

# Model Curriculum

## Animation Director

**SECTOR: MEDIA AND ENTERTAINMENT**  
**SUB-SECTOR: Television, Print, Radio, Digital,  
Out-of-home**  
**OCCUPATION: Animation-Director**  
**REF ID: MES/ Q 1302**  
**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: **'Animation Director'** QP Ref. No. **'MES/Q1302, 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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# Animation Director

## CURRICULUM / SYLLABUS

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

<b>Program Name</b>	<b><i>Animation Director</i></b>		
<b>Qualification Pack Name &amp; Reference ID. ID</b>	MES/ Q 1302		
<b>Version No.</b>	3.0	<b>Version Update Date</b>	27-Jan-22
<b>Pre-requisites to Training</b>	Graduate with three years of relevant experience <b>OR</b> Game Artist NSQF Level-5 with 3 years of experience <b>Min Age: 22 Year</b>		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>Analyse the story, script, Approving the design/assets, Guiding and managing the animation process Testing and approving the character rig,</li> <li>Manage and guide the postproduction process, including: Prepare the final version including correction of the screenplay (if required),</li> <li>Comply with 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.</li> </ul>		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Animation Director” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Communicate requirements to the team</b></p> <p><b>Theory Duration</b> (hh:mm) 100:00</p> <p><b>Practical Duration</b> (hh:mm) 140:00</p> <p><b>Corresponding NOS Code</b> MES /N 1304</p>	<ul style="list-style-type: none"> <li>Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional heads prior to the production</li> <li>Receive periodic updates and ensure that any major changes agreed upon are recorded and communicated to the appropriate people.</li> <li>Develop a function-wise action plan to help execute the vision, as appropriate.</li> <li>Ensure that the teams are aware of their role towards realizing the creative vision of the project</li> <li>Articulate and encourage the need for team work and work standards that are expected to match the production’s requirements.</li> </ul>	Laptop, white board, marker, projector,
2	<p><b>Direct the animation process</b></p> <p><b>Theory Duration</b> (hh:mm) 100:00</p> <p><b>Practical Duration</b> (hh:mm) 140:00</p> <p><b>Corresponding NOS Code</b> MES /N 1306</p>	<ul style="list-style-type: none"> <li>Work with storyboard and pre visualization artist to establish the mood, feel and style of cinematography.</li> <li>Plan the descriptions and timing of actions for every scene. Provide inputs on action timing, expressions, dialogue as per the storyboard and director’s vision.</li> <li>Identify where camera technique, lighting and design relate to the theme of the production.</li> <li>Provide specifics and approve all design/ animation/ assets during the making of the film (characters, backgrounds, models, layouts, animated shots &amp; sequences).</li> <li>Provide design and creative inputs to help guide the production process.</li> <li>Work with the animators to ensure the animation meets the brief.</li> <li>Ensure through your direction, that appropriate use is being made of camera and lighting</li> </ul>	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>techniques during pre-production and production.</p> <ul style="list-style-type: none"> <li>• Liase with the producer at key points during production.</li> <li>• Test and approve the character rig.</li> </ul>	
3	<p><b>Direct the post-production process</b></p> <p><b>Theory Duration</b> (hh:mm) 100:00</p> <p><b>Practical Duration</b> (hh:mm) 200:00</p> <p><b>Corresponding NOS Code</b> MES /N 1307</p>	<ul style="list-style-type: none"> <li>• Guide/direct the entire post-production process to ensure that the final output is in line with the creative vision.</li> <li>• Identify the gaps through critic's feedback and ensure the final version incorporates all changes.</li> <li>• Guide/direct the relevant post-production processes to ensure the final version incorporates all changes.</li> </ul>	
4	<p><b>Maintain Workplace, Health &amp; Safety</b></p> <p><b>Theory Duration</b> (hh:mm) 40:00</p> <p><b>Practical Duration</b> (hh:mm) 20:00</p> <p><b>Corresponding NOS Code</b> MES/N 0104</p>	<ul style="list-style-type: none"> <li>• Understand and comply with the organisation's current health, safety and security policies and procedures.</li> <li>• Understand the safe working practices pertaining to own occupation.</li> <li>• 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</li> <li>• Participate in organization health and safety knowledge sessions and drills</li> <li>• Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</li> <li>• Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</li> <li>• Identify aspects of your workplace that could cause potential risk to own and others health and safety</li> <li>• Identify and recommend opportunities for improving health, safety, and security to the designated person</li> </ul>	<p><b>Handbook, White board, marker, computer system, projector, PPTs</b></p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>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</li> <li>Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.</li> </ul>	
	<p><b>Total Duration</b> <b>840:00</b></p> <p><b>Theory Duration</b> <b>340:00</b></p> <p><b>Practical Duration</b> <b>500:00</b></p>	<p><b>Unique Equipment Required:</b> Laptop, PowerPoint &amp; 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: “Animation Director” mapped to Qualification Pack: “MES/ Q 1302, v2.0”

Sr. No.	Area	Details
1	<b>Description</b>	Animation-Director(Digital) in the Media & Entertainment Industry is also known as an Ad trafficker/ Ad campaign manager, job are responsible for implementing online advertisement campaigns.
2	<b>Personal Attributes</b>	This job requires the individual to fulfill sales orders for online campaigns, including placing media bought by advertisers/agencies and running it as planned. The individual is also responsible to evaluate the effectiveness of online campaigns, manage the online advertisement hardware and systems and troubleshoot/resolve any technical and delivery issues that might arise. The individual must be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.
3	<b>Minimum Educational Qualifications</b>	Graduate
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Animation Director</u> ” mapped to QP: “ <u>MES/ Q 1302, v1.0</u> ”. Minimum accepted score is 70%
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q1302”. Minimum accepted % as per respective SSC guidelines is 60%.
5	<b>Experience</b>	Minimum 5 years of experience as <u>Animation Director</u> .



## Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Animation Director</b>
<b>Qualification Pack</b>	<b>MES/Q1302, v1.0</b>
<b>Sector Skill Council</b>	<b>Media &amp; Entertainment</b>

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 / N1304	Communicate requirements to the team	40%
2	MES / N 1306	Direct the animation process	30%
3	MES/ N 1307	Direct the post-production process	20%
4	MES / N 0104	Maintain workplace health and safety	10%
			100%

NOS CODE	Performance Criteria	Marks Allocation			
		Total Mark	Out of	Theory	Skills Practical
<b>MES/ N 1304 Communicate requirements to the team</b>	PC1. Communicate the creative vision, project outcomes, functional roles, responsibilities, expectations, requirements, budget and timelines to functional heads prior to the production	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	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>MES/ N 1306 Direct the animation process</b>	PC1. Work with storyboard and pre visualization artist to establish the mood, feel and style of cinematography	100	15	3	50
	PC2. Plan the descriptions and timing of actions for every scene. Provide inputs on action timing, expressions, dialogue as per the storyboard and director's vision		10	3	
	PC3. Identify where camera technique, lighting and design relate to the theme of the production		5	3	



<b>MES/ N 0104 Maintain workplace health and safety</b>	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 through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	

	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>