



GRAPHIC DESIGNER

QP Code: MES/Q0601

Version: 1.0

NSQF Level: 4

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Qualification Pack

Contents

MES/Q0601: GRAPHIC DESIGNER	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
MES/N0104: Maintain Workplace Health & Safety	5
MES/N0601: Interpret graphic visualisation brief	11
MES/N0602: Manage graphic tools	15
MES/N0603: Visualise and generate design	19
MES/N0604: Create and edit graphic design	23
Assessment Guidelines and Weightage	26
<i>Assessment Guidelines</i>	26
<i>Assessment Weightage</i>	27
Acronyms	28
Glossary	29

MES/Q0601: GRAPHIC DESIGNER

Brief Job Description

Graphic designer creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports etc. with high visual impact.

Personal Attributes

The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources. Individual must not be colour blind at any stage.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0104: Maintain Workplace Health & Safety](#)
2. [MES/N0601: Interpret graphic visualisation brief](#)
3. [MES/N0602: Manage graphic tools](#)
4. [MES/N0603: Visualise and generate design](#)
5. [MES/N0604: Create and edit graphic design](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Advertising, Print, Out-of-home, Digital
Occupation	Art and Design
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015-2166.0501

Qualification Pack

Minimum Educational Qualification & Experience	10th Class with 1-2 Years of experience as an Assistant Graphic Designer
Minimum Level of Education for Training in School	9th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	26/09/2018
Next Review Date	31/03/2022
NSQC Approval Date	22/08/2019
Version	1.0
Reference code on NQR	2019/ME/MESC/03418
NQR Version	1.0

Qualification Pack

MES/N0104: Maintain Workplace Health & Safety

Description

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

Scope

This unit/task covers the following:

- 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

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- 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
- PC4.** participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

Qualification Pack

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected



Qualification Pack

- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activites
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS22.** Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	02/06/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Qualification Pack

MES/N0601: 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:

Elements and Performance Criteria

Create the visual concept as per assignments

To be competent, the user/individual on the job must be able to:

- PC1.** create design layout based on job brief (dimensions, operating platforms, etc.)
- PC2.** sketch visual themes as per project requirement and relate the base idea, theme and concept
- PC3.** identify client branding (color scheme, logo, target audience, etc.)
- PC4.** evaluate brand value and competitors

Constructing an approach and planning the process

To be competent, the user/individual on the job must be able to:

- PC5.** construct the visual platform as per project indicators (television, film, print, gaming etc.)
- PC6.** prepare graphics of theme based on project relevant to his / her job role (format, number, types, duplicates etc.)
- PC7.** combine images using layer masks and add text to designs

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the creative vision and elements of production relevant to his/her job role
- KU2.** the project pipeline/schedule and timelines relevant to their work
- KU3.** the intended purpose of the design that needs to be created
- KU4.** how to maintain consistency with idea, theme, style and concept defined in the brief
- KU5.** the technique and workflow followed in the organization
- KU6.** how to source materials for research and reference
- KU7.** how to express ideas using techniques like mind maps, moodboards, storyboards, etc.
- KU8.** applicable copyright norms and intellectual property rights
- KU9.** applicable health and safety guidelines pertaining to working for long periods on edit machines

Generic Skills (GS)

User/individual on the job needs to know how to:

Qualification Pack

- GS1.** document decisions on the processes involved and techniques to be used with reasons
- GS2.** document other areas(e.g. requirements of the target audience, market, end-product,reference links and videos) that may be relevant for the team
- GS3.** read and understand the script and determine requirements
- GS4.** read about emerging techniques in production
- GS5.** read user manuals for equipment and software
- GS6.** read about the tastes and preferences of the target audience and the market where the end-product intends to be distributed
- GS7.** understand the creative vision of the brief and work to resolve any issues
- GS8.** 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.
- GS9.** manage decision on suitable course of action
- GS10.** plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements
- GS11.** manage deadlines successfully on time
- GS12.** work well in a fast-paced environment
- GS13.** check that their own work meets customer requirements
- GS14.** identify any issues that may arise during post-production and find solutions to address them
- GS15.** how to have a keen eye for detail and maintain an aesthetic sense towards the final output
- GS16.** appraise the quality of the raw footage gathered to ensure it is in line with the initial concept and quality standards

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Create the visual concept as per assignments</i>	20	50	-	-
PC1. create design layout based on job brief (dimensions, operating platforms, etc.)	5	15	-	-
PC2. sketch visual themes as per project requirement and relate the base idea, theme and concept	5	15	-	-
PC3. identify client branding (color scheme, logo, target audience, etc.)	5	15	-	-
PC4. evaluate brand value and competitors	5	5	-	-
<i>Constructing an approach and planning the process</i>	15	15	-	-
PC5. construct the visual platform as per project indicators (television, film, print, gaming etc.)	5	5	-	-
PC6. prepare graphics of theme based on project relevant to his / her job role (format, number, types, duplicates etc.)	5	5	-	-
PC7. combine images using layer masks and add text to designs	5	5	-	-
NOS Total	35	65	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0601
NOS Name	Interpret graphic visualisation brief
Sector	Media & Entertainment
Sub-Sector	Advertising, Print, Out-of-home, Digital
Occupation	Art and Design
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	26/09/2018
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Qualification Pack

MES/N0602: Manage graphic tools

Description

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

Scope

This unit/task covers the following:

Elements and Performance Criteria

Preparing tools for the designing process

To be competent, the user/individual on the job must be able to:

- PC1.** gather rawstock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for designing.
- PC2.** sort and keep the material ready for the production process.
- PC3.** ensure software / equipment is ready for use (e.g. photoshop, scanner, etc.)

Managing interim work-products during production

To be competent, the user/individual on the job must be able to:

- PC4.** create tools in line with pictorial representations (brush, pickers of different size and colors)
- PC5.** save back-ups for interim work-products in the appropriate file formats

Ensuring work-products are ready to display as per requirements

To be competent, the user/individual on the job must be able to:

- PC6.** 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)
- PC7.** clear logs/data and keep the software and equipment ready for future use

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the purpose and intended use of the end-product
- KU2.** the creative and technical specifications of the work-product, including the quality standards expected of the final output
- KU3.** the intended distribution/exhibition mediums for the production
- KU4.** establish data management and work flow systems
- KU5.** how to maintain quality control as production scales
- KU6.** how to work on relevant equipment and software e.g. photoshop, illustrator, coreldraw, indesign, printer, scanner, etc.
- KU7.** the format, resolution and quality in which the material would be needed
- KU8.** the storage media relevant to the type of production
- KU9.** file-naming conventions appropriate to the production

Qualification Pack

KU10. how to keep abreast of changes in technology and update skills accordingly

KU11. applicable health and safety guidelines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare documentation, including charts, to accompany the work-product
- GS2.** read and understand the user and technical specifications of equipment and software
- GS3.** discuss and understand requirements and specifications by the supervisor
- GS4.** discuss any problems with the brief that could impact the production process and solicit suggestions for resolving them
- GS5.** plan and prioritize work according to the requirements
- GS6.** understand upcoming technical advancement on the quality aspects for equipment uses, the resources and services.
- GS7.** manage decision on suitable course of action
- GS8.** check that own and/or peer's work meets customer requirements.
- GS9.** undertake troubleshooting the problems of computer system.
- GS10.** monitor the nature and quality of vendor materials, tools and equipment

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Preparing tools for the designing process</i>	15	35	-	-
PC1. gather rawstock imageries/material (e.g. photographs, clipart, image filters) and select relevant material that can be used for designing.	5	15	-	-
PC2. sort and keep the material ready for the production process.	5	15	-	-
PC3. ensure software / equipment is ready for use (e.g. photoshop, scanner, etc.)	5	5	-	-
<i>Managing interim work-products during production</i>	10	20	-	-
PC4. create tools in line with pictorial representations (brush, pickers of different size and colors)	5	10	-	-
PC5. save back-ups for interim work-products in the appropriate file formats	5	10	-	-
<i>Ensuring work-products are ready to display as per requirements</i>	10	10	-	-
PC6. 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)	5	5	-	-
PC7. clear logs/data and keep the software and equipment ready for future use	5	5	-	-
NOS Total	35	65	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0602
NOS Name	Manage graphic tools
Sector	Media & Entertainment
Sub-Sector	Advertising, Print, Out-of-home, Digital
Occupation	Art and Design
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	26/09/2018
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Qualification Pack

MES/N0603: Visualise and generate design

Description

This OS unit is about cutting down the production of raw material and arranging them on a timeline to create a sequential output that meets production requirements

Scope

This unit/task covers the following:

Elements and Performance Criteria

Generate visuals and design ideas appropriate for the brief

To be competent, the user/individual on the job must be able to:

- PC1.** collect relevant data to support design
- PC2.** list the design concept to be conceptualized
- PC3.** relate the concept with meaningful graphics
- PC4.** illuminate the design with indicative messages accurately
- PC5.** identify the elements of production which are relevant as per the creative brief and inputs provided
- PC6.** present the idea, theme and concept to the peers
- PC7.** configure exact vocal representation relevant to the data to support design

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the production process followed by the organization
- KU2.** the creative vision and elements of production relevant to his/her job role
- KU3.** the project pipeline/schedule and timelines relevant to their work
- KU4.** the intended purpose of the design that need to be created
- KU5.** how to organize the collected data
- KU6.** how to present the visualized data and collect feedback
- KU7.** the elements and principles of design
- KU8.** how to create digital design layouts
- KU9.** the implication of the format on the quality of the end-product
- KU10.** applicable copyright norms and Intellectual Property Rights

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document notes on the process and arranging them in a professional manner

Qualification Pack

- GS2.** document notes and project specifications for guidance and reference
- GS3.** read and understand the script and determine requirements
- GS4.** gather, organize and store stock images, cliparts, photographs for use in projects
- GS5.** gather suitable references from various sources for use during production
- GS6.** research attributes of the genre, language, culture, region of the production to determine aspects that may need to be reflected in the final output
- GS7.** understand the creative vision and technical requirements that need to be complied with the brief
- GS8.** discuss interim/final work with peers and superiors and solicit their feedback on
- GS9.** liaise with relevant people in a way that supports the production process
- GS10.** plan and prioritize work according to the requirements
- GS11.** finalize the design as per the project requirement
- GS12.** check that own and/or peer's work meets customer requirements.
- GS13.** work effectively in a customer facing environment.
- GS14.** address comments on the interim/final work-products and make changes accordingly
- GS15.** have a keen eye for detail and maintain an aesthetic sense towards colour shapes, forms and software capabilities of the final output while planning the workflow and tools required.
- GS16.** appraise the quality of own work to ensure it is inline with the expected quality standards

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Generate visuals and design ideas appropriate for the brief</i>	35	65	-	-
PC1. collect relevant data to support design	5	15	-	-
PC2. list the design concept to be conceptualized	5	15	-	-
PC3. relate the concept with meaningful graphics	5	5	-	-
PC4. illuminate the design with indicative messages accurately	5	15	-	-
PC5. identify the elements of production which are relevant as per the creative brief and inputs provided	5	5	-	-
PC6. present the idea, theme and concept to the peers	5	5	-	-
PC7. configure exact vocal representation relevant to the data to support design	5	5	-	-
NOS Total	35	65	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0603
NOS Name	Visualise and generate design
Sector	Media & Entertainment
Sub-Sector	Advertising, Print, Out-of-home, Digital
Occupation	Art and Design
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	26/09/2018
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Qualification Pack

MES/N0604: Create and edit graphic design

Description

This OS unit is about creating original graphic illustrations and visuals that meets production requirements.

Scope

This unit/task covers the following:

Elements and Performance Criteria

Create & edit raster images independently

To be competent, the user/individual on the job must be able to:

- PC1.** select graphic elements in accordance with the design idea
- PC2.** freeze the color choice based on the design idea
- PC3.** create graphics according to the design idea, requirements, specifications

Create & edit vector images independently

To be competent, the user/individual on the job must be able to:

- PC4.** create vector artworks and illustrations
- PC5.** select the color output based on the final style required

Create & edit digital design independently

To be competent, the user/individual on the job must be able to:

- PC6.** create single/multi page documents appropriate to the designs specification
- PC7.** prepare the final document as per the target platform specification

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the creative vision and elements of production relevant to his/her job role
- KU2.** the project pipeline/schedule and timelines relevant
- KU3.** the intended purpose of the design that needs to be created
- KU4.** how to select the right editing/drawing software tools required for the job
- KU5.** how to source images
- KU6.** techniques like image restoration and retouching techniques
- KU7.** how to design vector graphics that is consistent with design idea
- KU8.** how to create graphics that is consistent with the creative look of the project
- KU9.** how to design the layout appropriate for the given product specification (website, game, animation, film, advertising, television, etc.)
- KU10.** how to design single page and multipage documents that convey structured information
- KU11.** applicable copyright norms and intellectual property rights

Qualification Pack

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document notes on the process and arranging them in a professional manner
- GS2.** document notes and specifications for guidance and reference
- GS3.** read and understand the script and determine requirements
- GS4.** gather,organize and storestock images,cliparts, photographs for use in projects
- GS5.** gather suitable references from various sources for use during production
- GS6.** research attributes of the genre, language,culture, region of the production to determine aspects that may need to be reflected in the final output
- GS7.** understand the creative vision and technical requirements that need to be complied with the brief
- GS8.** discuss interim/final workpeers and superiors and solicit their feedback on improvements
- GS9.** liaise with relevant people in a way that supports the production process
- GS10.** manage creative decisions as per the client inputs
- GS11.** plan and prioritise work as per the client requirements.
- GS12.** work under the deadline provided by client
- GS13.** have a keen eye for detail and maintain an aesthetic sense towards colour shapes, forms and software capabilities of the final output
- GS14.** plan and prioritize work according to the requirements
- GS15.** plan and prioritize work according to the requirements
- GS16.** manage deadlines successfullyon time
- GS17.** work well in a fast-paced environment
- GS18.** address comments on the interim / final work-products and make changes accordingly
- GS19.** appraise the quality of own work to ensure it is inline with the expected quality standards

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Create & edit raster images independently</i>	15	15	-	-
PC1. select graphic elements in accordance with the design idea	5	5	-	-
PC2. freeze the color choice based on the design idea	5	5	-	-
PC3. create graphics according to the design idea, requirements, specifications	5	5	-	-
<i>Create & edit vector images independently</i>	10	25	-	-
PC4. create vector artworks and illustrations	5	15	-	-
PC5. select the color output based on the final style required	5	10	-	-
<i>Create & edit digital design independently</i>	10	25	-	-
PC6. create single/multi page documents appropriate to the designs specification	5	10	-	-
PC7. prepare the final document as per the target platform specification	5	15	-	-
NOS Total	35	65	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0604
NOS Name	Create and edit graphic design
Sector	Media & Entertainment
Sub-Sector	Advertising, Print, Out-of-home, Digital
Occupation	Art and Design
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	26/09/2018
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	5
MES/N0601.Interpret graphic visualisation brief	35	65	-	-	100	20
MES/N0602.Manage graphic tools	35	65	-	-	100	15
MES/N0603.Visualise and generate design	35	65	-	-	100	15
MES/N0604.Create and edit graphic design	35	65	-	-	100	45
Total	190	310	-	-	500	100



Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business 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.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) 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 (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
BUDGET	Budget is an estimate of the total cost of production that may include a break-up of cost components
CONTINUITY	Continuity represents the seamless transition from one shot to another
COPYRIGHT LAWS	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
SCREENPLAY	Screenplay is the script coupled with key characteristics of the scene and directions for acting
SCRIPT	Script is a structured narrative of a story
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.
TARGET AUDIENCE	Group of people at who content/ advertising is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters

Qualification Pack

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-FUNCTION	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.
QUALIFICATION PACK CODE	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
QUALIFICATION 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.
UNIT CODE	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an alphanumeric™.
UNIT TITLE	Unit Title gives a clear overall statement about what the incumbent should be able to do.
DESCRIPTION	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
SCOPE	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.

Qualification Pack

<p>KNOWLEDGE AND UNDERSTANDING</p>	<p>Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.</p>
<p>ORGANIZATIONAL CONTEXT</p>	<p>Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.</p>
<p>TECHNICAL KNOWLEDGE</p>	<p>Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
<p>CORE SKILLS/GENERIC SKILLS</p>	<p>Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.</p>