

Model Curriculum

Art Director (Set Design)

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: Set- Craft
REF ID: MES/ Q 3102
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: **'Art Director (Set Design)'** QP Ref. No. **'MES/Q3102, 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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Art Director

CURRICULUM / SYLLABUS

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

Program Name	<i>Art Director (Set Designing)</i>		
Qualification Pack Name & Reference ID. ID	MES/Q3102		
Version No.	2.0	Version Update Date	27-Jan-22
Pre-requisites to Training	Graduate with three years of relevant experience OR ITI/Diploma in Craftsman/Set Designing/Set Designer with five years of experience Min Age: 22 Year		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Developing designs/ visual representations for sets, • Translating set designs/ visual representations, • Commissioning a construction team and procuring materials and tools • Briefing the construction supervisors • Monitoring the progress of set construction • Reviewing set completion prior to shoot and ensuring the following are in place: • Supervising any changes to set • Packing-up various items and ensuring they are returned and disposed of correctly • 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 		

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Art Director (Set Design)” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Develop the Set Design</p> <p>Theory Duration (hh:mm) 50:00</p> <p>Practical Duration (hh:mm) 160:00</p> <p>Corresponding NOS Code MES /N 3101</p>	<ul style="list-style-type: none"> • Correctly interpret the script and creative brief, and visualize the sets that need to be created • Carry out research and provide visual references to support specific visualizations of set construction, which may include: Hand drawings Graphic designs Computer aided designs (CAD) Physical models. • Understand measurements and space requirements, and use this effectively to develop set visualizations (both to scale and otherwise) • Effectively communicate designs to key members of the creative team (Production Designer, Director, Producers) and agree upon a final design 	Laptop, white board, marker, projector,
2	<p>Prepare a Set Construction Plan</p> <p>Theory Duration (hh:mm) 60:00</p> <p>Practical Duration (hh:mm) 120:00</p> <p>Corresponding NOS Code MES /N 3102</p>	<ul style="list-style-type: none"> • Correctly interpret the script, creative brief and set visualization – in order to create a comprehensive set requirement • Take measurements on location and detail out different aspects of each set through scale drawings, blueprints (by hand or CAD) or physical models • Research and understand construction techniques including painting, carpentry and plasterwork to accurately specify requirements • Develop a construction schedule and budget for each set – detailing out the time, material and resources require to complete the project) 	Laptop, white board, marker, projector,
3	<p>Commission and Supervise Set Construction</p> <p>Theory Duration (hh:mm) 60:00</p> <p>Practical Duration (hh:mm) 120:00</p>	<ul style="list-style-type: none"> • Recruit the right construction team • Procure materials and tools, in a cost-effective and timely manner • Provide instructions and guidance on the key tasks to be carried out by the set construction team, and ensuring items are transported safely and securely to the location of the set 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code MES /N 3103	<ul style="list-style-type: none"> Closely monitor the construction schedule and budget, to ensure that the project is delivered on time and within the agreed budget 	
4	Check Set Completion prior to Shoot Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 90:00 Corresponding NOS Code MES /N 3104	<ul style="list-style-type: none"> Correctly interpret set drawings/ designs and the list of items Confirm that the dressed set is in line with the requirements set out in the brief, including: Elements of set construction (to be completed by the construction team) Set furnishings (to be completed by the Set Decorator) Props (to be completed by the Props Master Prepare a plan, as appropriate, of necessary changes to the set which may be executed in the required schedules and budget Supervise the construction and set design team to make any changes that are required in order to complete dressing the set, which may include: Installation/placement based on the design brief and Availability of items 	Laptop, white board, marker, projector,
5	Wrap-up Set and Return or Dispose of Items Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 60:00 Corresponding NOS Code MES /N 3105	<ul style="list-style-type: none"> Based on the script and production Schedule prepare a schedule or to-do list summarizing key activities relating to pack-up/ striking the set, as appropriate to the role Supervise, or assist, support staff in striking the set, which may include: Furniture, Soft furnishings, Wallpaper, Lighting fixtures, Decorative items, Hand props and featured props, Any other elements of the set that are not being struck by other teams Ensure, personally or in a supervisory capacity, that all set items are returned or disposed of as planned Ensure, personally or in a supervisory capacity, that necessary documentation, refunds, payments etc. are maintained 	Laptop, white board, marker, projector,
6	Maintain Workplace, Health & Safety Theory Duration	<ul style="list-style-type: none"> Understand and comply with the organisation's current health, safety and security policies and procedures. 	Handbook, White board, marker, computer system, projector, PPTs

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 30:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code MES/N 0104	<ul style="list-style-type: none"> ● 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. 	
	Total Duration 840:00 Theory Duration 260:00 Practical Duration 580:00	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	

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: “Art Director (Set Design)” mapped to Qualification Pack: “MES/ Q 3102, v2.0”

Sr. No.	Area	Details
1	Description	Art Director in the Media & Entertainment Industry is the head of the Art Department and is responsible for designing the set. They may also be referred to as the Set Designer. In this job need to determine the visual appearance of the set. The art director designs all the key elements of the set and co-ordinates the construction/ execution of this creative vision.
2	Personal Attributes	This job requires the individual to interpret the script and developing visual concepts for sets. The individual must have a background in the fine arts and a creative bent of mind. The individual must also know how to use design tools and concepts to visualize the set, including the time period and location where the film is based. The individual must have knowledge of construction techniques and how to supervise the construction team. The individual must have strong communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.
3	Minimum Educational Qualifications	Preferable Class Graduate
4a	Domain Certification	Certified for Job Role: “ <u>Art Director (Set Designing)</u> ” mapped to QP: “ <u>MES/ Q 3102, v1.0</u> ”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “ <u>MES/Q 3102</u> ”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 4 -5 years of experience as <u>Compositing</u> or <u>Art Director</u> .

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Art Director (Set Design)
Qualification Pack	MES/ Q 3102, v1.0
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 / N3101	Develop the Set Design	25%
2	MES / N 3102	Prepare a Set Construction Plan	20%
3	MES/ N 3103	Commission and Supervise Set Construction	20%
4	MES / N 3104	Check Set Completion prior to Shoot	15%
5	MES / N 3105	Wrap-up Set and Return or Dispose of Items	10%
6	MES / N 0104	Maintain workplace health and safety	10%
			100%

NOS Description	Performance Criteria	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 3101 Develop the Set Design	PC1. Correctly interpret the script and creative brief, and visualize the sets that need to be created	100	25	10	50
	PC2. Carry out research and provide visual references to support specific visualizations of set construction, which may include: Hand drawings Graphic designs Computer aided designs (CAD)Physical models		25	15	
	PC3. Understand measurements and space requirements, and use this effectively to develop set visualizations (both to scale and otherwise)		25	15	
	PC4. Effectively communicate designs to key members of the creative team (Production Designer, Director, Producers) and agree upon a final design		25	10	
		Total	100	50	50
MES/ N 3102 Prepare a Set Construction Plan	PC1. Correctly interpret the script, creative brief and set visualization – in order to create a comprehensive set requirement	100	25	10	50
	PC2. Take measurements on location and detail out different aspects of each set through scale drawings, blueprints (by hand or CAD) or physical models		25	15	
	PC3. Research and understand construction techniques including painting, carpentry and plasterwork to accurately specify requirements		25	15	
	PC4. Develop a construction schedule and budget for each set – detailing out the time, material and resources require to complete the project)		25	10	
		Total	100	50	50
MES/ N 3103 Commission and Supervise Set	PC1. Recruit the right construction team	100	25	10	50
	PC2. Procure materials and tools, in a cost effective and timely manner		25	15	
	PC3. Provide instructions and guidance on the key tasks to be carried out by the set construction team, and ensuring items are transported safely and securely to the location of the set		25	15	

health and safety	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	
		Total		100	50