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QP Name: Video Blogger
QP Code: MES/Q 2508

QP Version: 1.0

NSQF Level: 4

Model Curriculum Version: 1.0

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

Table of Contents

Table of Contents

Table of Contents.....	2
Training Parameters.....	3
Program Overview	4
Training Outcomes	4
Compulsory Modules.....	4
<i>MES/N1934: Generate, research, and pitch ideas for posts</i>	
<i>MES/N1935: Write, edit, publish and promote content</i>	
<i>MES/N1938: Promote new posts using various social media platform</i>	
<i>MES/N1936: Monitor responses to posts at various platforms to analyse the audience</i>	
<i>MES/N1937: Develop an awareness of the industry trends to create better content</i>	
<i>MES/N0104: Maintain Workplace Health & SafetyAnnexure</i>	<i>11</i>
Trainer Requirements	<i>11</i>
Assessor Requirements	<i>13</i>
Assessment strategy:-	<i>14</i>

Training Parameters

Sector	Media and Entertainment
Sub-Sector	Digital Media
Occupation	Digital Media
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2432.0201 / Digital Media
Minimum Educational Qualification and Experience	Class 12th pass with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience"
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	07/03/2022
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
QP Version	1.0
Model Curriculum Creation Date	07/03/2022
Model Curriculum Valid Up to Date	29/06/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	510 Hours
Maximum Duration of the Course	510 Hours

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.

- Generate, research, and pitch ideas for posts
- Write, edit, publish and promote content
- Promote new posts using various social media platform
- Monitor responses to posts at various platforms to analyse the audience
- Develop an awareness of the industry trends to create better content
- 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/N1934: Generate, research, and pitch ideas for posts	30:00	30:00			60:00
MES/N1935: Write, edit, publish and promote content	30:00	60:00			90:00
MES/N1938: Promote new posts using various social media platform	30:00	60:00			90:00
MES/N1936: Monitor responses to posts at various platforms to analyse the audience	30:00	60:00			90:00
MES/N1937: Develop an awareness of the industry trends to create better content	30:00	30:00			60:00
NOS 7: Maintain workplace health and safety	30:00	30:00			60:00
Total	180:00	270:00	60:00		510:00

Module Details

Module 1: Generate, research, and pitch ideas for posts

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

- Research and Generate ideas for posts
- Pitch and promote ideas for posts

Duration: 30:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • establish and communicate clear learning objectives. • plan lessons on art and art history in accordance with learners' learning objectives. • prepare the classroom by gathering and setting up equipment. • use lessons and projects to introduce formal concepts such as types of lines, color relationships and symbols Demonstrate and Assist learners to use different techniques and media to develop art works • demonstrate techniques of drawing, coloring, and painting (such as approaches to brush strokes, shading and sketching). • provide instruction on the use basic principles of design and color, concepts, media and formats (such as graphite and charcoal pencils, as well as oil, acrylic, and watercolor paint). • deliver instructions to students on arts and its many forms and traditions. • Encourage aesthetic understanding and artistic expression among learners. 	<ul style="list-style-type: none"> • Relate with the subject line • prepare the classroom by gathering and setting up equipment. • use lessons and projects to introduce formal concepts such as types of lines, color relationships and symbols Demonstrate and Assist learners to use different techniques and media to develop art works • demonstrate techniques of drawing, coloring, and painting (such as approaches to brush strokes, shading and sketching).
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 2: Prepare the fine-art curriculum and other relevant course materials

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

- Collect and study cultural information on a dance in order to perform the traditional or popular form.
- Expand the traditional or popular dance form to stage it for presentation

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • prepare the classroom by gathering and setting up equipment. • use lessons and projects to introduce formal concepts such as types of lines, color relationships and symbols Demonstrate and Assist learners to use different techniques and media to develop art works • demonstrate techniques of drawing, coloring, and painting (such as approaches to brush strokes, shading and sketching). • provide instruction on the use basic principles of design and color, concepts, media and formats (such as graphite and charcoal pencils, as well as oil, acrylic, and watercolor paint). • deliver instructions to students on arts and its many forms and traditions. • Encourage aesthetic understanding and artistic expression among learners 	<ul style="list-style-type: none"> • prepare the classroom by gathering and setting up equipment. • use lessons and projects to introduce formal concepts such as types of lines, color relationships and symbols Demonstrate and Assist learners to use different techniques and media to develop art works • demonstrate techniques of drawing, coloring, and painting (such as approaches to brush strokes, shading and sketching). • provide instruction on the use basic principles of design and color, concepts, media and formats (such as graphite and charcoal pencils, as well as oil, acrylic, and watercolor paint). • deliver instructions to students on arts and its many forms and traditions. • Encourage aesthetic understanding and artistic expression among learners
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 3: Develop students' interest in art

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

- Analyze works of art contextually
- Encourage self-expression and creativity

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • perceive and analyze artistic work and architecture • apply criteria to evaluate artistic work • relate artistic ideas and works with societal, cultural, and historical context to deepen understanding • interpret intent and meaning in artistic work Encourage self-expression and creativity To be competent, the user/individual on the job must be able to: • encourage learners to explore the expressive possibilities of various media • synthesize and relate knowledge and personal experiences to make art. • reflect on art after visiting museums, galleries, and artist studios • select, invite, and host lectures by visiting artists, curators, and critics, as well as curate student exhibits 	<ul style="list-style-type: none"> • apply criteria to evaluate artistic work • relate artistic ideas and works with societal, cultural, and historical context to deepen understanding • interpret intent and meaning in artistic work Encourage self-expression and creativity • to be competent, the user/individual on the job must be able to: • encourage learners to explore the expressive possibilities of various media • synthesize and relate knowledge and personal experiences to make art. • reflect on art after visiting museums, galleries, and artist studios • select, invite, and host lectures by visiting artists, curators, and critics, as well as curate student exhibits

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Module 4: Teach students to draw and sketch using various sketching techniques

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

- Explain fundamentals of sketching
- Incorporate perspective into the drawing
- Create texture and apply it to the drawing
- Draw from life

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • select appropriate materials for drawing (paper graphite/pencil) • demonstrate correct hand positions and angles for drawing • demonstrate basic sketching approaches (hatching, cross-hatching, stippling etc.) • demonstrate four fundamental drawing skills – shape/edge, measurement, light (value), and space (perspective) Incorporate perspective into the drawing • apply basics of perspective drawing and perspective rulers • draw different design forms using 1,2 and 3 perspectives Create texture and apply it to the drawing • demonstrated various types of texture used in sketching • use texture makes your sketchbook more visually interesting Draw from life • explain creating quick rough sketches and drawing from imagination • demonstrate steps for still life drawings or drawings of non-living objects • demonstrate steps for real object drawings using models 	<ul style="list-style-type: none"> • demonstrate correct hand positions and angles for drawing • demonstrate basic sketching approaches (hatching, cross-hatching, stippling etc.) • demonstrate four fundamental drawing skills – shape/edge, measurement, light (value), and space (perspective) Incorporate perspective into the drawing • apply basics of perspective drawing and perspective rulers • draw different design forms using 1,2 and 3 perspectives Create texture and apply it to the drawing • demonstrated various types of texture used in sketching • use texture makes your sketchbook more visually interesting Draw from life • explain creating quick rough sketches and drawing from imagination • demonstrate steps for still life drawings or drawings of non-living objects demonstrate steps for real object drawings using models

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Relevant softwares

Module 5: Evaluate assignments and projects assigned to the students

Terminal Outcomes:

- Use criterion-based assessment to assess learners' progress
- Provide constructive feedback to learners

Duration: 30:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • describe the assessment context • Identify course goals and learning objectives • determine the assignment / assessment format 	<ul style="list-style-type: none"> • describe the assessment context • Identify course goals and learning objectives • determine the assignment / assessment format • develop a rubric to evaluate the assignment • collect evidence of assessment and develop progress report Provide constructive feedback to learners. • provide learners with regular verbal or written feedback that includes praise and identifies areas for improvement. • encourage learners discuss and receive feedback about work in development (technique, creative work and theory). • deal privately with sensitive assessment and achievement issues.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 6: Prepare student’s reports as per the grade level

Terminal Outcomes:

- Develop a Report Card Template
- Develop Reporting Codes and Descriptors for Grades

Duration: 60:00	Duration: 90:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • create a learners' profile • include learner's attendance Record • charts the learners' progress and achievement in relation to the expected learning outcomes • include a response sheet d for parents/guardians to add comments, sign and return Develop Reporting Codes and Descriptors for Grades To be competent, the user/individual on the job must be able to: 	<ul style="list-style-type: none"> • create a learners' profile • include learner's attendance Record • charts the learners' progress and achievement in relation to the expected learning outcomes • include a response sheet d for parents/guardians to add comments, sign and return Develop Reporting Codes and Descriptors for Grades To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> • provide a summary of learners achievement in a variety of forms • communicate a summary of learners' achievement in the form of a percentage grade • use anecdotal comments to report progress • develop grade and grade descriptors
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 6: Maintain Workplace Health and Safety

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.

Duration: 30:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • Recall health, safety and security- related guidelines and identify the risks involved. • Maintain correct posture while working and maintain and use the first aid kit whenever required. • report health and safety risks/ hazards to concerned personnel • Recall people responsible for health and safety and able to contact in case of emergency • Illustrate security signals and other safety and emergency signals • Explain the process to identify and report risk. • Enumerate and recommend opportunities for improving health, safety, and security to the designated person • Describe 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 • complying with procedures in the event of an emergency • Explain the impact of the violation of safety procedures. 	<ul style="list-style-type: none"> • Identify the different types of health and safety hazards in a workplace • Practice safe working practices for own job role • Perform evacuation procedures and other arrangements for handling risks • Perform the reporting of hazard • identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace • Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
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	
Class 12th pass	Digital Media	2	Relevant experience in Digital Media required	2	-	-

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Video Blogger" mapped to QP: "MES/Q2508", 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	
Class 12th pass	Digital Media	2	Relevant experience in Digital Media required	1	-	-

Assessor Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Video Blogger” mapped to QP: “MES/Q2508”, 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

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

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.