



# Model Curriculum

**QP Name: Executive Producer**

**QP Code: MES/Q2801**

**QP Version: 2.0**

**NSQF Level: 7**

**Model Curriculum Version: 3.0**

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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## Training Parameters

<b>Sector</b>	<b>Media and Entertainment</b>
<b>Sub-Sector</b>	<b>Film, Television, Music, Radio, Animation, Gaming, Advertising</b>
<b>Occupation</b>	<b>Production (Film, Advertisement, TV)</b>
<b>Country</b>	<b>India</b>
<b>NSQF Level</b>	<b>7</b>
<b>Aligned to NCO/ISCO/ISIC Code</b>	<b>NCO2015- 2654.0700</b>
<b>Minimum Educational Qualification and Experience</b>	<ul style="list-style-type: none"> <li>• <b>Postgraduate</b></li> <li>OR</li> <li>• <b>Graduate (Film Production) with two years of relevant experience)</b></li> <li>OR</li> <li>• <b>Line Producer / Live Action Director at NSQF Level-6 with three years of experience</b></li> <li>OR</li> <li>• <b>Graduate with four years of relevant experience</b></li> <li>OR</li> <li>• <b>Three years diploma (after Class 12th) with five years of relevant experience</b></li> </ul>
<b>Pre-Requisite License or Training</b>	<b>NA</b>
<b>Minimum Job Entry Age</b>	<b>22 years</b>
<b>Last Reviewed On</b>	<b>05/05/2021</b>
<b>Next Review Date</b>	<b>04/05/2025</b>
<b>NSQC Approval Date</b>	<b>30/12/ 2021</b>
<b>QP Version</b>	<b>1.0</b>
<b>Model Curriculum Creation Date</b>	<b>25/4/2020</b>
<b>Model Curriculum Valid Up to Date</b>	<b>04/05/2025</b>
<b>Model Curriculum Version</b>	<b>3.0</b>
<b>Minimum Duration of the Course</b>	<b>840 hrs</b>
<b>Maximum Duration of the Course</b>	<b>840 hrs</b>

# Program Overview

This section summarizes the end objectives of the program along with its duration.

## Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Develop Creative Ideas for Production
- Develop the Production Schedule
- Create and Monitor the Production Budget
- Recruit Cast and Crew
- Procure Equipment and Material for Production
- Coordinate Production Activities
- Oversee the Post Production Process
- Produce Promotional Materials
- Purchase and Negotiate for Content
- Source Finance for a Production
- Maintain workplace health and safety

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/ N 2801 (Contribute Creative Ideas for Production) NOS Version No. 1.0 NSQF Level 7	20:00	40:00			60:00
Develop Creative ideas for production	20:00	40:00			60:00
MES/N2802– Develop the Production Schedule NOS Version No. 1.0 NSQF Level 7	40:00	50:00			90:00
Develop the Production Schedule	40:00	50:00			90:00
MES/N2803– Create and Monitor the Production Budget NOS Version No. 1.0 NSQF Level 7	40:00	50:00			90:00
Create and Monitor the Production	40:00	50:00			90:00

<b>Budget</b>					
MES/N2804 -Recruit Cast and Crew NOS Version No. 1.0 NSQF Level 7	40:00	50:00			90:00
<b>Recruit Cast and Crew</b>	<b>40:00</b>	<b>50:00</b>			<b>90:00</b>
MES/N2805- Procure Equipment and Material for Production NOS Version No. 1.0NSQF Level 7	40:00	50:00			90:00
<b>Procure Equipment and Material for Production</b>	<b>40:00</b>	<b>50:00</b>			<b>90:00</b>
MES/N2809- Coordinate Production Activities NOS Version No. 1.0NSQF Level 7	20:00	40:00			60:00
<b>Coordinate Production Activities</b>	<b>20:00</b>	<b>40:00</b>			<b>60:00</b>
MES/N2810- Oversee the Post Production Process NOS Version No. 1.0NSQF Level 7	20:00	40:00			60:00
<b>Oversee the Post Production Process</b>	<b>20:00</b>	<b>40:00</b>			<b>60:00</b>
MES/N2811- Produce Promotional Materials NOS Version No. 1.0 NSQF Level 7	20:00	40:00			60:00
<b>Produce Promotional Materials</b>	<b>20:00</b>	<b>40:00</b>			<b>60:00</b>
MES/N2813- Purchase and Negotiate for Content NOS Version No. 1.0 NSQF Level 7	30:00	60:00			90:00
<b>Purchase and Negotiate for Content</b>	<b>30:00</b>	<b>60:00</b>			<b>90:00</b>
MES/N2814- Source Finance for a Production NOS Version No. 1.0 NSQF Level 7	30:00	60:00			90:00

<b>Source Finance for a Production</b>	<b>30:00</b>	<b>60:00</b>			<b>90:00</b>
<b>MES/N0104 Maintain workplace health and safety</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 7</b>	<b>20:00</b>	<b>40:00</b>			<b>60:00</b>
<b>understanding the health, safety and security risks prevalent in the workplace</b>	05:00	10:00			15:00
<b>knowing the people responsible for health and safety and the resources available</b>	05:00	10:00			15:00
<b>identifying and reporting risks</b>	05:00	10:00			15:00
<b>complying with procedures in the event of an emergency</b>	05:00	10:00			15:00
<b>Total Duration</b>	<b>320:00</b>	<b>520:00</b>			<b>840:00</b>

# Module Details

## Module 1: Carry out development of Creative Ideas for Production

Mapped to MES/N0000

### Terminal Outcomes:

- Discuss creative ideas used in production
- Develop creative ideas and visual styles.

<b>Duration:</b> 20:00	<b>Duration:</b> 40:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> <li>• Discuss and explain the visual style of the end-product through a detailed review of the script and through discussions with the producer and director</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the creative ideas.</li> <li>• Show how to finalize the visual style of the production.</li> <li>• Demonstrate the process of finalizing the day-wise shoot plan, keeping in mind the impact on the production budget, timelines and technical viability.</li> <li>• Prepare continuity guidelines for other departments.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

**Module 2: Create and Monitor the Production Budget**  
**Mapped to MES/N0000**

**Terminal Outcomes:**

- Create background / assets for the game

<b>Duration: 40:00</b>	<b>Duration: 50:00</b>
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> <li>• Discuss the suitability of a studio/location for the shoot in light of the visual style and production needs (it is recommended that the DOP personally visits all key locations).</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the pros and cons of shooting at the location and reasons why it should be chosen or rejected.</li> <li>• Assess any alterations/changes that will be required and expected additional costs that would need to be borne.</li> <li>• Communicate the changes required to the production team.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	



### Module 3: Create and Monitor the Production Budget

#### Mapped to

**Terminal Outcomes:** After the successful completion of this module, the Participant will be able to:

- Interpret the equipment and materials required for production.
- Prepare production budget.

<b>Duration: 40:00:</b>	<b>Duration: 50:00</b>
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"><li>• Discuss and list the number of people required and duration of involvement for each role.</li></ul>	<ul style="list-style-type: none"><li>• Show how to Shortlist profiles and conduct interviews and practical tests to establish a fit for each role</li><li>• Demonstrate negotiation skills and finalize candidate salaries within the hiring budget allocated for the camera team.</li><li>• Show how to Finalize relevant contractual documentation to complete the hiring process.</li></ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 4: Recruit Cast and Crew

Mapped to MES/N0000

**Terminal Outcomes: After the successful completion of this module, the Participant will be able to:**

- Conduct recruitment of cast and crew

<b>Duration:</b> 40:00	<b>Duration:</b> 50:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module. The user will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module. The user will be able to:
<ul style="list-style-type: none"> <li>• Describe goal of the script, brief or storyboard with respect to each character / theme.</li> <li>• Understand and explain the design / concept / character / environment for which the cast is to be hired.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify appropriate sources of talent, across various sources including:               <ol style="list-style-type: none"> <li>a. Recruitment agencies, casting agents</li> <li>b. Industry bodies/associations</li> <li>c. Industry databases e.g. IMDB</li> <li>d. Prior experience</li> </ol> </li> <li>• Show how to Shortlist profiles and conduct auditions.</li> <li>• Conduct interviews and/or practical tests to establish a fit for each role.</li> <li>• Negotiate and finalise candidate salaries within the hiring budget allocated for the cast and crew.</li> <li>• Show how to finalise relevant contractual documentation to complete the hiring process.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 5: Procure Equipment and Material for Production

Mapped to MES/N0000

**Terminal Outcomes:** After the successful completion of this module the trainee will be able to:

- Determine procurement requirements
- Undertake procurement for production

<b>Duration:</b> 40:00	<b>Duration:</b> 50:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Discuss appropriate documentation, insurance in line with relevant laws and regulations .</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the most appropriate method of procurement.</li> <li>• Show how to negotiate commercial terms effectively with suppliers and vendors, and</li> <li>• Carry out procurement of items within schedules and budgets.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 6: Coordinate Production Activities

Mapped to MES/N0000

**Terminal Outcomes:** After the successful completion of this module the trainee will be able to:

- Demonstrate skills in performing coordination activities.

<b>Duration:</b> 20:00	<b>Duration:</b> 40:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Discuss the progress of filming against the production schedule and budget, in line with one’s role.</li> <li>• Discuss potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to break-down the production schedule into a daily task list and manage.</li> <li>• Show how to support in managing day to day activities during filming.</li> <li>• Show how to Lead, or support, the production unit toward successful completion of the tasks.</li> <li>•</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 7: Oversee the Post Production Process

Mapped to MES/N0000

**Terminal Outcomes: After the successful completion of this module the trainee will be able to:**

- Manage and guide the post production process

<b>Duration:</b> 20:00	<b>Duration:</b> 40:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Discuss the type of camera equipment that would be best suited to produce the required visual style of production.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to estimate the quantity of equipment required and list out the specifications</li> <li>• Demonstrate how to collaborate with equipment vendors to source the equipment in advance, to meet shoot schedules.</li> <li>• Test the equipment for damages/defects and arrange for replacements, if required.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 8: Produce Promotional Materials

Mapped to MES/N0000

**Terminal Outcomes: After the successful completion of this module the trainee will be able to:**

- Understand and research promotional requirements
- Produce promotional materials

<b>Duration:</b> 20:00	<b>Duration:</b> 40:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Discuss the script/ story/ idea/ concept to identify the key messages that need to be conveyed to promote the content.</li> <li>• Explain the benefits of conducting research.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct Background research on promotional Styles and techniques.</li> <li>• Produce a range of promotional materials based on               <ul style="list-style-type: none"> <li>• Programme synopsis</li> <li>• Marketing plans</li> <li>• Proposals/ pitch presentations</li> <li>• Brochures and leaflets</li> <li>• Press releases</li> <li>• Scripts for on air promos                   <ul style="list-style-type: none"> <li>• Perform Product placement (in programme/ on air) Coordinate with copy writers, promo producers etc to create promotional material for the production</li> </ul> </li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 9: Purchase and Negotiate for Content

Mapped to MES/N0000

**Terminal Outcomes: After the successful completion of this module the trainee will be able to:**

- Show skills required in purchasing and negotiating content.

<b>Duration:</b> 30:00	<b>Duration:</b> 60:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Discuss appropriate content format (video, audio, images etc)</li> <li>• Explain the available content ecosystem, including building strong professional relationships with content owners.</li> <li>• Describe the technical aspects of production, in order to conduct a technical evaluation of the content being purchased.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to identify appropriate content to help meet the commissioning/ purchase requirements.</li> <li>• Identify the right type of content that needs to be sourced.</li> <li>• Show how to research and shortlist appropriate sellers/vendors of required content</li> <li>• Verify the ownership of the content and assess legal/ contractual aspects</li> <li>• Demonstrate how to negotiate successfully for the content to meet the requirements</li> <li>•</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	
HP Desktop Computer, Apple M1 Mac Mini Desktop, Apple iPad Pro Tab,Oculus Quest 2 (With accessories) - VR HMD, Television, Vuforia, AR SDK,AR Kit , ARCore ,Wikitude , Kudan, Holo Toolkit, Diary / Notebook, Pen,Marker, Applicable S/W	

## Module 10: Source Finance for a Production

Mapped to MES/N0000

**Terminal Outcomes: After the successful completion of this module the trainee will be able to:**

- Preparing budget for a production
- Pitch ideas to financiers

<b>Duration:</b> 30:00	<b>Duration:</b> 60:00
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module the participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module the trainee will be able to :
<ul style="list-style-type: none"> <li>• Identify potential financiers whose investment philosophy/ objectives match the production.</li> <li>• Discuss 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to Prepare and finalise the production budget accounting for all cost components, including including cost of actors/artists, production and postproduction resources, location cost, sets, make-up, costume and props, travel and stay, logistics, equipment, craft services.             <ul style="list-style-type: none"> <li>• Prepare a production proposal for potential financiers, highlighting key production aspects.</li> <li>• Prepare a docket highlighting the key choices made for production.</li> </ul> </li> <li>• Demonstrate how to finalise contracts with financiers</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	



## Module 11: Maintain Workplace Health and Safety

### Mapped to MES/N0104

**Terminal Outcomes:** After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

<b>Duration: 20:00</b>	<b>Duration: 40:00</b>
<b>Theory – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:	<b>Practical – Key Learning Outcomes</b> After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> <li>• Recall health, safety and security-related guidelines and identify the risks involved.</li> <li>• Maintain correct posture while working and maintain and use the first aid kit whenever required.</li> <li>• Describe the benefits of reporting health and safety risks/ hazards to concerned personnel</li> <li>• Recall people responsible for health and safety and able to contact in case of emergency</li> <li>• Illustrate security signals and other safety and emergency signals</li> <li>• Explain the process to identify and report risk.</li> <li>• Enumerate and recommend opportunities for improving health, safety, and security to the designated person</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the different types of health and safety hazards in a workplace</li> <li>• Practice safe working practices for own job role</li> <li>• Perform evacuation procedures and other arrangements for handling risks</li> <li>• Perform the reporting of hazard</li> <li>• Identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace</li> <li>• Demonstrate the use of Personal Protective Equipment (PPE) appropriately.</li> <li>• Demonstrate how to 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</li> <li>• Comply with procedures in the event of an emergency</li> <li>• Show the impact of the violation of safety procedures with the help of a role play.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
<b>Tools, Equipment and Other Requirements</b>	
Health and Safety Signs and policy	

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Post Graduate	Film Production	5	Working experience required in Media industry	NA	-	-

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Executive Producer" mapped to QP: "MES/Q0510", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate (Film Production)	Film Production	4	Working experience required in in the field of Film production.			

Assessor Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Executive Producer” mapped to QP: “MES/Q0510”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.</p>	<p>Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “MEP/Q2701, v1.0 Assessor” with the scoring of a minimum 80%.</p>

## Assessment Strategy

### Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

### Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

### Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

### Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and

completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

**Method of assessment documentation and access**

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.