) (Optional)	

MES/ N 0602

Manage equipment & material

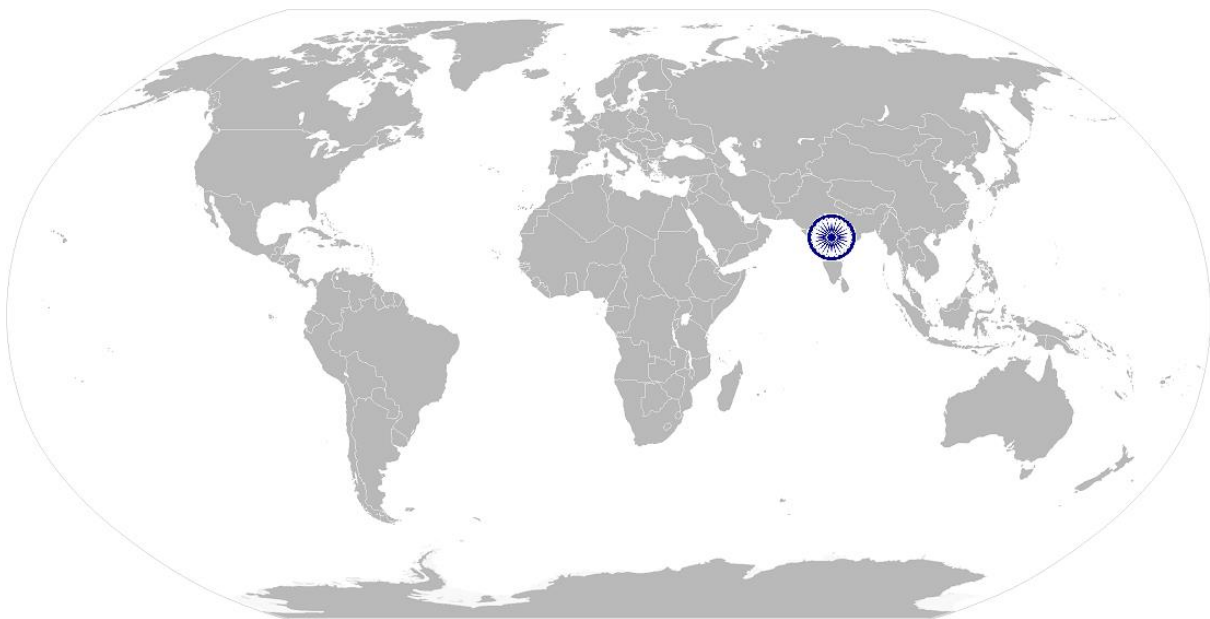
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare documentation, including charts, to accompany the work-product
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read and understand the user and technical specifications of equipment and software SA3. Gather and watch stock material including photographs, Bitmaps, Clipart and Fonts SA4. Gather references of work-products and productions that could provide ideas and help conceptualise possibilities for post-production
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Discuss and understand requirements and specifications from the Producer, Director and Supervisor SA6. Discuss any problems with the brief that could impact the production process and solicit suggestions for resolving them
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. Manage decision on suitable course of action
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Plan and prioritise work according to the requirements SB3. Work well in a fast-paced environment
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. check that your own work meets customer requirements
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Identify and resolve commonly occurring issues in the equipment like printer, scanner, camera, etc.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Monitor the nature and quality of vendors materials, tools and equipment for future purchases
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB6. Provide feedback on the quality of the equipment used, the resources and services provided by the vendor, and comment on whether the services of the vendor may be continued in the future	

MES/ N 0602

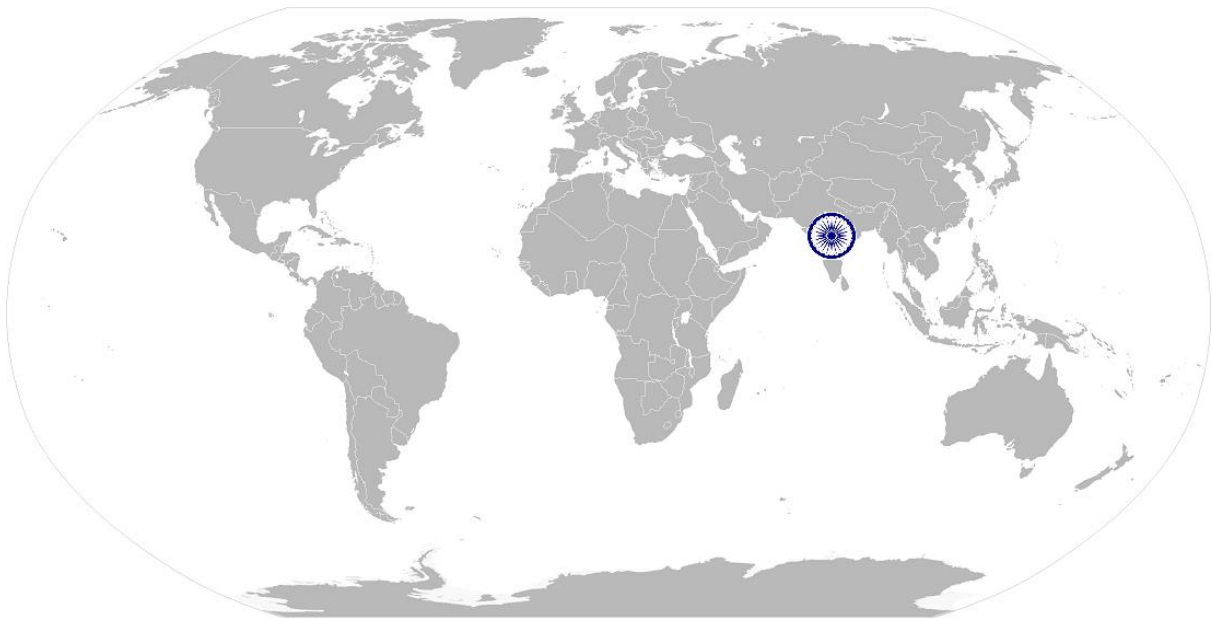
Manage equipment & material

NOS Version Control

NOS Code	MES / N 0602		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/15
Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
Occupation	Art & Design	Next review date	03/01/18



National Occupational Standard



Overview

This unit is about generating ideas and presenting visuals that meets production requirements.

MES/ N 0603

Visualize and generate design ideas

National Occupational Standard

Unit Code	MES/ N 0603
Unit Title (Task)	Visualize and generate design Ideas
Description	This OS unit is about cutting production raw material and arranging them on a timeline to create a sequential output that meets production requirements
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Generate visuals and design ideas appropriate for the brief
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Generate visuals ad design ideas appropriate for the brief	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Visualise the flow of the idea and conceptualise possibilities PC2. Understand the creative vision and elements of production relevant to his/her job role PC3. Discuss among peers about the idea, theme and concept PC4. Collect relevant data to support design
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The creative vision and elements of production relevant to his/her job role KA2. The project pipeline/schedule and timelines relevant to their work KA3. The intended purpose of the design that need to be created
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to organize the collected data KB2. How to present the visualized data and collect feedback KB3. The Elements and principles of design KB4. How to create Digital design layouts KB5. The implication of the format on the quality of the end-product KB6. Applicable copyright norms and intellectual property rights KB7. 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: <ul style="list-style-type: none"> SA1. Document notes on the process and arranging them in a professional manner SA2. Document notes and specifications for guidance and reference
	Reading Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA3. Read and understand the script and determine requirements SA4. Gather, organize and store stock images, cliparts, photographs for use in projects

MES/ N 0603

Visualize and generate design ideas

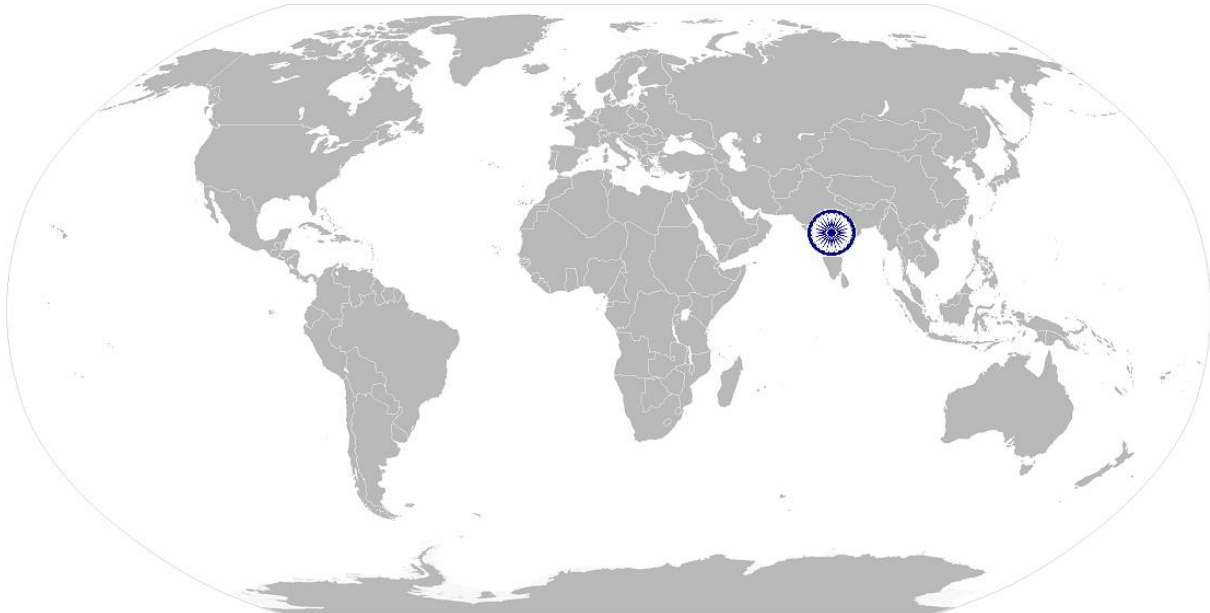
	<p>SA5. Gather suitable references from various sources for use during production</p> <p>SA6. Research attributes of the genre, language, culture, region of the production to determine aspects that may need to be reflected in the final output</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Understand the creative vision and technical requirements that need to be complied with the brief</p> <p>SA8. Discuss interim/final work peers and superiors and solicit their feedback on improvements</p> <p>SA9. Liaise with relevant people in a way that supports the production process</p>
<p>B. Professional Skills</p>	<p>Decision making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Finalise the design ideas as per the project requirements</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and prioritise work according to the requirements</p> <p>SB3. Work well in a fast-paced environment</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Check that own and/or your peer's work meets customer requirements.</p> <p>SB5. work effectively in a customer facing environment</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Address comments on the interim/final work-products and make changes accordingly</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. Have a keen eye for detail and maintain an aesthetic sense towards colour Shapes, forms and software capabilities of the final output</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Appraise the quality of own work to ensure it is in line with the expected quality standards</p>

MES/ N 0603

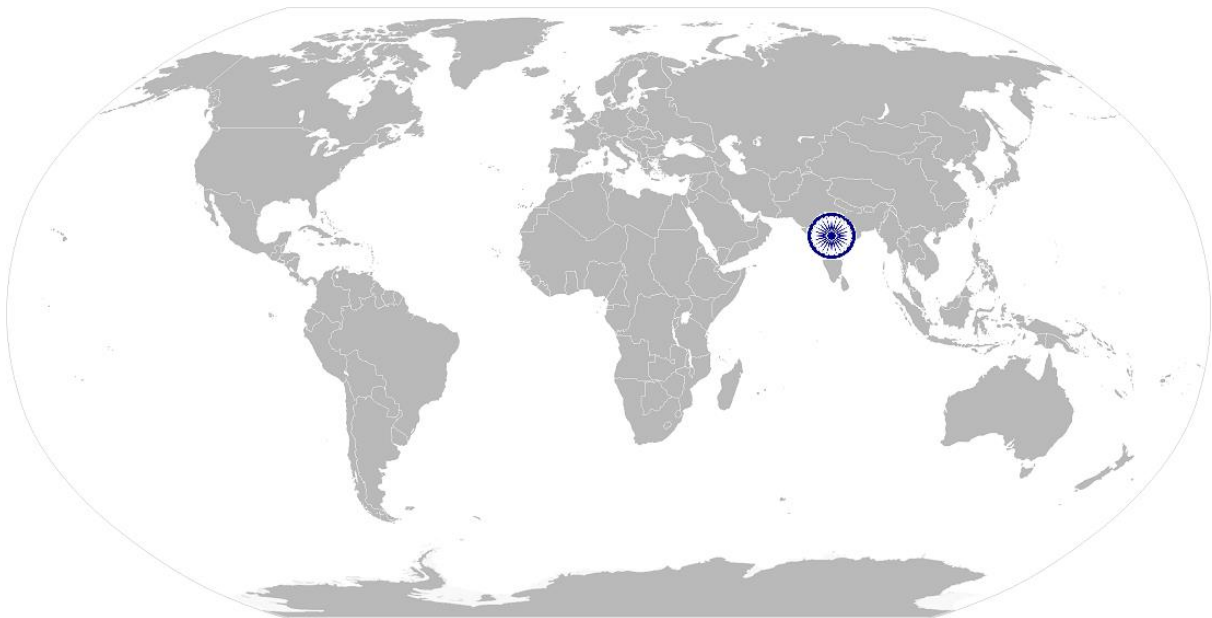
Visualize and generate design ideas

NOS Version Control

NOS Code	MES / N 0603		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/15
Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
Occupation	Art & Design	Next review date	03/01/18



National Occupational Standard



Overview

This unit is about creating and editing the visuals that meets the design requirements.

MES/ N 0604

Create & edit graphic designs

National Occupational Standard

Unit Code	MES/ N 0604
Unit Title (Task)	Independently create & edit graphic designs
Description	This OS unit is about creating original graphic illustrations and visuals that meets production requirements
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Create & edit Raster Images Independently • Create & edit Vector Images Independently • Create & edit Digital design independently
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Create & Edit Raster Images Independently	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand and select graphic elements in accordance to the design idea PC2. Determine the color choice based on the design idea PC3. Visualise the flow of the idea and conceptualise possibilities PC4. Create graphic according to the design idea, requirements, specifications
Create & Edit Vector Images Independently	<ul style="list-style-type: none"> PC5. Create vector artworks and illustrations PC6. Determine the color output based on the final style required
Create & Edit Digital Design Independently	<ul style="list-style-type: none"> PC7. Create single/multi page documents appropriate to the design specification PC8. Prepare the final document as per the target platform specification
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The creative vision and elements of production relevant to his/her job role KA2. The project pipeline/schedule and timelines relevant to their work KA3. The intended purpose of the design that need to be created KA4. Discuss with peers and collect feedbacks
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to select the right editing/drawing software tools required for the job KB2. How to source images KB3. Techniques like Image Restoration and retouching techniques KB4. How to design vector graphics that is consistent the design idea KB5. Color correct and compose images and other graphics KB6. How to create graphics that is consistent with the creative look of the project KB7. how to design the layout appropriate for the given product specification (Website, Game, Animation, Film, Advertising, Television,etc) KB8. How to design single page and multipage documents that conveys structured information KB9. Applicable copyright norms and intellectual property rights KB10. Applicable health and safety guidelines

MES/ N 0604

Create & edit graphic designs

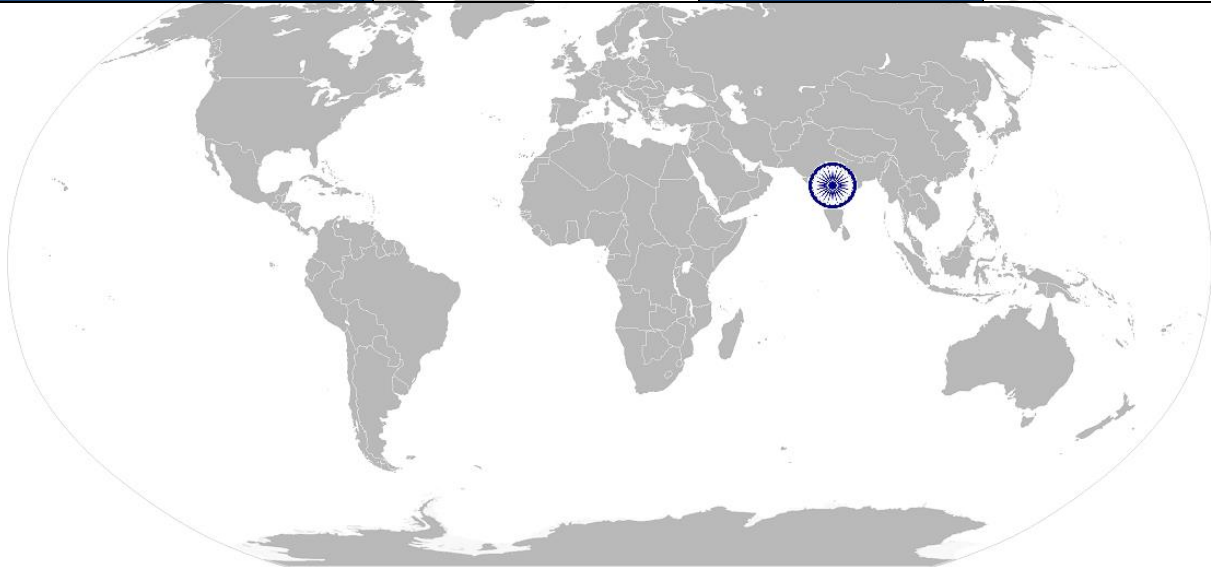
Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Document notes on the process and arranging them in a professional manner SA2. Document notes and specifications for guidance and reference
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Read and understand the script and determine requirements SA4. Gather, organize and store stock images, cliparts, photographs for use in projects SA5. Gather suitable references from various sources for use during production SA6. Research attributes of the genre, language, culture, region of the production to determine aspects that may need to be reflected in the final output
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA7. Understand the creative vision and technical requirements that need to be complied with the brief SA8. Discuss interim/final work peers and superiors and solicit their feedback on improvements SA9. Liaise with relevant people in a way that supports the production process
D. Professional Skills	Decision making
	SB9. Manage creative decisions as per the client inputs
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB10. Plan and prioritise work according to the requirements SB11. Work well in a fast-paced environment
	Customer Centricity
	SB12. Plan and prioritise work according to the requirements SB13. Manage deadlines successfully--on time Work well in a fast-paced environment
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB14. Address comments on the interim/final work-products and make changes accordingly
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB15. Have a keen eye for detail and maintain an aesthetic sense towards colour Shapes, forms and software capabilities of the final output
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB16. Appraise the quality of own work to ensure it is in line with the expected quality standards	

MES/ N 0604

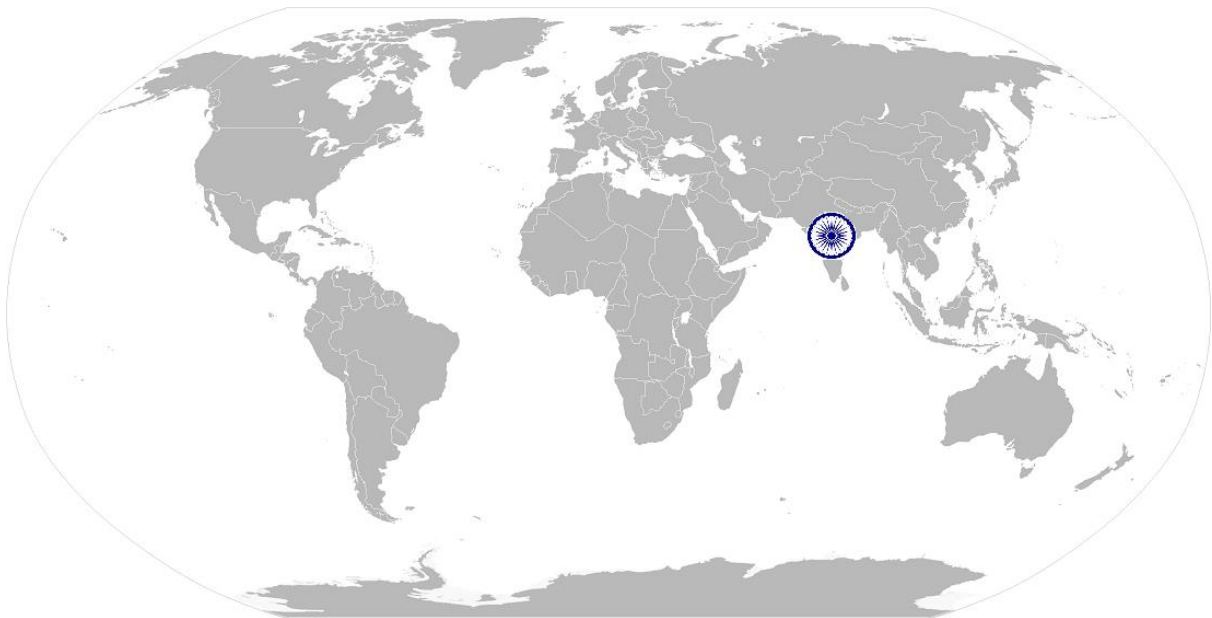
Create & edit graphic designs

NOS Version Control

NOS Code	MES / N 0604		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/15
Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
Occupation	Art & Design	Next review date	03/01/18



National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment.

MES/ N 0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/ N 0104
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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> 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	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organisation's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>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</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health,safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to therelevant person in line with organisational procedures and warnother people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organisation's emergency procedures for accidents, firesor any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or anyother natural calamity safely and within the limits of individual'sauthority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organisation's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>

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<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
<p>B. Professional Skills</p>	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. build and maintain positive and effective relationships with colleges and customers</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Apply problem solving approaches in different situations</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. analyze data and activities</p> <p>Critical Thinking</p> <p>SB6. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB7. Apply balanced judgements in different situations</p>

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NOS Version Control

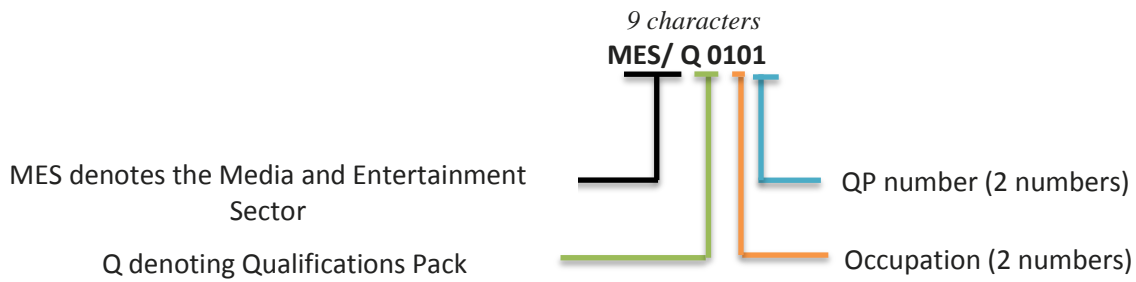
NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/15
Sub-sector	Film, Television, Animation, Advertising, Gaming	Last reviewed on	02/01/16
Occupation	Art & Design	Next review date	03/01/18



Annexure

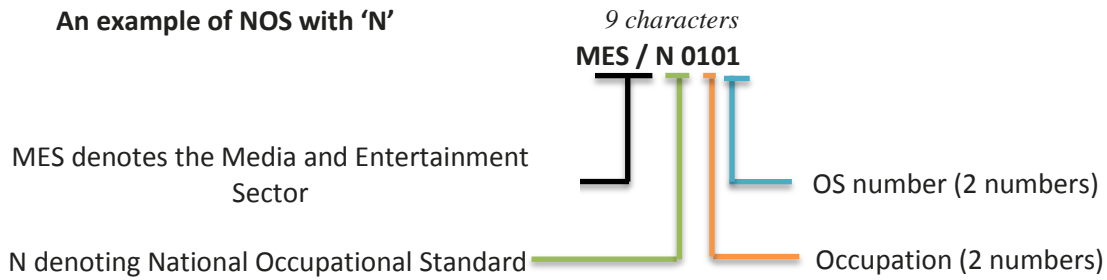
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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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 QP or NOS	Q
Next two numbers	Post Production	14
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Graphic Designer

Qualification Pack: MES Q 0601

Sector Skill Council: Media and Entertainment Skills Council

S. No.	NOS	NOS NAME	Weightage
1	MES/ N 0601	Understand & Interpret Graphic visualization job brief	15%
2	MES/ N 0602	Manage equipment & material	20%
3	MES/ N 0603	Visualize and generate design ideas	25%
4	MES/ N 0604	Create & edit graphic designs	25%
5	MES/ N 0104	Maintain workplace health and safety	15%
			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 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 outcomes	Assessment criteria for outcomes	Total Mark	Marks Allocation		
			Out Of	Theory	Skills Practical
MES/ N 0601 (Understand and Interpret Graphic visualization brief)	PC1. Understand the Design specification based on job brief (dimensions, operating platforms, etc.)	100	20	10	50
	PC2. Understand the and relate the base idea, theme and concept		20	10	
	PC3. Understand client branding (Colour scheme, Logo, target audience, etc)		20	10	
	PC4. Determine the platform requirements of the project (Television, Film, Print, Gaming. Etc)		20	10	
	PC5. Determine the work requirements of the project relevant to his/her job role (Format, Number, Types, Duplicates etc)		20	10	
	Total		100	50	50
MES/ N 0602 (Manage equipment and material)	PC1. Gather raw stock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for production.	100	20	10	50
	PC2. Sort and material ready for the production process.		20	10	
	PC3. Ensure software/equipment is ready for use (e.g. Photoshop, Scanner, etc)		25	10	
	PC4. Save back-ups for interim work-products in the appropriate file formats		20	10	
	PC5. Ensure final work-products are prepared in appropriate file formats (e.g. .PSD, .AI, .CDR, etc) and appropriate medium (e.g. DVD, CD and digital flash drives).		15	10	
	Total		100	50	50
MES/ N 0603 (Visualize and generate design ideas)	PC1. Visualise the flow of the idea and conceptualise possibilities.	100	30	15	50
	PC2. Understand the creative vision and elements of production relevant to his/her job role.		30	15	
	PC3. Discuss among peers about the idea, theme and concept.		20	10	

	PC4. Collect relevant data to support design		20	10	
		Total	100	50	50
MES/ N 0604 (Create and edit graphic designs)	PC1. Understand and select graphic elements in accordance to the design idea.	100	10	10	50
	PC2. Determine the colour choice based on the design idea.		10	5	
	PC3. Visualise the flow of the idea and conceptualise possibilities.		10	5	
	PC4. Create graphic according to the design idea, requirements, specifications.		15	5	
	PC5. Create vector artworks and illustrations.		15	5	
	PC6. Determine the colour output based on the final style required.		10	5	
	PC7. Create single/multi page documents appropriate to the design specification.		10	5	
	PC8. Prepare the final document as per the target platform specification.		20	10	
		Total	100	50	50
MES/ N 0104 (Maintain workplace health and safety)	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		10	5	

	health and safety.			
	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