Model Curriculum

Layout Designer

SECTOR: **MEDIA AND ENTERTAINMENT**
SUB-SECTOR: **Television, Print, Radio, Digital, Out-of-home**
OCCUPATION: **Layout Designer**
REF ID: **MES/ Q 0503**
NSQF LEVEL: **4**

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: **'Layout Designer'** QP Ref. No. **'MES/Q0503, NSQF Level 4'**

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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Layout Designer

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "_Layout Designer_", in the "Media and Entertainment" Sector/Industry and aims at building the following key competencies amongst the learners

Program Name	_Layout Designer_
Qualification Pack Name & Reference ID. ID	MES/ Q 0503
Version No.	2.0	**Version Update Date**	27-Jan-22
Pre-requisites to Training	Class XII with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience Min Age: 18 Year
Training Outcomes	**After completing this programme, participants will be able to:** • Interpret the script/ brief/ storyboard/concept correctly • Liaise with the team to improve understanding • Understanding and noting continuity requirements • Maintaining continuity and consistency across scenes • Gathering visual references that could serve as aids during the animation process • Creating layouts for production • Understanding appropriate asset storage methods • Organizing and storing assets • 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 5 out of 5 National Occupational Standards (NOS) of "Layout Designer " Qualification Pack issued by "Media & Entertainment Skill Council".

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	**Analyze script** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES /N 0528	• Analyse the artistic and communication goals of the script, brief or storyboard with respect to the individual's role • Be aware of the intended medium and target audience, and how this may affect animation processes • Analyse the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.) • Analyse the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements • Demonstrate the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements • Demonstrate the technical needs of the project with respect to the job role (Television, Film, Gaming, Internet, DVD etc.) • Explain the of the concept, which maybe self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc. • Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc.) to better understand script elements, as appropriate	Laptop, white board, marker, projector,
2	**Ensuring consistency across all scenes** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00	• Record continuity-related details e.g. position, placement, color etc. as required • Ensure that the final look is consistent with the creative requirements agreed upon, and continuity is maintained throughout the production • Ensure that designs, layouts and templates are uniform across the production, as required • Ensure that lighting, color formats and effects are consistent across the production	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code MES /N 0502	• Check the resolution of scenes to ensure that they match the production requirements • Alert relevant personnel (Art Director, Animation Supervisor, Producer) if continuity is not being maintained, and rectify the situation as appropriate	
3	**Design Layouts** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES /N 0504	• Gather useful visual references, which may include: Photographs of architectures from old to contemporary, paintings from modern masters to contemporary, previously executed animation work-products, animations products available in the public domain, artwork • Create layouts for production, which may include: background visuals, architecture, machinery, props, landscapes • Conceptualize backgrounds, architecture, machinery and props designs and draw out on different possibilities out on paper, including turnarounds, if required • Visualize the shot composition and assemble the assets – characters and backgrounds – for each scene as per the storyboard Be aware of the cinematographer's point of view, and create layouts from different camera angles, if appropriate	Laptop, white board, marker, projector,
4	**Manage and store Assets** **Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code**	• Analyse and research appropriate tools, techniques, technologies and procedures for effective asset storage • Saving the work with appropriate names and/or naming conventions so that it can be identified easily • Storing the work in an appropriate place using appropriate storage techniques to ensure it is protected from damage	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	MES /N 0513	• Making backup copies at appropriate time intervals of any digital files • Routinely archive any work and store it securely in a second location, if required • identify and retrieve previous work from storage, as required	
5	**Maintain Workplace, Health & Safety** **Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 30:00 **Corresponding NOS Code** MES/N 0104	• Analyse and comply with the organisation's current health, safety and security policies and procedures. • Demonstrate the safe working practices pertaining to own occupation. • Analyse 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. • Discuss tips to prevent common health issues • Explain the meaning of hygiene • Understand the purpose of Swacch Bharat Abhiyan • Recall the functions of basic computer keys • Discuss the main applications of MS Office • Discuss the benefits of Microsoft Outlook • Discuss the different types of e-commerce • List the benefits of e-commerce for retailers and	**Handbook, White board, marker, computer system, projector, PPTs**

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		customers	
		• Discuss how the Digital India campaign will help boost e-commerce in India	
		• Explain how you will sell a product or service on an e-commerce platform	
		• Discuss the need for CRM	
		• Discuss the benefits of CRM	
		• Discuss the need for networking	
		• Discuss the benefits of networking	
		• Understand the importance of setting goals	
		• Differentiate between short-term, medium-term and long-term goals	
		• Discuss how to write a business plan	
		• Explain the financial planning process	
	Total Duration **390:00** **Theory Duration** **120:00** **Practical Duration** **210:00** **OJT** **60:00**	**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: **390 Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: "Layout Designer" mapped to Qualification Pack: "MES/ Q 0503, v2.0"

Sr. No.	Area	Details
1	Description	Layout designer in the Media & Entertainment Industry is also known as the Background designer this job need to design and create the digital layouts, backgrounds, architecture and props for a production
2	Personal Attributes	This job requires the individual to have excellent drawing skills including an understanding of landscapes, geographies, architecture, machinery etc. The individual must be able to design layouts consistent with the creative style of the production using software such as Adobe Photoshop, Gimp etc.
3	Minimum Educational Qualifications	Preferable Class Graduate
4a	Domain Certification	Certified for Job Role: "Layout Designer" mapped to QP: "MES/ Q 0503, v1.0". Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MES/Q 0503". Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 3 years of experience as Layout Designer.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Layout Designer
Qualification Pack	MES/ Q 0503, 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 / N 0501	Understanding the script	20%
2	MES / N 0502	Ensuring consistency across all scenes	20%
3	MES/ N 0504	Design Layouts	30%
4	MES / N 0513	Manage and store Assets	20%
5	MES / N 0104	Maintain workplace health and safety	10%
			100%

Job Role	Layout Designer					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0501	**Understanding the script**	PC1. Understand the artistic and communication goals of the script, brief or storyboard with respect to the individual's role	100	20	10	50
		PC2. Be aware of the intended medium and target audience, and how this may affect animation processes		10	5	
		PC3.Understand the aspects related to the design brief (appearance, complexion, dressing, moods, personalities, expressions etc.)		10	5	
		PC4.Understand the requirements according to the scripts (number, types, duplicates etc.) based on the individual's role and its requirements		20	10	
		PC5.Understand the specifications for the background and other aspects (dimensions, operating parameters etc.) based on the individual's role and its requirements		10	5	
		PC6.Understand the technical needs of the project with respect to the job role (Television,		10	5	

		Film, Gaming, Internet, DVD etc.)				
		PC7. Understand the of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.		10	5	
		PC8. Liaise with relevant personnel (Art Director, Producers, Animation Supervisor etc.) to better understand script elements, as appropriate		10	5	
			Total	**100**	**50**	**50**
MES/ N 0502	**Ensuring consistency across all scenes**	PC1. Record continuity-related details e.g. position, placement, color etc. as required	100	30	15	50
		PC2. Ensure that the final look is consistent with the creative requirements agreed upon, and continuity is maintained throughout the production		10	5	
		PC3 Ensure that designs, layouts and templates are uniform across the production, as required		20	10	
		PC4 Ensure that lighting, color formats and effects are consistent across the production		20	10	

		PC5. Check the resolution of scenes to ensure that they match the production requirements		10	10	
		PC6. Alert relevant personnel (Art Director, Animation Supervisor, Producer) if continuity is not being maintained, and rectify the situation as appropriate		10	5	
			Total	100	50	50
MES/ N 0504	Design Layouts	PC1. Gather useful visual references, which may include: Photographs of architectures from old to contemporary, paintings from modern masters to contemporary, previously executed animation work-products, animations products available in the public domain, artwork	100	30	15	50
		PC2. Create layouts for production, which may include: background visuals, architecture, machinery, props, landscapes		30	15	
		PC3. Conceptualize backgrounds, architecture, machinery and props designs and draw out on different possibilities out on paper, including turnarounds, if required		20	10	
		PC4.Visualize the shot composition and assemble the assets – characters and backgrounds – for each scene as per the		20	10	

				100	50	50
		storyboard Be aware of the cinematographer's point of view, and create layouts from different camera angles, if appropriate				
			Total	100	50	50
MES/ N 0513	**Manage and store Assets**	PC1. Understand and research appropriate tools, techniques, technologies and procedures for effective asset storage	100	20	10	50
		PC2. Saving the work with appropriate names and/or naming conventions so that it can be identified easily		10	10	
		PC3 Storing the work in an appropriate place using appropriate storage techniques to ensure it is protected from damage		20	10	
		PC4 Making backup copies at appropriate time intervals of any digital files		20	10	
		PC5. Routinely archive any work and store it securely in a second location, if required		10	5	
		PC6. identify and retrieve previous work from storage, as required		10	5	
			Total	100	50	50
MES/ N	**Maintain workplace health and safety**	PC1. Understand and comply with the organization's current health, safety and security policies and		10	5	50

0104		procedures	100			
		PC2. Understand the safe working practices pertaining to own occupation		10	5	
		PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
		PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
		PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
		PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
		PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
		PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures		10	5	
		PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	

		PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected			10	5	
		PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard			10	5	
		PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority			5	2	
			Total	**100**	**50**	**50**