

**Competency Based Curricula
for**

**Short Term Courses based on
Modular Employable Skills (MES)**

in

**MEDIA SECTOR(Photography and
Videography)**



**DIRECTORATE GENERAL OF EMPLOYMENT AND TRAINING
MINISTRY OF LABOUR AND EMPLOYMENT
GOVERNMENT OF INDIA**

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Skill Development based on Modular Employable Skills (MES)

Background

The need for giving emphasis on the Skill Development, especially for the less educated, poor and out of school youth has been highlighted in various forums. The skill level and educational attainment of the work force determines the productivity, income levels as well as the adaptability of the working class in changing environment. Large percentage of population in India is living below poverty line. One of the important causes is lower percentage of skilled persons in the workforce

The skill development at present is taking place mostly in the informal way, i.e. persons acquire skill at the work-place when they help their parents, relatives and employers etc. Such persons do not have a formal certificate and thus earn lower wages and are exploited by employers. They have come through informal system due to socio-economic circumstances of the family and the compulsions of earning a livelihood rather than attending a formal course. While their productivity is low, their contribution to the national GDP cannot be ignored. If the country can create a system of certification which not only recognizes their skills but also provides education and training in a mode that suits their economic compulsions, it will not only benefit the workforce to earn a decent living but also contribute to the national economy by better productivity of this workforce.

Another related problem to be tackled is large number of students drop outs (About 63% of the school students drop out at different stages before reaching Class-X).

Frame work for Skill Development based on 'Modular Employable Skills (MES)'

Very few opportunities for skill development are available for the above referred groups (out of school youth & existing workers especially in the informal sector). Most of the existing Skill Development programmes are long term in nature. Poor and less educated persons can not afford long term training programmes due to higher entry qualifications, opportunity cost etc. Therefore, a new frame work for Skill Development for the Informal Sector has been evolved by the DGET to address to the above mentioned problems. The **key features of the new frame work for skill development** are:

- ◇ Demand driven Short term training courses based on modular employable skills decided in consultation with Industry
- ◇ Flexible delivery mechanism (part time, weekends, full time)
- ◇ Different levels of programmes (Foundation level as well as skill upgradation) to meet demands of various target groups
- ◇ Central Government will facilitate and promote training while Vocational Training (VT) Providers under the Govt. and Private Sector will provide training
- ◇ Optimum utilisation of existing infrastructure to make training cost effective.
- ◇ Testing of skills of trainees by independent assessing bodies who would not be involved in conduct of the training programme, to ensure that it is done impartially.
- ◇ Testing & certification of prior learning (skills of persons acquired informally)

The Short Term courses would be based on 'Modular Employable Skills (MES)'.

The **concept for the MES** is :

- Identification of 'minimum skills set' which is sufficient to get an employment in the labour market.
- It allows skills up-gradation, multi-skilling, multi entry and exit, vertical mobility and life long learning opportunities in a flexible manner.
- It also allows recognition of prior learning (certification of skills acquired informally) effectively.

- The modules in a sector when grouped together could lead to a qualification equivalent to National Trade Certificate or higher.
- Courses could be available from level 1 to level 3 in different vocations depending upon the need of the employer organisations.
- MES would benefit different target groups like :
 - *Workers seeking certification of their skills acquired informally*
 - *workers seeking skill upgradation*
 - *early school drop-outs and unemployed*
 - *previously child labour and their family*

Age of participants

The minimum age limit for persons to take part in the scheme is 14 years but there is no upper age limit.

Curriculum Development Process

Following procedure is used for developing course curricula

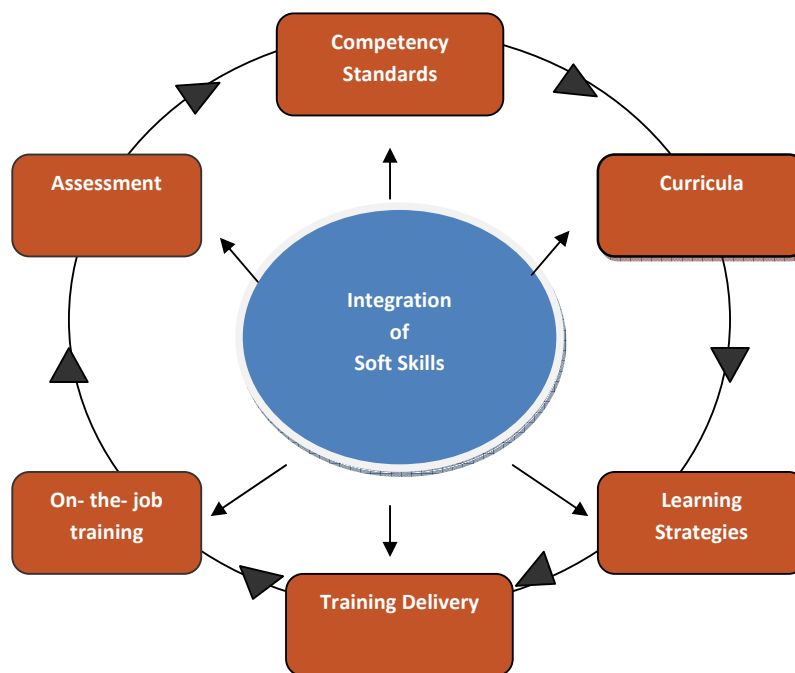
- Identification of Employable Skills set in a sector based on division of work in the labour market.
- Development of training modules corresponding to skills set identified so as to provide training for specific & fit for purpose
- Organization of modules in to a Course Matrix indicating vertical and horizontal mobility. The course matrix depicts pictorially relation among various modules, pre requisites for higher level modules and how one can progress from one level to another.
- Development of detailed curriculum and vetting by a trade committee and by the NCVT

(Close involvement of Employers Organizations, State Governments, experts, vocational training providers and other stake holders is ensured at each stage).

Development of Soft Skills/ Core Competencies

Soft skills refer to a cluster of personality traits, social graces, facility with language, and personal habits that make someone a good employee and a compatible co-worker. Soft skills are also sometimes referred to as employability skills, generic skills, key or core competencies. Soft skills complement hard skills, which are the technical requirements of a job.

Soft Skills are integral to workplace competency and, as such, must be considered in the design, customisation, delivery and assessment of vocational training programmes in an integrated and holistic way, as represented diagrammatically below.



Soft skills are very important in business. Soft skills are now recognised as key for making businesses more profitable and better places to work. Increasingly, companies aren't just assessing their current staff and future recruits on their technical skills but also on a whole host of soft skills. Especially, Service economy and the ascendance of work teams in large organizations put a new premium on people skills and relationship-

building. It is essential to be technically sound, but one should also have the ability to convey the idea to the masses in the simplest possible manner.

Hence, systematic efforts should be made to develop soft skills during the training programme. Positive attitudes have to be developed in the trainees by properly guiding them and setting up examples of good attitudes by demonstrated behaviors and by the environment provided during training.

Some important **soft skills / core competencies** to be developed are:

1. Punctuality, discipline and honesty
2. Cordial relationship and Cooperation with co-workers and team Work
3. Positive attitude and behavior
4. Work ethics and dependability
5. Self esteem and confidence
6. Self-motivation and initiative
7. Flexibility/ adaptability
8. Communication Skills
9. Respect for rules and regulations
10. Concern for quality
11. Concern for health and hygiene
12. Responsibility and accountability
13. Care of equipment and tools
14. Safety consciousness and safe working practices
15. Learn continuously
16. Concern for environment and waste disposal
17. Ability to bear stress and work under pressure

Following competencies should also be developed during level-II and higher courses:

1. Ability for planning, organizing and coordinating
2. Creative thinking, problem solving and decision making
3. Leadership, delegating, appraising, motivating
4. Negotiation
5. Time management ability

In addition to above, **livelihood skills** like how to apply for a job, facing an interview, opening/ operating an bank account may also be covered.

Duration of the Programmes

Time taken to gain the qualification will vary according to the pathway taken and will be kept very flexible for persons with different backgrounds and experience. Duration has been prescribed in hours in the curriculum of individual module, which are based on the content and requirements of a MES Module. However, some persons may take more time than the prescribed time. They should be provided reasonable time to complete the course.

Pathways to acquire Qualification:

Access to the qualification could be through:

- An approved training programme; **Or**
- A combination of an approved training programme plus recognition of prior learning including credit transfer; **Or**
- The recognition of prior learning that provides evidence of the achievement of the competencies for the qualification.

Methodology

The training methods to be used should be appropriate to the development of competencies. The focus of the programme is on “performing” and not on “Knowing”. Lecturing will be restricted to the minimum necessary and emphasis to be given for ‘hands on training’.

The training methods will be individual centered to make each person a competent one. Opportunities for individual work will be provided. The learning process will be continuously monitored and feedback will be provided on individual basis.

Demonstrations using different models, audio visual aids and equipment will be used intensively.

Instructional Media Packages

In order to maintain quality of training uniformly all over the country, instructional media packages (IMPs) will be developed by the National Instructional Media Institute (NIMI), Chennai.

Assessment

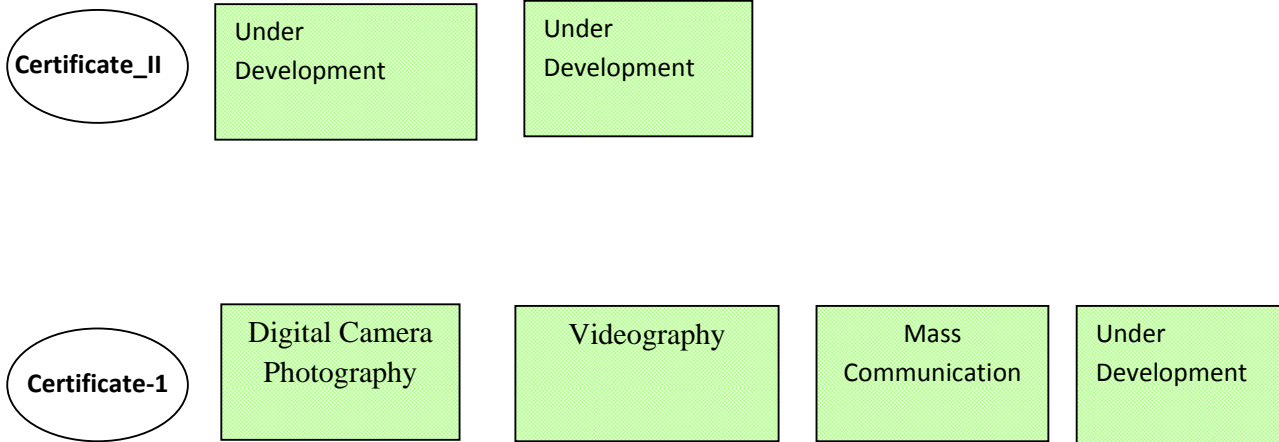
DGE&T will appoint assessing bodies to assess the competencies of the trained persons. The assessing body will be an independent agency, which will not be involved in conducting the training programmes. This, in turn, will ensure quality of training and credibility of the scheme. Keeping in view the target of providing training/testing of one million persons through out the country and to avoid monopoly, more than one assessing bodies will be appointed for a sector or an area.

Certificate

Successful persons will be awarded certificates issued by National Council for Vocational Training (NCVT).

Course Matrix in Print & Media Sector

Course Outline/ Pathway



Digital Camera Photography

Name	:	Digital Camera Photography
Sector	:	MEDIA SECTOR
Code	:	MDA101
Entry Qualification & Age	:	Vth standard, 14 years & above
Duration	:	90 hours
Terminal Competency	:	

- Take pictures using a digital camera with optical and digital zoom
- Transfer pictures to a computer and take prints

CONTENTS:

Practical Competencies	Underpinning Knowledge(Theory)
<ul style="list-style-type: none">• Maintain personal cleanliness & Hygiene• Carry out basic first aid treatment/notifying accident.• Apply good house keeping practices• Identify different parts, controls and accessories of a digital camera• Use and store cameras, accessories and equipments in a	<ul style="list-style-type: none">• Safety precautions and elementary first aid.• Importance of personal cleanliness & Hygiene• Reasons for carrying out good housekeeping practices• Types, functions and uses of accessories

safe manner

- Set up digital camera
 - Attach the lens cap and strap
 - Charge and load the battery
 - Insert SD or MMC card
 - Turn on the camera
 - Set the language and date/time
 - Mount the camera on tripod

- Take pictures on auto mode
 - Set frame for the view
 - Take a picture with and without using optical zoom
 - Take a picture using the flip-up flash
 - Take a picture using an external flash unit
 - Review pictures
 - Protect pictures from deletion
 - Store pictures on an SD or MMC card

- Take pictures using advanced features of the camera
(Features: self-timer, burst, picture-taking modes, aperture priority, shutter priority, exposure priority, film speed control, focus control, picture size/resolution, file type, colour modes, digital zoom, white balance settings, red eye reduction, etc. as prescribed by the manufacturer in the manual)

- Types of lenses & their use
- Types of filters & their use
- Flash setting
- Function of tripod stand
- Specifications of a digital camera. Advantages of digital camera
- Various controls and features of a digital camera
-
- Care and maintenance of camera and accessories
- Shutter speed & aperture setting according to conditions
- Frame setting & composing
- Different type printing paper and their uses

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- Take pictures in different settings
 - Full-frame portraits of people
 - Close-ups of yourself.
 - Subjects that are in motion
 - Distant subjects.
 - Distant scenery at night.
 - people in night scenes or low-light conditions.
 - Sunset.
 - Subjects that are in shadow or “backlit” (when light is behind the subject).
 - Candle light
 - People indoors.

 - Transfer pictures to a computer and print
 - Install the camera software on a computer
 - Transfer pictures to the computer
 - Set size of pictures for printing
 - Print pictures

 - Troubleshoot minor problems

(Camera does not turn on/ off, Camera buttons and controls do not function, Flash does not fire, Picture quality problems)

List of tools, equipment for Digital Camera Photography

S. No.	Items & Specification	Quantity proposed for a batch of 20 trainees
1	Digital Camera with optical and digital zoom having features like self-timer, burst, picture-taking modes, aperture priority, shutter priority, exposure priority, film speed control, focus control, picture size/ resolution, file type, colour modes, digital zoom, white balance settings, red eye reduction	4 Nos.
2	Camera stand for still camera	4 Nos.
3	Telephoto lens 35 – 180 mm	1 No.
4	Dedicated Flash	4 Nos.
5	Snoot	2 Nos.
6	250watts key lights with umbrella and soft box	3 Nos
7	Power board	6 Nos.
8	Battery Charger	2 Nos
9	Microphone (Label Mike)	1 Nos.
10	Microphone (Condenser and coil)	2 Nos.
11	Stabilizer	2 No.
12	Additional Batteries	2 Nos.
13	Pentium IV Computer with DB capturing , Photoshop and premier software	2 Nos.
14	Memory Cords	6 Nos

Videography

Name	:	Videography
Sector	:	MEDIA SECTOR
Code	:	MDA102
Entry Qualification & Age	:	Vth standard, 14 years & above
Duration	:	90 hours
Terminal Competency	:	

- Shoot & record Video Film using Portable Video Cameras

CONTENTS:

Practical Competencies	Underpinning Knowledge(Theory)
<ul style="list-style-type: none">• Maintain personal cleanliness & Hygiene• Carry out basic first aid treatment/notifying accident.• Apply good house keeping practices• Identify different parts, controls and accessories of a video camera• Use and store cameras, accessories and equipments in a safe manner• Set up video camera<ul style="list-style-type: none">○ Attach the lens cap and strap	<ul style="list-style-type: none">• Safety precautions and elementary first aid.• Importance of personal cleanliness & Hygiene• Reasons for carrying out good housekeeping practices• What is video? What is videography?• Significance of Video in modern media.• Specifications of a digital video camera. Advantages of digital video camera.

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- Charge and load the battery
 - Insert cassette or SD or MMC card
 - Insert cable
 - Turn on the camera
 - Set the language and date/time
 - Mount the camera on tripod
 - Practice basic lighting set-up.
 - Practice framing and balancing the frame.
 - Shoot video on auto mode
 - Shoot videos using advanced features of the camera
 - Take Wide-shot, Medium shot, Close shot, Cut-in, Cut-away shots.
 - Shoot videos for different events - indoors and outdoors
 - Marriage function
 - Office function
 - Public function
 - Dance function
 - Public rally and demonstration
 - Birthday Party
 - School function
 - Sports event
 - 15 minute documentary film
 - Shoot videos during daylight and night
 - Troubleshoot minor problems
(Camera does not turn on/ off, Camera buttons and controls do not function, Flash does not fire, Picture quality problems)
 - Understanding various parts of video camera.
 - Various controls and features of a digital video camera
 - Understanding various types of daylight- applications.
 - Introduction to three- point lighting : The key light, the fill light and back light. Bounce and diffused light.
 - What is Framing? Balancing frames, Placement of different objects in Frame.
 - What is Shot? Detailed explanation of different types of shots- Close-Up, Mid shot, Long shot, Extreme Close-up , Extreme Long shot.
 - Different types of Camera angle – Subjective, Objective, Point of View shot, Low angle and High angle shot.
 - Camera movements- Panning & Tilting, Zoom In & Zoom out, Tracking shot.
 - Rule of line of Axis in Camera movement, when to use different Camera shots.
 - Care and maintenance of camera and accessories

List of tools, equipment for Digital Camera Photography

S. No.	Items & Specification	Quantity proposed for a batch of 20 trainees
1	250watts key lights with umbrella and soft box	3 Nos
2	Power board	6 Nos.
3	Digital Video camera (VHS and CCD)	2 Nos.
4	Battery Charger	2 Nos
5	TV monitor (to check up the exposure)	2 Nos.
6	Microphone (Label Mike)	1 Nos.
7	Microphone (Condenser and coil)	2 Nos.
8	Stabilizer	2 No.
9	Camera Stand	2 Nos.
10	Additional Batteries	2 Nos.
11	Video Camera lights	2 Nos.
12	Pentium IV Computer with DB capturing , Photoshop and premier software	2 Nos.

Mass Communication

NAME	: Certificate Course in Mass Communication
SECTOR	: MEDIA SECTOR
CODE	: MDA103
Entry Qualification	: 10 th pass
DURATION	: 180 HOURS
TERMINAL COMETENCY	:

After undergoing this course the participant will be able to:

1. Get familiarize with working of Newspapers and News Channel Organisations.
2. Get familiarize with News Reporting/Writing and Editing.
3. Operate Digital Still and Movie Cameras.
4. Down loading Captured image in PC.
5. Editing process in newspapers, T.V. and Radio Programmes.

CONTENTS:

THEORY-100 Hours	PRACTICAL-80 Hours
Types of communication – verbal and nonverbal, Process of communication, Essentials of good communication, Barrier to Communication and over coming barriers, Listening skill	Practice of Interpersonal Communication through debate, Group Discussion and presentation
Basic forms of Journalistic writing for print media., Interviews: Definition and Forms, News Writing for Radio, TV and Internet. Difference with newspaper, Talks, discussions and others similar programmes for T.V. Radio, Regional Reports and News Analysis for Radio, T.V. , Interview for Radio, TV and Internet., Photo	Collecting and Editing news from surrounding area. Arranging these news items on Quark Express and print on tabloid size. Writing TV and Radio scripts such as Talk Shows, Discussion and Advertisements. Interviewing local people, farmers, Government officers and local leaders.

Journalism	
<p>Editing process – Selection, rejection, hold on, dressing up news copy, Editing for Print Media, Radio, Television, headline language, Page designing Spell check, Page Make up- importance, Picture editing- Importance of picture, selection, cropping, sizing, retouching of picture, taste in picture editing, caption writing, Headlines.</p>	<p>Editing of news items. Making of newspapers – front page, middle page and back page (Horizontal, vertical, balanced, unbalanced, static, dynamic, modular, irregular). Making headlines and captions. Editing of photographs on Adobe Photoshop. Arranging the photos and text on computers (QuarkXpress).</p>
<p>Introduction of Photography, Introduction of SLR/Pocket Camera, Camera Functions, Types of Film, How to Handle the Camera, Studio Lights, Use of Flash Light.</p> <p>Introduction to Computers: Classification components of computer system., Software: system s/w, application s/w. Basic concepts of operating system, MS OFFICE 2003 Word Processing: MS-Word, word basics, formatting text and documents working with header and footer, footnotes, endnotes, tables and sorting, Introduction to WWW, Sending and reading e-mails, fax.</p>	<p>Practical introduction of Camera to students Practical handling of digital camera, Practical of importing and Scanning of digital photograph.</p> <p>Practical involving aperture, shutter, lens Practice of basic of Windows like Folder making etc., Create E-mail account, Send and receive, messages, Use of search engines Practice of MS-OFFICE 2003, Quark Express, PageMaker,</p>

List of tools, equipment for Mass Communication

S.NO.	ITEM & SPECTIFICATION	QUANTITY PROPOSED FOR A BATCH OF 20 TRAINEES
1.	Still Digital Camera	5 No.s.
2.	Digital Video Cameras (VHS and CCD)	2 No.s.
3.	Battery Charger	5 No.s.
4.	Sound Recorder	2 No.s.
5.	Stabilizer	2 No.s.
6.	Camera Stand	2 No.s.
7.	Additional Batteries	2 No.s.
8.	Video Camera lights	2 No.s.
9.	Editing Room with Computer having Quark press, CorelDraw, Adobe Photoshop	1 No
10.	Photo Studio with basic equipments like studio lights Darkroom for Black and white washing	1 No.

LIST OF MEMBERS OF TRADE COMMITTEE

1.	S.Subbiah	Joint Director	C E T, Guindy	Chairman
2.	K.Kadirvelu	Deputy Director	C E T, Guindy	Member
3.	T.John Bosco	Deputy Director	G I T I, Trichy	Member
4.	M. Kanagaraj	Assistant Training Officer	G I T I, Guindy	Member
5.	S. Jagananathan	Cameraman,Rtd.	Doordharshan	Member
6.	M. Seeralan	Training Officer	G I T I, Trichy	Member
7.	S. M. P. Veeramani	Trade Expert	Photographer	Member
8.	P. Rajan	Trade Expert	Kavyashri Digital Photos& videos, Trichy	Member
9.	Rajarethinam	Trade Expert	Photographer	Member
10.	L. Nagarjan	Trade Expert	Madura video & photo coverage, Trichy	Member
11.	G. Vijayamala	Technical Assistant	C.D.Cell C E T, Guindy	Member
12.	T.M.Jawaharlal	Secretary	Employees Federation of Southern India	Member
