

Model Curriculum

Live Action Director

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: Animation-Director
REF ID: MES/ Q 1301
NSQF LEVEL: 6



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/ Qualification Pack: **'Live Action Director'** QP Ref. No. **'MES/Q1301, NSQF Level 6'**

Date of Issuance: 27th January 2022

Valid up to: 25th January 2027

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council



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Live Action Director

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “*Live Action Director*”, in the “*Media and Entertainment*” Sector/Industry and aims at building the following key competencies amongst the learners

Program Name	<i>Live Action Director</i>		
Qualification Pack Name & Reference ID. ID	MES/ Q 1301		
Version No.	3.0	Version Update Date	27-Jan-22
Pre-requisites to Training	Graduate with three years of relevant experience OR Class XII Pass with seven years of relevant experience Min Age: 22 Year Entrepreneur / Businessman		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Sourcing ideas for production, which could include • Evaluating and selecting ideas • Preparing the budget for the production • Preparing a list of potential sponsors • Preparing and pitching the production proposal to financiers Conceptualising the creative aspects to set a common vision • Managing creative areas such as the screenplay, storyboard and shot planning • Modifying and finalizing the script • Communicating the key aspects of production to the teams • Guiding performance of actors/artists • Managing technical areas such as Camera, Sound, Lighting and Production design and creative areas such as Costumes and styling and Set design • Directing rehearsals and actual takes • Managing and guiding the post production process, including: • Prepare the final version including correction of the screenplay (if required) • Preparing for marketing and promotion of the production • Participating in promotional initiatives • Health and safety and the resources available, Identifying and reporting risks, Complying with procedures in the event of an emergency. 		

This course encompasses 8 out of 8 National Occupational Standards (NOS) of “Live Action Director” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Evaluate production concepts and ideas</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 90:00</p> <p>Corresponding NOS Code MES /N 2843</p>	<ul style="list-style-type: none"> Source innovative and creative ideas for production Select ideas that are aligned to one’s creative vision, and that can be executed currently possible production techniques Determine the ease and/ or difficulty (financial, operational and technical) of executing potential ideas and the corresponding resource requirements (talent, budget and timelines) Consult with relevant personnel (script writers ,producers, technical teams) to understand these creative, financial and operational requirements 	Laptop, white board, marker, projector,
2	<p>Sourcing financiers</p> <p>Theory Duration (hh:mm) 50:00</p> <p>Practical Duration (hh:mm) 100:00</p> <p>Corresponding NOS Code MES /N 1302</p>	<ul style="list-style-type: none"> Prepare and finalise the production budget accounting for all cost components Allocating a separate budget for film enhancing/ correction based on critical evaluation (Internal and external) Source potential financiers whose investment philosophy/ objectives match the production 1 Prepare and pitch the production proposal to financiers, deploying persuasive skill and justifications to finalise the financier(s) and arrive at a final number for the overall production budget Negotiate the mode of finance whose investment philosophy/objectives match he production Prepare a docket highlighting the key choices made for production Finalise contracts with financiers 	Laptop, white board, marker, projector,
3	<p>Conceptualize the creative vision</p> <p>Theory Duration (hh:mm)</p>	<ul style="list-style-type: none"> Interpret the script and conceptualise ways to represent it creatively through visuals and sound Collaborate with the producers, supporting staff(production designers, artistic directors and music directors), technical crew (lighting, sound, set 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	30:00 Practical Duration (hh:mm) 60:00 Corresponding NOS Code MES /N 1309	and costume designers) to ensure a common vision is communicated for the film <ul style="list-style-type: none"> Break down the script into the following units – storyboard, shooting script, critical sequences and shot breakdown. Identify the creative and technical requirements for each of these aspects, in a manner that helps in realizing the overall creative vision Develop/refine the script to reflect the creative vision in collaboration with the script – writers 	
4	Communicate requirements to the team Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 60:00 Corresponding NOS Code MES /N 1304	<ul style="list-style-type: none"> Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional heads prior to the production Receive periodic updates and ensure that any major changes agreed upon are recorded and communicated to the appropriate people 20 Develop a function -wise action plan to help execute the vision, as appropriate Ensure that the teams are aware of their role towards realizing the creative vision of the project Articulate and encourage the need for team work and work standards that are expected to match the production's requirements 	Laptop, white board, marker, projector,
5	Direct the production process Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 60:00 Corresponding NOS Code MES /N 1305	<ul style="list-style-type: none"> Guide the actors/artists on their performance (dialogues, movements, and expressions) during rehearsals and during takes Guide other departments such as camera, sound, light, set crafts and costumes to ensure they all contribute towards the common creative vision Sign -off on all the creative aspects of production Ensure that decisions about new developments on creative aspects, are communicated to relevant personnel either by yourself or others as instructed Direct rehearsals, evaluate the performance, 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Discuss the different types of e-commerce • List the benefits of e-commerce for retailers and customers • Discuss how the Digital India campaign will help boost e-commerce in India • Explain how you will sell a product or service on an e-commerce platform • Discuss the need for CRM • Discuss the benefits of CRM • Discuss the need for networking • Discuss the benefits of networking • Understand the importance of setting goals • Differentiate between short-term, medium-term and long-term goals • Discuss how to write a business plan • Explain the financial planning process 	
8	<p>Maintain Workplace, Health & Safety</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 40:00</p> <p>Corresponding NOS Code MES/N 0104</p>	<ul style="list-style-type: none"> • Understand and comply with the organisation's current health, safety and security policies and procedures. • Understand the safe working practices pertaining to own occupation. • 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 • Participate in organization health and safety knowledge sessions and drills • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency • Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms • Identify aspects of your workplace that could cause potential risk to own and others health and safety • Identify and recommend opportunities for improving health, safety, and security to the designated person • 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 • Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority. 	<p>Handbook, White board, marker, computer system, projector, PPTs</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Total Duration 840:00</p> <p>Theory Duration 250:00</p> <p>Practical Duration 590:00</p>	<p>Unique Equipment Required: Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos, Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit</p>	

Grand Total Course Duration: **840 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Media and Entertainment Skill Council)

Trainer Prerequisites for Job role: “Live Action Director” mapped to Qualification Pack: “MES/ Q 1301, v3.0”

Sr. No.	Area	Details
1	Description	Live Action Director in the Media & Entertainment Industry is also known as a Film Director/ Show Director this job establish and drive the execution of the creative vision of the production with the support of the production, creative and technical teams
2	Personal Attributes	This job requires the individual to be well-versed with the principles of film-making and cinematography and must have a good understanding of pre-production, production and post-production processes. The individual must be a good story-teller. The individual must have a clear creative vision and guide and direct efforts of the production team to achieve this vision in a collaborative manner. The individual must be involved across all stages of production (i.e. end to end)
3	Minimum Educational Qualifications	Preferable Class Graduate
4a	Domain Certification	Certified for Job Role: “Live Action Director” mapped to QP: “MES/ Q 1301, v1.0”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q1301”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	5-7 Years of work experience 8+ Years of work experience for senior directors

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Live Action Director
Qualification Pack	MES/ Q 1301, v4.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment 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 each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES / N1301	Evaluate production concepts and ideas	15%
2	MES / N 1302	Sourcing financiers	10%
3	MES/ N 1303	Conceptualise the creative vision	15%
4	MES/ N 1304	Communicate requirements to the team	10%
5	MES / N 0105	Direct the production process	20%
6	MES / N 0107	Direct the post-production process	20%
7	MES / N 0108	Manage the production's marketing and release	5%
8	MES / N 0104	Maintain workplace health and safety	5%
			100%

Job Role	<u>Live Action Director</u>					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 1301	Evaluate production concepts and ideas	PC1. Source innovative and creative ideas for production	100	30	15	50
		PC2. Select ideas that are aligned to one's creative vision, and that can be executed currently possible production techniques		20	10	
		PC3. Determine the ease and/ or difficulty (financial, operational and technical) of executing potential ideas and the corresponding resource requirements (talent, budget and timelines)		30	15	
		PC4. Consult with relevant personnel (script writers, producers, technical teams) to understand these creative, financial and operational requirements		20	10	
			Total	100	50	50
MES/ N 1302	Sourcing financiers	PC1. Prepare and finalise the production budget accounting for all cost components	100	20	10	50
		PC2. Allocating a separate budget for film enhancing/ correction based on critical evaluation (Internal and external)		15	7	
		PC3. Source potential financiers whose investment philosophy/ objectives		10	5	

		match the production			
		PC4. Prepare and pitch the production proposal to financiers, deploying persuasive skill and justifications to finalise the financier(s) and arrive at a final number for the overall production budget		20	10
		PC5. Negotiate the mode of finance whose investment philosophy/objectives match the production		5	3
		PC6. Prepare a docket highlighting the key choices made for production		20	10
		PC7. Finalise contracts with financiers		10	5
MES/ N 1303	Conceptualise the creative vision	PC1. Interpret the script and conceptualise ways to represent it creatively through visuals and sound		30	15
		PC2. Collaborate with the producers, supporting staff (production designers, artistic directors and music directors), technical crew (lighting, sound, set and costume designers) to ensure a common vision is communicated for the film		30	15
		PC3. Break down the script into the following units – storyboard, shooting script, critical sequences and shot breakdown. Identify the creative and technical requirements for each of these aspects, in a manner that helps in realizing the overall creative vision		20	10

		PC4. Develop/refine the script to reflect the creative vision in collaboration with the scriptwriters		20	10	
			Total	100	50	50
MES/ N 1304	Communicate requirements to the team	PC1. Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional	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		20	10	
		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		20	10	
			Total	100	50	50
MES/ N 1305		PC1. Guide the actors/artists on their performance (dialogues, movements, and expressions) during rehearsals and during takes		15	10	

	Direct the production process	PC2. Guide other departments such as camera, sound, light, set crafts and costumes to ensure they all contribute towards the common creative vision	15	10	
		PC3. Sign-off on all the creative aspects of production	5	3	
		PC4. Ensure that decisions about new developments on creative aspects, are communicated to relevant personnel either by yourself or others as instructed	5	2	
		PC5. Direct rehearsals, evaluate the performance, highlight areas of improvement and ensure the performance meets requirements	10	5	
		PC6. Direct actual takes that meet creative and technical requirements	10	5	
		PC7. Collaborate creatively with the actors and technical crew to make the shot natural, changing it when necessary and allowing inspiration	10	5	
		PC8. Ensure continuity during production	30	10	
				Total	100

MES/ N 1307	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	100	30	15	50
		PC2. Identify the gaps through critics feedback and ensure the final version incorporates all changes		30	15	
		PC3. Prepare a director's cut of the film		40	20	
			Total	100	50	50
MES/ N 1308	Manage the production's marketing and release	PC1. Guide the preparation of a press-kit (including aspects such as the making, bloopers, key moments and challenges) to use during the film's promotion	100	30	20	50
		PC2. Prepare a communication strategy for promotion on each medium and guide artists and other key Members to project the key messages effectively		35	15	
		PC3. Research and identify appropriate promotional activities, in conjunction with producers and the marketing team 20 10		20	10	
		PC4. Participate actively in the marketing and public relations campaign (e.g.: media interviews, promotional events, roadshows, meeting		15	5	

		audiences) so as to project the production's unique elements i.e. story, Performances and statistics				
			Total	100	50	50
MES/ N 0104	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 safely and within the limits of individual's authority	5	2	
		Total	100	50	50