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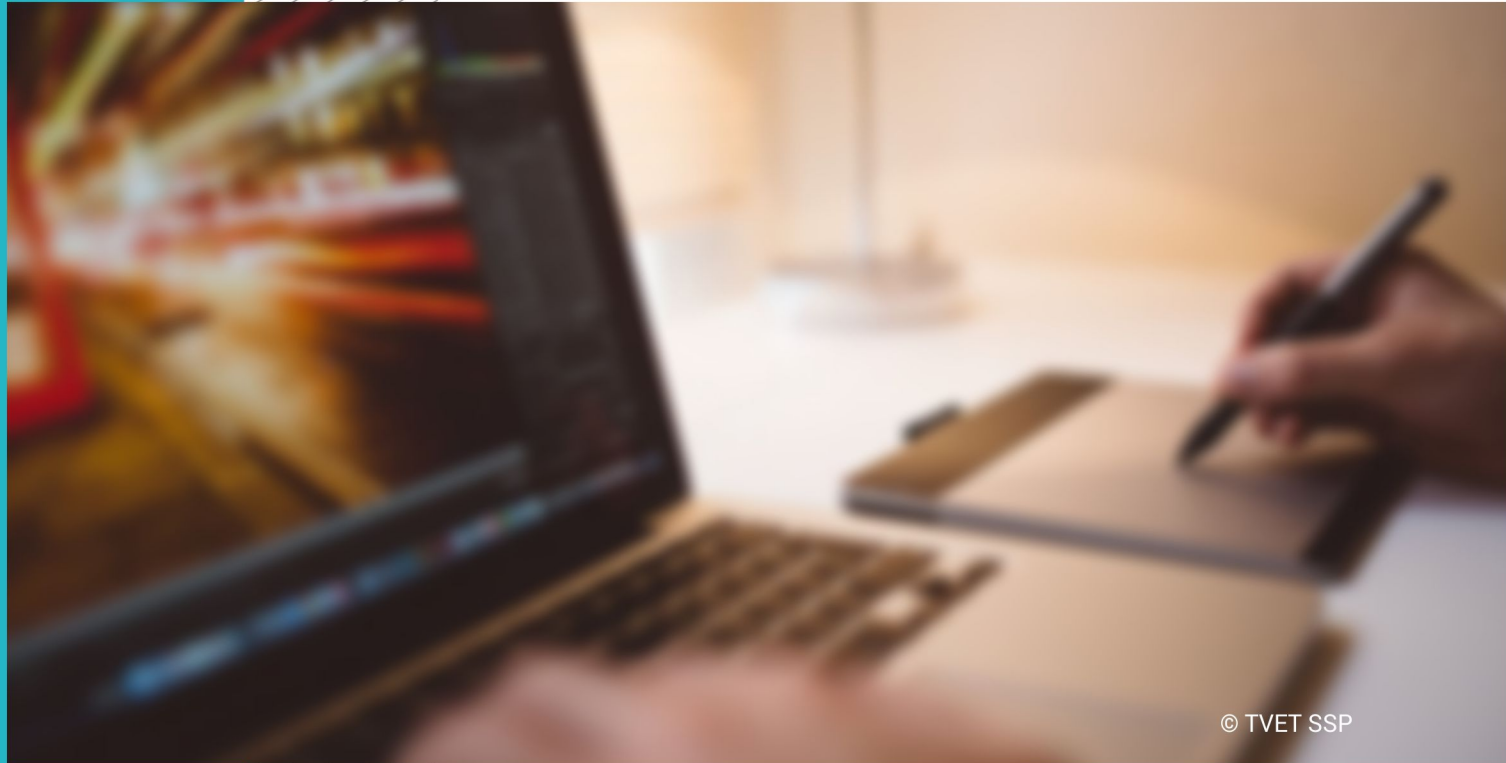
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# MEDIA DEVELOPER



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CBT Curriculum

National Vocational Certificate Level 3

Version 1 - November, 2019



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**Islamabad, Pakistan**

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## Contents

Introduction	5
Definition/ Description of the training programme for ( <i>Name of the course</i> )	5
Purpose of the training programme	5
Overall objectives of training programme	5
Competencies to be gained after completion of course	6
Possible available job opportunities available immediately and later in the future:	6
Trainee entry level	7
Minimum qualification of trainer	7
Recommended trainer : trainee ratio	7
Medium of instruction i.e. language of instruction	7
Duration of the course (Total time, Theory & Practical time)	7
Sequence of the modules	9
Summary – overview of the curriculum	9
Modules	16
Module 1: 02100992 Manage Customer Services & Sales	16
Module 2: 0211001001 Manage Photography Project	19
Module 3: 0211001000 Setup Light, Equipment & Accessories for Photography	22
Module 4: 021100993 Set Photographic Composition	26
Module 5: 021100994 Capture Image	29
Module 6: 021100995 Edit Photos	33
Module 7: 021100990 Select & Prepare work for exhibition	36
Module 8: Plan and Organize Work	
Module 9: 021100991 Develop Library	38

Module 10: 021100996 Perform Compositing	48
Module 11: 021100997 Design Graphics	53
Module 12: 021100998 Mix Sound	56
Module 13: 021100999 Carryout Non-Linear Editing	58
General assessment guidance for <i>Media Developer</i>	64
Complete list of tools and equipment	68
List of consumable supplies	74
Credit values	75

## Introduction

The qualifications of Photographer and Video/Audio Editor are developed based on media industry demand on the pattern of competency based training under national vocational qualification framework (NVQF). It carries a proposed learning volume of 1200 hours which will be covered in almost 12 months and Two months is recommended as workplace based training for each certificate (On the Job Training).

Training in the course is based on defined competency standards, which are industry oriented. The traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be tailored to suit individual needs. .

## Definition/ Description of the training programme for (*Name of the course*)

- National Vocational Certificate level 3, in (Media Developer) “Photographer”
- National Vocational Certificate level 3, in (Media Developer) “Audio/Video Editor”

## Purpose of the training programme

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in media sector in accordance with industry requirements. It also enables the student to pursue a media developer career path with greater employment and entrepreneurial skills progress to related general and/or vocational qualifications

## Overall objectives of the training programme

After completion of vocational training the graduates of the training program will have a good balance of knowledge, skills, attitude and work experiences, which are the essential elements of employability.

This course shall be facilitating the trainees to:

- Enhance their knowledge and skills to understand various aspects of the photography & Video/Audio Editor
- Comprehend core values essential to work effectively on processes of project management, composition of photography, setting lights & equipment for photography, capturing images, designing graphics, performing compositing & editing videos .
- To work as photography & Video/Audio Editor

## **Competencies to be gained after completion of course**

Other than understanding leather processing functions, following competency will be gained after completion of the course:

- Able to apply occupational health & safety procedures at workplace
- Able to manage customer service & sales
- Understand the project management
- Understand techniques and procedure of setting up light & composition of photography
- Able to capture photos & edit them according to their need
- Understand procedures of select & prepare work for exhibition
- Able to perform compositing
- Understand techniques designing graphic & performing compositing.
- Able to mix sound
- Can carry out non-linear editing

## **Possible available job opportunities available immediately and later in the future:**

Trainer can work as the following, after completing this course

- Freelance Photographer
- Wedding Photographer
- Fashion Photographer
- Corporate Event Photographer
- Product Photographer
- Nature & Wildlife Photographer
- Advertising Photographer
- Photo Editor
- Album Maker
- Assistant Cameraman
- Cameraman
- Mobile Cameraman
- Videographer
- Light man
- Light technician
- Light Engineer
- Documentary Cameraman
- OB Operator
- Assistant ENG
- Chief Cameraman

- DOP
- Archive In-charge
- Assistant Producer

- Audio Engineer
- Composer
- V-Logger

### **Trainee entry level**

- Entry for assessment for this qualification is open. However, the person may have Middle with fundamental knowledge of photography, Audio/Video Editing or videography or 1 year experience of Photography/ Audio/Video Editing/Videography can also apply.

### **Minimum qualification of trainer**

Trainer must possess a bachelor's degree and have working experience of minimum 3 years or a diploma/Intermediate along with 7 years' experience in the field of Photography and Audio/Video Editing.

### **Recommended trainer: trainee ratio**

The recommended ratio of Trainer: Trainee should be 1: 20

### **Medium of instruction i.e. language of instruction**

Medium of instruction is English and Urdu



### Duration of the course (Total time, Theory & Practical time)

Following is the duration of the course

Photography (NVQF Level 3)			
Time Frame	Credits	Theory Hours	Practical Hours
6 Months	57	158	412
Total	570	Hours	

Audio/Video Editing (NVQF Level 3)			
Time Frame	Credits	Theory Hours	Practical Hours
6 Months	59	171	419
Total	590	Hours	

## Sequence of the modules

### Summary – overview of the curriculum

Following is the sequence of the modules for Photographer (NVQF Level 3).

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<b>Module A:</b> Manage Customer Services & Sales <b>Aim:</b> After successful completion of this module, the student will be competent in managing customer services & sales according to professional standards	LU1: Identify prospects for sales LU2: Pitch services to client LU3: Negotiate deal LU4: Close the sales opportunity LU5: Maintain Customer Database LU6: Provide customer services	10	30	40
<b>Module B:</b> Manage photography project <b>Aim:</b> After successful completion of this module, the student will be competent in managing photography project according to professional standards.	LU1: Perform Research LU2: Develop Project Concept LU3: Prepare Project Timeline LU4: Carryout Reece LU5: Manage Contracts	10	30	40
<b>Module C:</b> Set up light, equipment & accessories for photography <b>Aim:</b> After successful completion of this module, the student will be competent in set up lighting, equipment & accessories for photography according to professional standards and by respecting safety and health regulations	LU1: Evaluate Light LU2: Arrange Light Equipment & Accessories LU3: Adjust pattern of light LU4: Light the Subject LU5: Wrap up equipment & Accessories	30	70	100

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<b>Module D:</b> Set photographic composition <b>Aim:</b> After successful completion of this module, the student will be competent in setting photographic composition according to professional standards and by respecting safety and health regulations	LU1: Develop Location Design LU2: Identify & Arrange Props for Project LU3: Arrange Subject LU4: Compose Image	12	48	60
<b>Module E:</b> Capture Image <b>Aim:</b> After successful completion of this module, the student will be competent in capturing image according to professional standards and by respecting safety and health regulations	LU1: Identify & select camera LU2: Identify & select camera lenses LU3: Adjust lighting & exposure LU4: Operate Camera LU5: Use techniques to capture photograph	25	55	80
<b>Module F:</b> Edit Photo <b>Aim:</b> After successful completion of this module, the student will be competent in editing photo according to professional standards and by respecting safety and health regulations	LU1: Identify editing needs LU2: Mange elements & formats LU3: Select tools and filters LU4: Preform Photo editing	24	56	80
<b>Module G:</b> Select & prepare work for exhibition <b>Aim:</b> After successful completion of this module, the student will be competent in selecting & prepare work for exhibition according to professional standards and by respecting safety and health regulations	LU1: Select work to submit for exhibition LU2: Organize selected work for exhibition	5	15	20

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p><b>Module H:</b> Apply Work Health and Safety Practices (WHS)  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU1: Implement safe work practices at work place            LU2: Participate in hazard assessment activities a work place            LU3: Follow emergency procedures at workplace            LU4: Participate in OHS consultative processes</p>	10	20	30
<p><b>Module I:</b> Identify and Implement Workplace Policy and Procedures  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU1: Identify workplace policy &amp; procedures            LU2: Implement workplace policy &amp; procedures            LU3: Communicate workplace policy &amp; procedures            LU4: Review the implementation of workplace policy &amp; procedures</p>	5	15	20
<p><b>Module J:</b> Communicate at Workplace  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU1: Communicate within the organization            LU2: Communicate outside the organization            LU3: Communicate effectively in workgroup            LU4: Communicate in writing</p>	5	15	30
<p><b>Module K:</b> Perform Computer Application Skills  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU1: Prepare In-page documents as per required information            LU2: Prepare Spreadsheets as per required information            LU3: Use MS Office as per required information            LU4: Perform computer graphics in basic applications            LU5: Create Email account for communications</p>	10	30	40

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<b>Module L : Manage Personal Finances</b> <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process	LU1: Develop a personal budget LU2: Develop long term personal budget LU3: Identify ways to maximize future finances	12	28	30
<b>Total</b>		<b>158</b>	<b>412</b>	<b>570</b>

Following is the sequence of the modules for Video/Audio Editor (NVQF Level 3).

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<b>Module A:</b> Plan & Organize Work <b>Aim:</b> After successful completion of this module, the student will be competent in maintain safe work environment according to professional standards and by respecting safety and health regulations	LU1: Set objectives and plan work activities LU2: Plan and schedule work activities LU3: Implement work plans LU4: Monitor work activities LU5: Review and evaluate work plans and activities	5	15	20
<b>Module C:</b> Develop Library <b>Aim:</b> After successful completion of this module, the student will be competent in performing developing library according to professional standards and by respecting safety and health regulations	LU1: Collect Storyboard/Script LU2: Collect Stock Footage LU3: Grab Video LU4: Grab Audio	20	60	80
<b>Module D:</b> Perform Compositing <b>Aim:</b> After successful completion of this module, the student will competent in perform compositing according to professional standards and by respecting safety and health regulations	LU1: Review Project Brief LU2: Set Compositing Properties LU3: Import Media LU4: Set Compositing Duration LU5: Create Animation LU6: Make Revisions	30	50	80
<b>Module E:</b> Design Graphics <b>Aim:</b> After successful completion of this module, the student will be competent in designing graphics according to professional standards and by respecting safety and health regulations	LU1: Review Design Brief LU2: Select Tools for Designing Graphics LU3: Prepare a Design Layout LU4: Use Techniques for Designing Graphic	24	56	80

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<b>Module F: Mix Sound</b> <b>Aim:</b> After successful completion of this module, the student will be competent in mixing sound according to professional standards and by respecting safety and health regulations	LU1: Prepare sound equipment LU2: Record sound LU3: Mix sound	20	60	80
<b>Module G: Carryout Non-Linear Editing</b> <b>Aim:</b> After successful completion of this module, the student will be competent in carrying out Non-Linear Editing according to professional standards and by respecting safety and health regulations	LU1: Set project properties LU2: Import Data LU3: Set Sequence LU4: Balance Audio LU5: Perform Color Balancing/ Grading LU6: Prepare Roughcut LU7: Make Revisions LU8: Prepare Final Cut LU9: Generate Output	30	70	100
<b>Module H: Apply Work Health and Safety Practices (WHS)</b> <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process	LU5: Implement safe work practices at work place LU6: Participate in hazard assessment activities a work place LU7: Follow emergency procedures at workplace LU8: Participate in OHS consultative processes	10	20	30
<b>Module I: Identify and Implement Workplace Policy and Procedures</b> <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process	LU5: Identify workplace policy & procedures LU6: Implement workplace policy & procedures LU7: Communicate workplace policy & procedures LU8: Review the implementation of workplace policy & procedures	5	15	20

<b>Module Title and Aim</b>	<b>Learning Units</b>	<b>Theory Days/hours</b>	<b>Workplace Days/hours</b>	<b>Timeframe of modules</b>
<p><b>Module J:</b> Communicate at Workplace  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU5: Communicate within the organization            LU6: Communicate outside the organization            LU7: Communicate effectively in workgroup            LU8: Communicate in writing</p>	5	15	30
<p><b>Module K:</b> Perform Computer Application Skills  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU6: Prepare In-page documents as per required information            LU7: Prepare Spreadsheets as per required information            LU8: Use MS Office as per required information            LU9: Perform computer graphics in basic applications            LU10: Create Email account for communications</p>	10	30	40
<p><b>Module L :</b> Manage Personal Finances  <b>Aim:</b> This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process</p>	<p>LU4: Develop a personal budget            LU5: Develop long term personal budget            LU6: Identify ways to maximize future finances</p>	12	28	30
	<b>Total</b>	<b>171</b>	<b>419</b>	<b>590</b>



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Module-1  
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Version 1 - November, 2019

## Modules

### Module 1: 021100992 Manage Customer Services & Sales

**Objective of the module:** After successful completion of this module, the student will be competent in managing customer services & sales according to professional standards.

**Duration:** 40 Hours      **Theory:** 10Hours      **Practical:** 30 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1: Identify prospects for sales</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Gather data for prospecting</li> <li>• Identify need of Services/Product of potential customer</li> <li>• Prepare prospect profile</li> </ul>	<ul style="list-style-type: none"> <li>• Define Prospecting</li> <li>• Explain techniques of prospecting.</li> <li>• Define customer/prospects profiling</li> </ul>	<p><b>Total: 5 Hours</b></p> <p><b>Theory: 1 Hours</b></p> <p><b>Practical: 4 Hours</b></p>	Computer Multimedia Microsoft Office/Application Software Internet Printer	Classroom with multimedia aid
<b>LU2: Pitch services to client</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify customer needs</li> <li>• Identify the potential opportunities</li> <li>• Set the sales call objectives</li> <li>• Plan a variety of questions</li> <li>• Prepare sales pitch</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Define sales pitch</li> <li>• Explain importance and benefits of sales pitch</li> <li>• Explain elements of sales pitch</li> </ul>	<p><b>Total: 9 Hours</b></p> <p><b>Theory: 3 Hours</b></p> <p><b>Practical: 6 Hours</b></p>	Computer Multimedia Microsoft Office/Application Software Internet Printer	Classroom with multimedia aid

<b>LU3: Negotiate deal</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Gather information regarding the other party – objectives, needs, preferences, resources</li> <li>• List, rank &amp; set value to issues.</li> <li>• Prepare a negotiation plan for listed, ranked valued issues</li> <li>• Set agenda with client for negotiations</li> <li>• Conduct negotiation calmly &amp; professionally.</li> <li>• Document agreed outcomes of negotiations</li> </ul>	<ul style="list-style-type: none"> <li>• Explain negotiations</li> <li>• Explain ways of negotiations</li> <li>• Explain elements of negotiations</li> </ul>	<p><b>Total: 8 Hours</b></p> <p><b>Theory: 2 Hours</b></p> <p><b>Practical: 6 Hours</b></p>	<p>Computer Multimedia  Microsoft Office/Application Software  Internet  Printer</p>	<p>Classroom with multimedia aid</p>
<b>LU4: Close the sales opportunity</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify and match various decision making styles</li> <li>• Make Proposal / Quotation</li> <li>• Establish agreement with customer as per policy and procedures</li> <li>• Accord consent of business from customer</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Explain techniques to close the sales</li> <li>• Define preparation of proposal</li> <li>•</li> </ul>	<p><b>Total: 8 Hours</b></p> <p><b>Theory: 2 Hours</b></p> <p><b>Practical: 6 Hours</b></p>	<p>Computer Multimedia  Microsoft Office/Application Software  Internet  Printer</p>	<p>Classroom with multimedia aid</p>
<b>LU5: Maintain Customer Database</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Prepare Customer Directory</li> <li>• Record Customer Information in customer directory</li> <li>• Record Services provided to</li> </ul>	<ul style="list-style-type: none"> <li>• Define customer database</li> <li>• Define the benefits of customer database</li> <li>• Explain ways of creating &amp; maintain</li> </ul>	<p><b>Total: 5 Hours</b></p> <p><b>Theory: 1</b></p>	<p>Computer Multimedia  Microsoft Office/Application</p>	<p>Classroom with multimedia aid</p>

	customer in directory	customer database <ul style="list-style-type: none"> <li>• Explain which information should include in customer database</li> </ul>	<b>Hours</b>  <b>Practical: 4 Hours</b>	Software Internet Printer	
<b>LU6: Maintain Customer Database</b>	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Record customer's demands / complaints attentively.</li> <li>• Use simple, clear and assertive language during interaction</li> <li>• Gather information about customer's demands &amp; need</li> <li>• Coordinate with others to resolve customer issues</li> <li>• Collect customer feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Define customer services</li> <li>• Explain benefits of customer services</li> <li>• Explain ways to increase via customer services</li> </ul>	<b>Total: 5 Hours</b>  <b>Theory: 1 Hours</b>  <b>Practical: 4 Hours</b>	Computer Multimedia Microsoft Office/Application Software Internet Printer	Classroom with multimedia aid

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Module-2

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National Vocational Certificate Level 3

Version 1 - November, 2019

## Module 2: 0211001001 Manage Photography Project

**Objective of the module:** After successful completion of this module, the student will be competent in managing photography project according to professional standards.

**Duration:** 40 Hours      **Theory:** 10 Hours      **Practical:** 30 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1: Perform Research</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Identify areas to research for project</li> <li>Gather information for the project</li> <li>Evaluate gathered information</li> <li>Prepare notes for the project</li> </ul>	<ul style="list-style-type: none"> <li>Explain types of research</li> <li>Explain use of research</li> <li>Explain ways of research</li> </ul>	<p><b>Total: 8 Hours</b></p> <p><b>Theory: 2 Hours</b></p> <p><b>Practical: 6 Hours</b></p>	Computer Multimedia Microsoft Office - Application Software Printer	Classroom with multimedia aid
<b>LU2: Develop Project Concept</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Identify scope of project</li> <li>Identify the project requirements</li> </ul>	<ul style="list-style-type: none"> <li>Define project scope</li> <li>Explain benefits of defining project scope</li> <li>Define project feasibility plan &amp; its content</li> <li>Explain techniques project feasibility planning</li> </ul>	<p><b>Total: 8 Hours</b></p> <p><b>Theory: 2 Hours</b></p> <p><b>Practical:</b></p>	Computer Multimedia Microsoft Office - Application Software Printer	Classroom with multimedia aid

	<ul style="list-style-type: none"> <li>Develop project theme</li> <li>Prepare project feasibility plan</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<b>6 Hours</b>		
<b>LU3:</b> Prepare Project Timeline	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Determine duration, and tasks of project</li> <li>Prepare project work breakdown chart</li> <li>Prepare key activity schedule</li> </ul>	<ul style="list-style-type: none"> <li>Explain ways to calculate duration</li> <li>Explain task sequencing techniques</li> <li>Explain methods, techniques and tools to determine the project schedule and resource requirements</li> <li>Define time management plan</li> <li>Explain content of time management plan</li> <li>Explain project work breakdown chart</li> <li>Explain key activity schedule</li> <li>Explain Gantt chart</li> </ul>	<b>Total: 8 Hours</b>  <b>Theory: 2 Hours</b>  <b>Practical: 6 Hours</b>	Computer Multimedia Microsoft Office - Application Software Printer	Classroom with multimedia aid
<b>LU4:</b> Carryout Recce	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Identify location as per project requirement</li> <li>Identify cultural boundaries for photoshoots</li> </ul>	<ul style="list-style-type: none"> <li>Explain recce and its benefits</li> <li>Explain ways to perform recce</li> </ul>	<b>Total: 8 Hours</b>  <b>Theory: 2 Hours</b>  <b>Practical: 6 Hours</b>	Computer Multimedia Microsoft Office - Application Software Printer	Classroom with multimedia aid

	<ul style="list-style-type: none"> <li>• Identify barriers for photoshoots</li> <li>• Prepare permit documents for photoshoots</li> </ul>				
<b>LU5: Manage Contracts</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Prepare rental contracts</li> <li>• Prepare non-disclosure agreement</li> <li>• Prepare model release contracts</li> <li>• Prepare property release contracts</li> </ul>	<ul style="list-style-type: none"> <li>• Define laws &amp; rules for rental contracts &amp; its importance</li> <li>• Define laws &amp; rules for non-disclosure contract &amp; its importance</li> <li>• Define laws and rules for model release contract &amp; its importance</li> <li>• Define laws and rules for property release contract &amp; its importance</li> </ul>	<p><b>Total: 8 Hours</b></p> <p><b>Theory: 2 Hours</b></p> <p><b>Practical: 6 Hours</b></p>	<p>Computer Multimedia Microsoft Office - Application Software Printer</p>	<p>Classroom with multimedia aid</p>



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Module-3

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National Vocational Certificate Level 3

Version 1 - November, 2019

### Module 3: 021100989 Setup Light, Equipment & Accessories for Photography

**Objective of the module:** After successful completion of this module, the student will be competent in setup light, equipment & accessories for photography according to professional standards.

**Duration:** 100 Hours      **Theory:** 30 Hours      **Practical:** 70 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Evaluate Light	<ul style="list-style-type: none"> <li>Identify shoot timing as per project</li> <li>Identify types of light on location</li> <li>Measure intensity of light on location</li> <li>Identify light timing on location</li> <li>Discover Light Angles</li> </ul>	<ul style="list-style-type: none"> <li>Explain shoot timing &amp; its effect on shoot</li> <li>Explain types of light</li> <li>Explain effects of light at location</li> <li>Explain techniques of measuring light</li> <li>Explain high key and low key light</li> <li>Explain light timing</li> <li>Explain light Angles &amp; its impact</li> <li>Explain techniques to discover light angles</li> <li>Describe Reflectors</li> </ul>	<b>Total: 20 Hours</b>  <b>Theory: 5 Hours</b>  <b>Practical: 15 Hours</b>	DSLR Camera Monopod Tripod Light Meter Reflectors Backdrops Photography accessories (Filter, Color Cards) Lights & Accessories Zoom Lenses Telephoto Lenses Wide angle Lenses	Classroom with multimedia aid  Training Studio
<b>LU2:</b> Arrange Light Equipment &	<ul style="list-style-type: none"> <li>Identify light equipment &amp; accessories as per</li> </ul>	<ul style="list-style-type: none"> <li>Describe lights, equipment &amp; accessories and their usage</li> <li>Explain subjective lights</li> </ul>	<b>Total: 20 Hours</b>	DSLR Camera Monopod	Classroom with multimedia aid  Training Studio

Accessories	<p>project requirement</p> <ul style="list-style-type: none"> <li>• Make list of available light equipment &amp; accessories</li> <li>• Make list of light rental equipment &amp; accessories</li> <li>• Arrange light accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Explain functions of light for creating different effects of lights</li> <li>• Explain Day light &amp; its usage</li> <li>• Explain Ambient light &amp; its usage</li> <li>• Explain tungsten/halogen light &amp; its usage</li> <li>• Explain electronic flash &amp; its usage</li> <li>• Explain Umbrella &amp; its techniques to use in photography</li> <li>• Explain Soft-box &amp; its techniques to use in photography</li> <li>• Explain Octa &amp; its techniques to use in photography</li> <li>• Explain Reflectors &amp; its techniques to use in photography</li> <li>• Explain Bar &amp; doors &amp; its techniques to use in photography</li> <li>• Beauty Dish &amp; its techniques to use in photography.</li> </ul>	<p><b>Theory: 5 Hours</b></p> <p><b>Practical: 15 Hours</b></p>	<p>Tripod</p> <p>Light Meter</p> <p>Reflectors</p> <p>Backdrops</p> <p>Photography accessories (Filter, Color Cards)</p> <p>Lights &amp; Accessories</p> <p>Zoom Lenses</p> <p>Telephoto Lenses</p> <p>Wide angle Lenses</p>	
<p><b>LU3:</b> Adjust pattern of light</p>	<ul style="list-style-type: none"> <li>• Make lights plan as per photoshoot requirement</li> <li>• Adjust Reflected light</li> </ul>	<ul style="list-style-type: none"> <li>• Explain light plan</li> <li>• Explain techniques of light plan</li> <li>• Explain light pattern &amp; its importance</li> <li>• Explain reflected light and its usage</li> </ul>	<p><b>Total: 20 Hours</b></p> <p><b>Theory: 5</b></p>	<p>DSLR Camera</p> <p>Monopod</p> <p>Tripod</p> <p>Light Meter</p>	<p>Classroom with multimedia aid</p> <p>Training Studio</p>

	<p>as per photoshoot requirement</p> <ul style="list-style-type: none"> <li>• Develop light pattern as per photoshoot requirement</li> <li>• Use types of light &amp; accessories as per photoshoot requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how to soften light</li> <li>• Describe shades, &amp; reflection of lights &amp; its usage</li> <li>• Explain techniques for the usage of types of lights</li> <li>• Describe techniques of setting up light at the location</li> </ul>	<p><b>Hours</b></p> <p><b>Practical: 15 Hours</b></p>	<p>Reflectors</p> <p>Backdrops</p> <p>Photography accessories (Filter, Color Cards)</p> <p>Lights &amp; Accessories</p> <p>Zoom Lenses</p> <p>Telephoto Lenses</p> <p>Wide angle Lenses</p>	
<p><b>LU4: Light the Subject</b></p>	<p>Identify subject's light</p> <p>Apply shade &amp; reflection on subject</p> <p>Create astatically lights on subject</p> <p>Create angles of lights on subject</p> <p>Set lights on location as per light plan</p>	<ul style="list-style-type: none"> <li>• Explain techniques of lighting the subject</li> <li>• Explain how to apply shade &amp; reflection on subject</li> <li>• Describe aesthetical technique to for lighting the subject</li> <li>• Explain techniques to create angles of lights on subject</li> <li>• Describe techniques to set lights on location as per light plan</li> </ul>	<p><b>Total: 20 Hours</b></p> <p><b>Theory: 5 Hours</b></p> <p><b>Practical: 15 Hours</b></p>	<p>DSLR Camera</p> <p>Monopod</p> <p>Tripod</p> <p>Light Meter</p> <p>Reflectors</p> <p>Backdrops</p> <p>Photography accessories (Filter, Color Cards)</p> <p>Lights &amp; Accessories</p> <p>Zoom Lenses</p>	<p>Classroom with multimedia aid</p> <p>Training Studio</p>

				Telephoto Lenses Wide angle Lenses	
<b>LU5:</b> Wrap up equipment & Accessories	<p>Prepare equipment &amp; accessories check list</p> <p>Identify packaging &amp; boxes requirement of equipment</p> <p>Pack equipment &amp; accessories as per manufacturer's instruction</p> <p>Arrange transportation as per manufacturer's instruction</p>	<ul style="list-style-type: none"> <li>• Describe how to prepare equipment &amp; accessories check list</li> <li>• Explain how to Identify packaging &amp; boxes requirement of equipment</li> <li>• Describe Pack equipment &amp; accessories as per manufacturer's instruction</li> </ul>	<p><b>Total: 20 Hours</b></p> <p><b>Theory: 5 Hours</b></p> <p><b>Practical: 15 Hours</b></p>	<p>DSLR Camera</p> <p>Monopod</p> <p>Tripod</p> <p>Light Meter</p> <p>Reflectors</p> <p>Backdrops</p> <p>Photography accessories (Filter, Color Cards)</p> <p>Lights &amp; Accessories</p> <p>Zoom Lenses</p> <p>Telephoto Lenses</p> <p>Wide angle Lenses</p>	<p>Classroom with multimedia aid</p> <p>Training Studio</p>

# MEDIA DEVELOPER



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Module-4

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National Vocational Certificate Level 3

Version 1 - November, 2019

## Module 4: 021100993 Set Photographic Composition

**Objective of the module:** After successful completion of this module, the student will be competent in set photographic composition for photography according to professional standards

**Duration:** 60 Hours      **Theory:** 12 hours      **Practical:** 48 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Develop Location Design	<ul style="list-style-type: none"> <li>Identify location design requirements for location as per photoshoot</li> <li>Prepare location design as per project</li> <li>Set background as per location design</li> </ul>	<ul style="list-style-type: none"> <li>Explain location design</li> <li>Explain background &amp; its importance for composition</li> <li>Describe technique to Set background</li> </ul>	<b>Total: 15 Hours</b>  <b>Theory: 3 Hours</b>  <b>Practical: 12 Hours</b>	DSLR Camera Monopod Tripod Light Meter Reflectors Backdrops Photography accessories (Filter, Color Cards) Lights & Accessories Zoom Lenses Telephoto Lenses Wide angle Lenses	Classroom with multimedia aid  Training Studio
<b>LU2:</b> Identify & Arrange Props	<ul style="list-style-type: none"> <li>Identify and select props as per location design</li> </ul>	<ul style="list-style-type: none"> <li>Explain props &amp; its usage</li> <li>Explain techniques to use props for composition</li> </ul>	<b>Total: 15 Hours</b>	DSLR Camera Monopod	Classroom with multimedia aid  Training Studio

for Project	<ul style="list-style-type: none"> <li>• Arrange props as per location design</li> </ul>		<b>Theory: 3 Hours</b>  <b>Practical: 12 Hours</b>	Tripod Light Meter Reflectors Backdrops Photography accessories (Filter, Color Cards) Lights & Accessories Zoom Lenses Telephoto Lenses Wide angle Lenses	
<b>LU3:</b> Arrange Subject	<ul style="list-style-type: none"> <li>• Identify &amp; select subject as per photoshoot requirement</li> <li>• Synchronize subject with Light as per photoshoot requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain subject in photography</li> <li>• Explain techniques to synchronize light with subject</li> <li>• Explain compositional frames and its importance</li> </ul>	<b>Total: 15 Hours</b>  <b>Theory: 3 Hours</b>  <b>Practical: 12</b>	DSLR Camera Monopod Tripod Light Meter Reflectors Backdrops Photography accessories (Filter, Color Cards) Lights &	Classroom with multimedia aid Training Studio



				Accessories Zoom Lenses Telephoto Lenses Wide angle Lenses	
<b>LU4: Compose Image</b>	<ul style="list-style-type: none"> <li>Identify frame as per photo shoot requirement</li> <li>Identify composition angles as per photo shoot requirement</li> <li>Apply composition rules as per photo shoot requirement</li> <li>Use light angles according to composition</li> </ul>	<ul style="list-style-type: none"> <li>Define composition rules &amp; its usage</li> <li>Explain basic four composition rules &amp; its usage</li> <li>Explain composition angles &amp; its usage</li> <li>Explain techniques to compose image</li> <li>Explain use of light angles according to composition</li> </ul>	<b>Total15</b>  <b>Theory:3</b>  <b>Practical:12</b>	DSLR Camera Monopod Tripod Light Meter Reflectors Backdrops Photography accessories (Filter, Color Cards) Lights & Accessories Zoom Lenses Telephoto Lenses Wide angle Lenses	Classroom with multimedia aid Training Studio

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Module-5

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Version 1 - November, 2019

## Module 5: 021100994 Capture Image

**Objective of the module:** After successful completion of this module, the student will be competent in capture image for photography according to professional standards

**Duration:** 80 Hours      **Theory:** 25 Hours      **Practical:** 55 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Identify & select camera	<ul style="list-style-type: none"> <li>Identify cameras as per photo shoot requirement</li> <li>Select camera model as per photo shoot requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain purpose of camera &amp; its types</li> <li>Explain Photography &amp; its history</li> <li>Explain Megapixel &amp; its purpose</li> <li>Explain Crop frame/ Full frame &amp; its purpose</li> </ul>	<p><b>Total: 16 Hours</b></p> <p><b>Theory: 5 Hours</b></p> <p><b>Practical: 11 Hours</b></p>	DSLR Camera Camera Battery Camera Backpack Tripod & Monopod Zoom Lenses Telephoto Lenses Wide angle Lenses Light Meter Lights & Light Equipements Reflectors Photography Accessories (Filter & Color Card)	Classroom with multimedia aid  Training Studio
<b>LU2:</b> Identify & select camera lenses	<ul style="list-style-type: none"> <li>Identify camera lenses as per photo shoot requirement</li> <li>Select camera lenses as per photo shoot requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain Lenses &amp; its types</li> <li>Describe focal length &amp; its purpose</li> <li>Explain purpose of lenses &amp; its types</li> <li>Explain Aperture &amp; its importance</li> <li>Explain camera lenses purpose as</li> </ul>	<p><b>Total: 16 Hours</b></p> <p><b>Theory: 5 Hours</b></p>	DSLR Camera Camera Battery Camera Backpack Tripod & Monopod	Classroom with multimedia aid  Training Studio

		per subject requirement	<b>Practical: 11 Hours</b>	Zoom Lenses Telephoto Lenses Wide angle Lenses Light Meter Lights & Light Equipements Reflectors Photography Accessories (Filter & Color Card)	
<b>LU3:</b> Adjust lighting & exposure	<ul style="list-style-type: none"> <li>Identify exposure as per location</li> <li>Set metering system as per photo shoot requirement</li> <li>Adjust light as per exposure as photo shoot requirement</li> <li>Adjust ISO as per location</li> <li>Adjust White-balance/Kalvin as per location</li> <li>Adjust Shutter</li> </ul>	<ul style="list-style-type: none"> <li>Explain exposure</li> <li>Explain techniques of setting exposure</li> <li>Explain metering system</li> <li>Explain ISO</li> <li>Explain purpose of ISO</li> <li>Explain White balance/kelvin</li> <li>Explain purpose of white balance/kelvin</li> <li>Explain shutter speed and its purpose</li> <li>Explain aperture and its purpose</li> <li>Explain depth of field/Shallow depth</li> </ul>	<b>Total: 16 Hours</b>  <b>Theory: 5 Hours</b>  <b>Practical: 11 Hours</b>	DSLR Camera Camera Battery Camera Backpack Tripod & Monopod Zoom Lenses Telephoto Lenses Wide angle Lenses Light Meter Lights & Light Equipements Reflectors Photography Accessories (Filter & Color Card)	Classroom with multimedia aid Training Studio

	<p>Speed as per photo shoot requirement</p> <ul style="list-style-type: none"> <li>Adjust Aperture as per photo shoot requirement</li> <li>Adjust depth of field as per photo shoot requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain techniques to use depth of field</li> <li>Explain Aperture vs Shutter Speed</li> <li>Explain Aperture vs ISO</li> <li>Explain color theory</li> </ul>			
<b>LU4:</b> Operate Camera	<ul style="list-style-type: none"> <li>Prepare camera as per photo shoot requirement</li> <li>Set modes of camera as per photo shoot requirement</li> <li>Use functions of camera as per photo shoot requirement</li> <li>Capture photo and</li> <li>Review captured image</li> </ul>	<ul style="list-style-type: none"> <li>Explain functions of camera &amp; their purpose</li> <li>Explain modes of camera &amp; their purpose</li> <li>Explain long &amp; slow exposure techniques in photography</li> <li>Explain bracketing and HDR</li> </ul>	<p><b>Total: 16 Hours</b></p> <p><b>Theory: 5 Hours</b></p> <p><b>Practical: 11 Hours</b></p>	<p>DSLR Camera</p> <p>Camera Battery</p> <p>Camera Backpack</p> <p>Tripod &amp; Monopod</p> <p>Zoom Lenses</p> <p>Telephoto Lenses</p> <p>Wide angle Lenses</p> <p>Light Meter</p> <p>Lights &amp; Light Equipements</p> <p>Reflectors</p> <p>Photography Accessories (Filter &amp; Color Card)</p>	<p>Classroom with multimedia aid</p> <p>Training Studio</p>
<b>LU 5 :</b> Use techniques to capture photograph	<ul style="list-style-type: none"> <li>Use long &amp; low exposure techniques</li> </ul>	<ul style="list-style-type: none"> <li>Explain camera panning technique in photography</li> <li>Explain shallow depth of field</li> </ul>	<p><b>Total: 16 Hours</b></p>	<p>DSLR Camera</p> <p>Camera Battery</p>	<p>Classroom with multimedia aid</p> <p>Training Studio</p>

	<ul style="list-style-type: none"> <li>• Use camera panning techniques</li> <li>• Use shallow depth of field techniques</li> <li>• Use portrait bokeh techniques</li> <li>• Use exposure manipulation technique</li> </ul>	<p>technique in photography</p> <ul style="list-style-type: none"> <li>• Explain portrait bokeh technique in photography</li> <li>• Explain exposure manipulation technique in photography</li> <li>• Explain multiple Exposure</li> <li>• Explain slow shutter speed vs fast speed</li> </ul>	<p><b>Theory: 5 Hours</b></p> <p><b>Practical: 11 Hours</b></p>	<p>Camera Backpack</p> <p>Tripod &amp; Monopod</p> <p>Zoom Lenses</p> <p>Telephoto Lenses</p> <p>Wide angle Lenses</p> <p>Light Meter</p> <p>Lights &amp; Light Equipements</p> <p>Reflectors</p> <p>Photography Accessories (Filter &amp; Color Card)</p>	
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# MEDIA DEVELOPER



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Module-6

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Version 1 - November, 2019

## Module 6: 021100995 Edit Photos

**Objective of the module:** After successful completion of this module, the student will be competent in Edit Photos for photography according to professional standards.

**Duration:** 80 Hours      **Theory:** 24 Hours      **Practical:** 56 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Identify editing needs	<ul style="list-style-type: none"> <li>Sort images for editing</li> <li>Review images</li> </ul>	<ul style="list-style-type: none"> <li>Explain Editing</li> <li>Explain editing software and their uses</li> <li>Explain image editing on editing software</li> <li>Explain ways to find editing need of image</li> <li>Explain ways to review images</li> <li>Explain image tonal range</li> <li>Explain color theory</li> <li>Explain color modes</li> </ul>	<b>Total: 20 Hours</b>  <b>Theory: 6 Hours</b>  <b>Practical: 14 Hours</b>	Computer Multimedia Scanner Desktop Photo printer Adobe Creative Suit	Classroom or Computer Lab with multimedia aid
<b>LU2:</b> Mange elements & formats	<ul style="list-style-type: none"> <li>Identify format of image</li> <li>Set workspace on editing software as per requirement</li> <li>Set format of image on editing software as per requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain image file formats</li> <li>Explain difference b/w file formats</li> <li>Explain working environment on editing software</li> <li>Explain customizing working environment on editing software</li> <li>Explain sizes &amp; resolution of images &amp; its purposes</li> </ul>	<b>Total: 20 Hours</b>  <b>Theory: 6 Hours</b>  <b>Practical: 14 Hours</b>	Computer Multimedia Scanner Desktop Photo printer Adobe Creative Suit	Classroom or Computer Lab with multimedia aid



	<ul style="list-style-type: none"> <li>• Set image size on editing software as per requirement</li> <li>• Set image resolution on editing software as per requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain Camera and software file format</li> </ul>			
<b>LU3: Select tools and filters</b>	<ul style="list-style-type: none"> <li>• Identify &amp; Select tools as per editing requirement on editing software</li> <li>• Identify &amp; Select filters as per editing requirement on editing software</li> </ul>	<ul style="list-style-type: none"> <li>• Explain toolbox &amp; filters of editing software</li> <li>• Explain techniques of using toolbox for editing image</li> <li>• Explain techniques of refining image on editing software</li> </ul>	<p><b>Total: 20 Hours</b></p> <p><b>Theory: 6 Hours</b></p> <p><b>Practical: 14 Hours</b></p>	<p>Computer Multimedia</p> <p>Scanner</p> <p>Desktop Photo printer</p> <p>Adobe Creative Suit</p>	Classroom with multimedia aid
<b>LU4: Preform Photo editing</b>	<ul style="list-style-type: none"> <li>• Create Layout on editing software</li> <li>• Manage layers on editing software</li> <li>• Manage color of image on editing software as per requirement</li> <li>• Use editing software tools as per</li> </ul>	<ul style="list-style-type: none"> <li>• Explain design principles</li> <li>• Explain techniques of recomposing image on editing software</li> <li>• Describe techniques to Create Layout on editing software</li> <li>• Describe techniques to Manage layers on editing software</li> <li>• Describe technique to Manage color/contrast of image on editing</li> <li>• Explain filters and their effects</li> </ul>	<p><b>Total: 20 Hours</b></p> <p><b>Theory: 6 Hours</b></p> <p><b>Practical: 14 Hours</b></p>	<p>Computer Multimedia</p> <p>Scanner</p> <p>Desktop Photo printer</p> <p>Adobe Creative Suit</p>	Classroom with multimedia aid

	<p>requirement</p> <ul style="list-style-type: none"><li>• Apply design principles</li><li>• Apply filter of editing software as per requirement</li><li>• Refine image as per editing requirement</li><li>• Recompose image as per editing requirement</li><li>• Design albums on editing software</li></ul>				
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Module-7

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National Vocational Certificate Level 3

Version 1 - November, 2019

## Module 7: 021100990 Select & Prepare work for exhibition

**Objective of the module:** After successful completion of this module, the student will be competent in select & prepare work for exhibition according to professional standards

**Duration:** 20 Hours      **Theory:** 5 Hours      **Practical:** 15 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Select work to submit for exhibition	<ul style="list-style-type: none"> <li>Identify type of exhibition</li> <li>Select Theme for exhibition</li> <li>Select photograph as per theme</li> <li>Prepare work for exhibition</li> </ul>	<ul style="list-style-type: none"> <li>Explain types of exhibitions</li> <li>Determine sources of exhibition</li> <li>Explain concept of theme</li> <li>Explain techniques of theme selection</li> <li>Explain printing and appropriate size</li> <li>Explain how to display photograph</li> </ul>	<b>Total:8</b>  <b>Theory:2</b>  <b>Practical:6</b>	Computer Multimedia Scanner Desktop Photo printer Adobe Creative Suit	Classroom with multimedia aid Training Studio
<b>LU2:</b> Organize selected work for exhibition	<ul style="list-style-type: none"> <li>Prepare exhibition plan</li> <li>Select venue for exhibition</li> <li>Design invitation card as per exhibition theme</li> <li>Perform Promotion of exhibition</li> <li>Display work as per exhibition/theme</li> </ul>	<ul style="list-style-type: none"> <li>Define exhibition plan</li> <li>Explain techniques of preparing exhibition plan</li> <li>Explain promotion on media</li> <li>Explain exhibition venue</li> <li>Explain selection criteria of venue</li> <li>Explain Online/Virtual Exhibition</li> <li>Explain importance of invitation cards for exhibition</li> </ul>	<b>Total: 12</b>  <b>Theory:3</b>  <b>Practical:9</b>	Computer Multimedia Scanner Desktop Photo printer Adobe Creative Suit	Classroom with multimedia aid Training Studio

# MEDIA DEVELOPER



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Module-8

CBT Curriculum

National Vocational Certificate Level 3

Version 1 - November, 2019

## Module 8: Plan and Organize Work

**Objective of the module:** After successful completion of this module, the student will be competent in plan & organize work according to professional standards

**Duration:** 20 Hours      **Theory:** 5 Hours      **Practical:** 15 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Set objectives and plan work activities	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Identify work objectives in consultation with supervisor and consistent with organizational aims.</li> <li>Determine work activities are determined, consistent with, and linked to objectives and broken down into steps in accordance with set time frames.</li> <li>Establish work activity priorities and deadlines in consultation with</li> </ul>	<ul style="list-style-type: none"> <li>Define communication skills: sharing information, listening and understanding, negotiation, facilitation and team collaboration</li> <li>Define conducting team meetings, coordinating, leading, motivation skills</li> <li>Explain organization's strategic plan, policies rules and regulations, laws and objectives for work unit activities and priorities</li> <li>Explain organizations policies, strategic plans, guidelines related to the role of the work unit</li> <li>Explain organizing, planning and presentation skills</li> </ul>	<b>Total:</b> 6 Hours  <b>Theory:</b> 2 hours  <b>Practical:</b> 4 Hours	Computer Multimedia Printer	Classroom or Computer Lab with multimedia aid

	<p>others, as appropriate, optimizing the use of time and resources.</p> <ul style="list-style-type: none"> <li>• Identify own and team responsibilities and levels of authority to ensure understanding of roles.</li> <li>• Develop feedback mechanisms, key dates and performance indicators for monitoring and evaluation purposes</li> <li>• Assess &amp; allocate resource implications of the work activities for appropriate consistent with workplace procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain team work and consultation strategies</li> </ul>			
<p><b>LU2:</b> Plan and schedule work</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Schedule of work</li> </ul>	<ul style="list-style-type: none"> <li>• Define communication skills: sharing information, listening</li> </ul>	<p><b>Total: 6 Hours</b></p>	<p>Computer Multimedia</p>	<p>Classroom or Computer Lab with multimedia aid</p>

<p>activities</p>	<p>activities is coordinated with personnel concerned.</p> <ul style="list-style-type: none"> <li>• Conduct work within established workplace policies and the business goals of the workplace.</li> <li>• Schedule work tasks.</li> </ul>	<p>and understanding, negotiation, facilitation and team collaboration</p> <ul style="list-style-type: none"> <li>• Define conducting team meetings, coordinating, leading, motivation skills</li> <li>• Explain organization's strategic plan, policies rules and regulations, laws and objectives for work unit activities and priorities</li> <li>• Explain organizations policies, strategic plans, guidelines related to the role of the work unit</li> <li>• Explain organizing, planning and presentation skills</li> <li>• Explain team work and consultation strategies</li> </ul>	<p><b>Theory:</b> 2 hours</p> <p><b>Practical:</b> 4 Hours</p>	<p>Printer</p>	
<p><b>LU3:</b> Implement work plans</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Identify Work methods and practices in</li> </ul>	<ul style="list-style-type: none"> <li>• Define communication skills: sharing information, listening and understanding, negotiation, facilitation and team collaboration</li> </ul>	<p><b>Total:</b> 6 Hours</p> <p><b>Theory:</b> 2 hours</p>	<p>Computer Multimedia Printer</p>	<p>Classroom or Computer Lab with multimedia aid</p>



	<p>consultation with personnel concerned.</p> <ul style="list-style-type: none"> <li>Implement Work plans in accordance with set time frames, resources and standards.</li> </ul>	<ul style="list-style-type: none"> <li>Define conducting team meetings, coordinating, leading, motivation skills</li> <li>Explain organization's strategic plan, policies rules and regulations, laws and objectives for work unit activities and priorities</li> <li>Explain organizations policies, strategic plans, guidelines related to the role of the work unit</li> <li>Explain organizing, planning and presentation skills</li> <li>Explain team work and consultation strategies</li> </ul>	<p><b>Practical:</b> 4 Hours</p>		
<p><b>LU4:</b> Monitor work activities</p>	<ul style="list-style-type: none"> <li><b>The trainee will be able to:</b></li> <li>Monitor &amp; Compare work activities are monitored with set objectives.</li> <li>Monitor work performance.</li> </ul>	<ul style="list-style-type: none"> <li>Define communication skills: sharing information, listening and understanding, negotiation, facilitation and team collaboration</li> <li>Define conducting team meetings, coordinating, leading, motivation skills</li> </ul>	<p><b>Total:</b> 6 Hours</p> <p><b>Theory:</b> 2 hours</p> <p><b>Practical:</b></p>	<p>Computer Multimedia Printer</p>	<p>Classroom or Computer Lab with multimedia aid</p>

	<ul style="list-style-type: none"> <li>• Report deviations from work activities and recommend with appropriate personnel and in accordance with set standards.</li> <li>• Compile reporting requirements with in accordance with recommended format.</li> <li>• Prepare &amp; maintain files in accordance with standard operating procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain organization's strategic plan, policies rules and regulations, laws and objectives for work unit activities and priorities</li> <li>• Explain organizations policies, strategic plans, guidelines related to the role of the work unit</li> <li>• Explain organizing, planning and presentation skills</li> <li>• Explain team work and consultation strategies</li> </ul>	4 Hours		
<p><b>LU5:</b> Review and evaluate work plans and activities</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Review work plans, strategies and implementation based on relevant and current information.</li> <li>• Review is based on comprehensive</li> </ul>	<ul style="list-style-type: none"> <li>• Define communication skills: sharing information, listening and understanding, negotiation, facilitation and team collaboration</li> <li>• Define conducting team meetings, coordinating, leading, motivation skills</li> <li>• Explain organization's strategic plan, policies rules and regulations,</li> </ul>	<p><b>Total:</b> 6 Hours</p> <p><b>Theory:</b> 2 hours</p> <p><b>Practical:</b> 4 Hours</p>	<p>Computer Multimedia Printer</p>	<p>Classroom or Computer Lab with multimedia aid</p>

	<p>consultation with appropriate personnel on outcomes of work plans and reliable feedback.</p> <ul style="list-style-type: none"> <li>• Identify &amp; Develop ways to improve competence within available opportunities accordingly to feedback.</li> <li>• Conduct performance appraisal in accordance with organization rules and regulations.</li> <li>• Prepare performance appraisal report as per organization requirements.</li> <li>• Prepare recommendations</li> </ul>	<p>laws and objectives for work unit activities and priorities</p> <ul style="list-style-type: none"> <li>• Explain organizations policies, strategic plans, guidelines related to the role of the work unit</li> <li>• Explain organizing, planning and presentation skills</li> <li>• Explain team work and consultation strategies</li> </ul>			
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	<p>and presented to appropriate personnel/authorities.</p> <ul style="list-style-type: none"><li>• Prepare &amp; Implement feedback mechanisms in line with organization policies.</li></ul>				
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# MEDIA DEVELOPER



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Module-9

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National Vocational Certificate Level 3

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## Module 9: 021100991 Develop Library

**Objective of the module:** After successful completion of this module, the student will be competent in Develop Library according to professional standards

**Duration:** 80 Hours      **Theory:** 20 Hours      **Practical:** 60 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Collect Storyboard/Script	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Review Script &amp; Storyboard</li> <li>Identify requirement for video editing as per script/storyboard</li> <li>Make notes for editing</li> </ul>	<ul style="list-style-type: none"> <li>Explain content of story board and concept</li> <li>Explain video editing</li> <li>Explain video editing requirements</li> <li>Explain how to store, manage and archive data</li> <li>Explain the importance of making notes for editing</li> </ul>	<p><b>Total</b> 5 Hours</p> <p><b>Theory:</b> 1 Hours</p> <p><b>Practical:</b> 4 Hours</p>	<p>Computer Multimedia Adobe Creative Suit Final Cut Pro</p>	Classroom or Computer Lab with multimedia aid
<b>LU2:</b> Collect Stock Footage	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Receive video shoot log sheet</li> <li>Label received tapes/drives</li> <li>Ensure desired quality of the</li> </ul>	<ul style="list-style-type: none"> <li>Explain Log Sheets and importance</li> <li>How to use Log Sheets</li> <li>Labeling and its Importance</li> <li>Explain editing software and its functions</li> <li>Explain Video Quality</li> <li>Explain Stock Footage and its uses</li> <li>Importance of Organizing data in folders</li> </ul>	<p><b>Total</b> 5 Hours</p> <p><b>Theory:</b> 1 Hours</p> <p><b>Practical:</b> 4 Hours</p>	<p>Computer Multimedia Adobe Creative Suit Final Cut Pro</p>	Classroom or Computer Lab with multimedia aid

	footage <ul style="list-style-type: none"> <li>• Prepare stock footage record</li> <li>• Organize footage in respective folders</li> </ul>	<ul style="list-style-type: none"> <li>• Explain patch and connect in video &amp; audio grabbing</li> </ul>			
<b>LU3: Grab Video</b>	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Check equipment availability and performance</li> <li>• Verify patching / connectivity</li> <li>• Create project with relevant settings</li> <li>• Log and Capture video</li> <li>• Preview after capture</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Equipment</li> <li>• Connecting/Patching Equipment</li> <li>• Different types of video card cables</li> <li>• Explain different Video file formats</li> <li>• Explain different size and resolution of project</li> <li>• Explain editing software tools for grabbing video</li> </ul>	<b>Total</b> 5 Hours <b>Theory:</b> 1 Hours <b>Practical:</b> 4 Hours	Computer Multimedia Adobe Creative Suit Final Cut Pro	Classroom or Computer Lab with multimedia aid
<b>LU4: Grab Audio</b>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Check equipment availability and</li> </ul>	<ul style="list-style-type: none"> <li>• Connecting/Patching Equipment</li> <li>• Different types of sound cables</li> <li>• Explain Audio formats</li> </ul>	<b>Total</b> 5 Hours <b>Theory:</b>	Computer Multimedia Adobe Creative	Classroom or Computer Lab with multimedia aid

	<p>performance</p> <ul style="list-style-type: none"> <li>• Verify patching / connectivity</li> <li>• Log and capture (audio only)</li> <li>• Preview after capture</li> <li>• Import into project If audio is in digital format,</li> </ul>	<ul style="list-style-type: none"> <li>• Explain patching</li> <li>• Define Audio channels and levels</li> <li>• Define audio settings in detail</li> </ul>	<p>1 Hours</p> <p><b>Practical:</b></p> <p>4 Hours</p>	<p>Suit</p> <p>Final Cut Pro</p>	
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# MEDIA DEVELOPER



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Module-10

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## Module 10: 021100996 Perform Compositing

**Objective of the module:** After successful completion of this module, the student will be competent in perform compositing according to professional standards

**Duration:** 80 Hours      **Theory:** 30 Hours      **Practical:** 50 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Review Project Brief	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Identify instructions &amp; specification for compositing</li> <li>Identify objective of compositing</li> <li>Collect information for compositing</li> <li>Arrange data (images, Elements) as per project brief</li> </ul>	<ul style="list-style-type: none"> <li>Explain basics about titling, break bumpers, and end credits</li> <li>Define Compositing</li> <li>Define Animation</li> <li>Explain difference between animation &amp; compositing</li> <li>Explain difference between 2D &amp; 3D animation</li> <li>Explain in detail aftereffect workspace and all panels</li> </ul>	<b>Total</b> 12 Hours <b>Theory:</b> 3 Hours <b>Practical:</b> 9 Hours	Computer with Graphic Card Multimedia Adobe Creative Suit	Classroom or Computer Lab with multimedia aid
<b>LU2:</b> Set Compositing Properties	<ul style="list-style-type: none"> <li><b>The trainee will be able to:</b></li> <li>Select video format as per</li> </ul>	<ul style="list-style-type: none"> <li>Explain Compositing software</li> <li>Explain file formats</li> <li>Explain video formats &amp; its types</li> </ul>	<b>Total</b> 12 <b>Theory:</b>	Computer with Graphic Card Multimedia Adobe Creative	Classroom or Computer Lab with multimedia aid

	<p>project requirement</p> <ul style="list-style-type: none"> <li>• Select frame rate as per project requirement</li> <li>• Select resolution as per project requirement</li> <li>• Set composition duration as per project requirement</li> <li>• Set Background Color as per project requirement</li> <li>• Set composition duration as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain image formats &amp; its types</li> <li>• Explain resolution</li> <li>• Explain aspect ratios</li> <li>• Explain color adjustment</li> </ul>	<p>3 Hours</p> <p><b>Practical:</b> 9 Hours</p>	Suit	
<p><b>LU3:</b> Import Media</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Create data folders in compositing</li> </ul>	<ul style="list-style-type: none"> <li>• Explain types of images</li> <li>• Explain types of videos</li> <li>• Explain ways of importing different files in compositing software</li> <li>• Explain importing composition in composition</li> </ul>	<p><b>Total</b> 8 Hours</p> <p><b>Theory:</b> 2 Hours</p> <p><b>Practical:</b></p>	<p>Computer with Graphic Card Multimedia Adobe Creative Suit Computer with</p>	<p>Classroom or Computer Lab with multimedia aid</p>

	<p>software</p> <ul style="list-style-type: none"> <li>• Import images in compositing software as per project requirement</li> <li>• Import elements in compositing software as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• How to import as image sequence</li> </ul>	6 Hours	Graphic Card Multimedia Adobe Creative Suit	
<p><b>LU4:</b> Set Compositing Duration</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Set start frame as per project requirement</li> <li>• Set end frame as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Describe Composition</li> <li>• Explain different parts of composition</li> <li>• Explain Panels</li> <li>• Explain about safe frame</li> <li>• Explain compositing techniques</li> <li>• Explain key frames</li> </ul>	<p><b>Total</b> 16 hours</p> <p><b>Theory:</b> 4 Hours</p> <p><b>Practical:</b> 12 Hours</p>	Computer with Graphic Card Multimedia Adobe Creative Suit	Classroom or Computer Lab with multimedia aid
<p><b>LU5:</b> Create Animation</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Place elements/images into composition as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Define layer in compositing software</li> <li>• Explain layers types in compositing software</li> <li>• Define properties of Layers</li> <li>• Define panels on timeline</li> </ul>	<p><b>Total</b> 24 Hours</p> <p><b>Theory:</b> 6 Hours</p> <p><b>Practical:</b> 18 Hours</p>	Computer with Graphic Card Multimedia Adobe Creative Suit	Classroom or Computer Lab with multimedia aid

	<ul style="list-style-type: none"> <li>• Use solid layer for compositing as per project requirement</li> <li>• Use 2D/3D layers for compositing as per project requirement</li> <li>• Use cameras for compositing as per project requirement</li> <li>• Use key frames for compositing as per project requirement</li> <li>• Apply effects on layers as per project requirement</li> <li>• Perform compositing as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain techniques of using camera for compositing</li> <li>• Explain compositing software tools &amp; their function</li> <li>• Explain compositing software filters and their functions</li> <li>• Explain about rendering</li> <li>• Explain techniques to generate output</li> <li>• Explain output formats</li> <li>•</li> </ul>			
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	<ul style="list-style-type: none"> <li>• Set output format as per project requirement</li> <li>• Perform rendering as per set out format</li> </ul>				
<b>LU6:</b> Make Revisions	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Check final output</li> <li>• Make corrections if needed</li> </ul>	<ul style="list-style-type: none"> <li>• Explain importance of revision</li> <li>• Explain ways to review project</li> </ul>	<b>Total</b> 8 Hours  <b>Theory:</b> 2 Hours  <b>Practical:</b> 8 Hours	Computer with Graphic Card Multimedia Adobe Creative Suit	Classroom or Computer Lab with multimedia aid

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Module-11

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Version 1 - November, 2019

## Module 11: 021100997 Design Graphics

**Objective of the module:** After successful completion of this module, the student will be competent in Design Graphics according to professional standards

**Duration:** 80 Hours      **Theory:** 24 Hours      **Practical:** 56 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Review Design Brief	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Identify instructions &amp; specification for graphic design</li> <li>Identify objective of designing graphics</li> <li>Collect information for designing graphics</li> <li>Prepare notes for designing graphics</li> </ul>	<ul style="list-style-type: none"> <li>Explain graphic designing</li> <li>Explain graphics &amp; its types</li> <li>Explain design brief</li> <li>Explain Color Concept</li> <li>Explain Logo and logo types</li> <li>Explain Theme Design</li> </ul>	<b>Total</b> 20 Hours <b>Theory:</b> 6 Hours <b>Practical:</b> 14 Hours	Computer with Graphic Card Multimedia Adobe Creative Suit	Classroom or Computer Lab with multimedia aid
<b>LU2:</b> Select Tools for Designing Graphics	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Identify tools as</li> </ul>	<ul style="list-style-type: none"> <li>Explain toolbox in graphic designing software</li> <li>Explain functionality of tool in</li> </ul>	<b>Total</b> 20 Hours <b>Theory:</b>	Computer with Graphic Card Multimedia Adobe Creative	



	<p>per requirement on graphic designing software</p> <ul style="list-style-type: none"> <li>• Select tools as per requirement on graphic designing software</li> </ul>	<p>graphic software</p> <ul style="list-style-type: none"> <li>• Explain software tool techniques for designing graphics</li> </ul>	<p>6 Hours</p> <p><b>Practical:</b> 14 Hours</p>	Suit	
<p><b>LU3:</b> Prepare a Design Layout</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Set Size, &amp; Resolution as per design requirement</li> <li>• Draw Thumbnail Sketches as per graphic requirement</li> <li>• Create object as per graphic requirement</li> <li>• Write text as per graphic requirement</li> <li>• Create layout as per graphic</li> </ul>	<ul style="list-style-type: none"> <li>• Define title, break bumpers etc</li> <li>• Explain image dimensions &amp; resolutions</li> <li>• Explain layout in designing software</li> <li>• Explain importance of layout in designing software</li> <li>• Explain thumbnail sketches &amp; its importance</li> <li>• Explain techniques to create object in software</li> <li>• Explain techniques of creating layout in designing software</li> </ul>	<p><b>Total</b> 20 Hours</p> <p><b>Theory:</b> 6 Hours</p> <p><b>Practical:</b> 14 Hours</p>	<p>Computer with Graphic Card Multimedia Adobe Creative Suit</p>	<p>Classroom or Computer Lab with multimedia aid</p>

	<p>requirement</p> <ul style="list-style-type: none"> <li>• Save final layout as per requirement</li> </ul>				
<p><b>LU4:</b> Use Techniques for Designing Graphic</p>	<ul style="list-style-type: none"> <li>• <b>The trainee will be able to:</b></li> <li>• Use masking techniques</li> <li>• Use blending modes techniques</li> <li>• Use Layer Styles techniques</li> <li>• Use typography techniques</li> <li>• Use filter techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Explain masking techniques &amp; its purpose</li> <li>• Explain blending modes techniques &amp; its purpose</li> <li>• Explain Layer Styles techniques &amp; its purpose</li> <li>• Explain typography techniques &amp; its purpose</li> <li>• Explain filter techniques &amp; its purpose</li> </ul>	<p><b>Total</b> 20 Hours</p> <p><b>Theory:</b> 6 Hours</p> <p><b>Practical:</b> 14 Hours</p>	<p>Computer with Graphic Card Multimedia Adobe Creative Suit</p>	<p>Classroom or Computer Lab with multimedia aid</p>

# MEDIA DEVELOPER



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Module-12

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## Module 12: 021100998 Mix Sound

**Objective of the module:** After successful completion of this module, the student will be competent in Mix Sound according to professional standards

**Duration:** 80 Hours      **Theory:** 20 Hours      **Practical:** 60 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Prepare sound equipment	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Arrange equipment as per project requirement</li> <li>• Set equipment as per project requirement</li> <li>• Check channel levels</li> </ul>	<ul style="list-style-type: none"> <li>• Explain sound equipment &amp; its functions</li> <li>• Explain audio interfacing &amp; its purpose</li> <li>• Explain signals and leads male female connectors</li> <li>• Explain sound proofing</li> <li>• Explain waves and sound layers</li> <li>• Explain Audio recording software</li> <li>• Explain sound its frequencies in detail</li> </ul>	<p><b>Total</b> 20 Hours</p> <p><b>Theory:</b> 5 Hours</p> <p><b>Practical:</b> 15 Hours</p>	Computer with M Audio/Sound Forge Sound Card  Multimedia Adobe Creative Suit Sound Forge Mic with accessories 5.1 Channel Audio Speaker Headphones	Classroom or Computer Lab with multimedia aid
<b>LU2:</b> Record sound	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Connect Audio Interface as per project requirement</li> <li>• Record vocals as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain audio interfacing techniques</li> <li>• Explain vocals &amp; its recording techniques</li> <li>• Explain instruments recording &amp; its techniques</li> <li>• Explain track recording &amp; its techniques</li> </ul>	<p><b>Total</b> 24 Hours</p> <p><b>Theory:</b> 6 Hours</p> <p><b>Practical:</b> 18 Hours</p>	Computer with M Audio/Sound Forge Sound Card  Multimedia Adobe Creative Suit Sound Forge Mic with	Classroom or Computer Lab with multimedia aid

	<ul style="list-style-type: none"> <li>Record Instrument as per project requirement</li> <li>Record tracks as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain sound recording software like sound forge, adobe creative suit</li> <li>Explain channel leveling</li> </ul>		accessories 5.1 Channel Audio Speaker Headphones	
<b>LU3: Mix sound</b>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Set project format as per project requirement</li> <li>Load audio layers on sequence</li> <li>Perform audio treatment</li> <li>Perform audio editing</li> <li>Apply audio filter as per project requirement</li> <li>Perform audio mixing</li> <li>Select output format as project requirement</li> <li>Render final project</li> </ul>	<ul style="list-style-type: none"> <li>Explain audio treatment &amp; its purpose</li> <li>Explain audio treatment techniques and tools</li> <li>Explain using effects and transition</li> <li>Explain audio editing &amp; its techniques</li> <li>Explain audio filters &amp; its purposes</li> <li>Explain techniques of using filters in audio</li> <li>Explain audio mixing &amp; its techniques</li> </ul>	<p><b>Total</b> 36 Hours</p> <p><b>Theory:</b> 9 Hours</p> <p><b>Practical:</b> 27 Hours</p>	Computer with M Audio/Sound Forge Sound Card Multimedia Adobe Creative Suit Sound Forge Mic with accessories 5.1 Channel Audio Speaker Headphones	Classroom or Computer Lab with multimedia aid

# MEDIA DEVELOPER



Module-13

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## Module 13: 021100999 Carryout Non-Linear Editing

**Objective of the module:** After successful completion of this module, the student will be competent in carryout non-linear editing according to professional standards

**Duration:** 100 Hours    **Theory:** 30 Hours    **Practical:** 70 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Set project properties	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Select preset/mode of project</li> <li>• Set video format rate as per project requirement</li> <li>• Set aspect ratio as per project requirement</li> <li>• Set field as per project requirement</li> <li>• Set video format as per project requirement</li> <li>• Set audio bit rate</li> </ul>	<ul style="list-style-type: none"> <li>• Explain project properties &amp; their functions, its importance</li> <li>• Explain preset/mode in project properties</li> <li>• Explain video format rate &amp; its types</li> <li>• Explain video format rate purpose</li> <li>• Explain aspect ratios &amp; its purpose</li> <li>• Explain audio bit rate &amp; its purpose</li> <li>• Explain audio channels &amp; its function</li> </ul>	<b>Total</b> 16 Hours <b>Theory:</b> 4 Hours <b>Practical:</b> 12 Hours	Computer with, Graphic Card & Sound Card  Apple Mac Pro Multimedia Headphone 5.1 Channel Speaker Preview Monitor Adobe Creative Suit Final Cut Pro	Classroom or Computer Lab with multimedia aid

	<p>as per project requirement</p> <ul style="list-style-type: none"> <li>• Set audio channels as per project requirement</li> </ul>				
<p><b>LU2:</b> Import Data</p>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Import videos as per project requirement</li> <li>• Import graphics as per project requirement</li> <li>• Import Animation as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Describe handling different types of data</li> <li>• Explain Image and image sequencing</li> <li>• Define Importing Alpha Files</li> </ul>	<p><b>Total</b> 8 Hours</p> <p><b>Theory:</b> 2 Hours</p> <p><b>Practical:</b> 6 Hours</p>	<p>Computer with, Graphic Card &amp; Sound Card</p> <p>Apple Mac Pro</p> <p>Multimedia</p> <p>Headphone</p> <p>5.1 Channel Speaker</p> <p>Preview Monitor</p> <p>Adobe Creative Suit</p> <p>Final Cut Pro</p>	<p>Classroom or Computer Lab with multimedia aid</p>
<p><b>LU3:</b> Set Sequence</p>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Set video sequence on timeline as per project requirement</li> <li>• Set audio sequence on timeline as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain sequence</li> <li>• Explain sequencing in editing &amp; its importance</li> <li>• Explain sequence in sequencing in editing</li> <li>• Explain techniques of sequencing graphic, audio, &amp; video in editing software</li> </ul>	<p><b>Total</b> 16 Hours</p> <p><b>Theory:</b> 4 Hours</p> <p><b>Practical:</b> 12 Hours</p>	<p>Computer with, Graphic Card &amp; Sound Card</p> <p>Apple Mac Pro</p> <p>Multimedia</p> <p>Headphone</p> <p>5.1 Channel Speaker</p>	<p>Classroom or Computer Lab with multimedia aid</p>



	<ul style="list-style-type: none"> <li>Set graphic sequence on timeline as per project requirement</li> </ul>			Preview Monitor Adobe Creative Suit Final Cut Pro	
<b>LU4:</b> Balance Audio	<ul style="list-style-type: none"> <li><b>The trainee will be able to:</b></li> <li>Set audio channel levels as per project requirement</li> <li>Adjust audio gain as per project requirement</li> <li>Sync audio as per project requirement</li> <li>Link/unlink audio as per project requirement</li> <li>Perform audio treatment as per requirement</li> <li>Apply audio filter/effects as per requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain about tracks</li> <li>Explain audio balancing</li> <li>Describe audio Channels</li> <li>Explain audio gain</li> <li>Define Stereo and Mono</li> <li>Describe db</li> <li>Explain about audio balancing and its purpose</li> <li>Explain tools &amp; techniques for audio balancing</li> <li>Define functionality of audio balancing tools</li> <li>Explain about applying audio effects</li> </ul>	<b>Total</b> 8 Hours <b>Theory:</b> 2 Hours <b>Practical:</b> 6 Hours	Computer with, Graphic Card & Sound Card Apple Mac Pro Multimedia Headphone 5.1 Channel Speaker Preview Monitor Adobe Creative Suit Final Cut Pro	Classroom or Computer Lab with multimedia aid
<b>LU5:</b>	<b>The trainee will be able</b>	<ul style="list-style-type: none"> <li>Define color balancing &amp; its purpose</li> </ul>	<b>Total</b>	Computer with,	Classroom or

Perform Color Balancing/ Grading	<p><b>to:</b></p> <ul style="list-style-type: none"> <li>• Perform color treatment as per project requirement</li> <li>• Apply video effects as per project requirement</li> <li>• Apply video filter as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Define color balancing/grading techniques &amp; its tools</li> <li>• Define Video Effects in detail</li> </ul>	<p>12 Hours</p> <p><b>Theory:</b> 3 Hours</p> <p><b>Practical:</b> 9 Hours</p>	<p>Graphic Card &amp; Sound Card</p> <p>Apple Mac Pro</p> <p>Multimedia</p> <p>Headphone</p> <p>5.1 Channel Speaker</p> <p>Preview Monitor</p> <p>Adobe Creative Suit</p> <p>Final Cut Pro</p>	Computer Lab with multimedia aid
<p><b>LU6:</b></p> <p>Prepare Roughcut</p>	<p><b>The trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Cut video into segment as per project requirement</li> <li>• Set and Adjust length of clip/scene as per project requirement</li> <li>• Adjust sequence of clips &amp; tracks as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Explain rough cut &amp; its importance</li> <li>• Explain techniques of creating rough cut videos</li> <li>• Define Adjusting deferent sequences in a sequence</li> <li>• Explain About adding text in editing software.</li> <li>• Explain removing jitters and jerks &amp; its techniques</li> </ul>	<p><b>Total</b> 16 Hours</p> <p><b>Theory:</b> 4 Hours</p> <p><b>Practical:</b> 12 Hours</p>	<p>Computer with, Graphic Card &amp; Sound Card</p> <p>Apple Mac Pro</p> <p>Multimedia</p> <p>Headphone</p> <p>5.1 Channel Speaker</p> <p>Preview Monitor</p> <p>Adobe Creative Suit</p> <p>Final Cut Pro</p>	Classroom or Computer Lab with multimedia aid
<p><b>LU7:</b></p>	<p><b>The trainee will be able to:</b></p>	<ul style="list-style-type: none"> <li>• Define Importance of Review Timeline</li> </ul>	<p><b>Total</b></p>	<p>Computer with, Graphic Card &amp;</p>	Classroom or Computer Lab with

Make Revisions	<ul style="list-style-type: none"> <li>Review Timeline as per project requirement</li> <li>Make corrections as per project requirement</li> </ul>	<ul style="list-style-type: none"> <li>Explain ways to make corrections in project</li> </ul>	8 Hours <b>Theory:</b> 2 Hours <b>Practical:</b> 6 Hours	Sound Card Apple Mac Pro Multimedia Headphone 5.1 Channel Speaker Preview Monitor Adobe Creative Suit Final Cut Pro	multimedia aid
<b>LU8:</b> Prepare Final Cut	<b>The trainee will be able to:</b> <ul style="list-style-type: none"> <li>Add video &amp; audio transitions on timeline as per project requirement</li> <li>Perform sharp cut on timeline as per project requirement</li> <li>Perform timeline rendering</li> </ul>	<ul style="list-style-type: none"> <li>Define final cut &amp; its importance</li> <li>Explain sharp cut &amp; its techniques.</li> <li>Explain about applying video &amp; audio transactions</li> <li>Explain timeline rendering</li> </ul>	<b>Total</b> 8 Hours <b>Theory:</b> 2 Hours <b>Practical:</b> 6 Hours	Computer with, Graphic Card & Sound Card Apple Mac Pro Multimedia Headphone 5.1 Channel Speaker Preview Monitor Adobe Creative Suit Final Cut Pro	Classroom or Computer Lab with multimedia aid
<b>LU9:</b> Generate Output	<b>The trainee will be able to:</b>	<ul style="list-style-type: none"> <li>Describe different file formats</li> <li>Explain tools &amp; techniques of</li> </ul>	<b>Total</b> 8 Hours	Computer with, Graphic Card & Sound Card	Classroom or Computer Lab with multimedia aid

	<ul style="list-style-type: none"> <li>• Select output format as per project requirement</li> <li>• Export timeline as per select output format</li> </ul>	generating output	<b>Theory:</b> 2 Hours <b>Practical:</b> 6 Hours	Apple Mac Pro Multimedia Headphone 5.1 Channel Speaker Preview Monitor Adobe Creative Suit Final Cut Pro	
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## General assessment guidance for *Media Developer*

Good practice in Pakistan is to make use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

**Sessional assessment** is going on all the time. Its purpose is to provide feedback on what students are learning:

- To the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

**Final assessment** is the assessment, usually on completion of a course or module, which says whether or not the student has "Competent". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did performs the activity – assume considerable importance in final assessment.

### Methods of assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning contents can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, quality of executing the process, quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidences is gathered by direct observation of the student's performance.

Examples for direct assessment of a Media Developer include:

- Work performances, for example capture images.
- Demonstrations, for example demonstrating capture image, such as adjusting light and exposure.
- Direct questioning, where the assessor would ask the student what could be the precautions should be taken during capture image.

- Paper-based tests, such as multiple choice or short answer questions on set up light equipment and accessories for photography, set photography composition, capture image, edit photo.
- Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of a Media Developer include:

- Set photography composition, edit photo.
- Workplace documents, such as a register for recoding staking operations.

Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

### **Principles of assessment**

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess. For example, if capture image skills are to be assessed and certificated, the assessment should involve performance criteria that are directly related to that capture image activity. An interview about the effect of the capturing image processes on different type of equipment and accessories would not meet the performance criteria.

Reliability means that the assessment is consistent and reproducible. For example, if the work performance of edit photo has been assessed, another assessor (eg the future employer) should be able to see the same work performance and witness the same level of achievement.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

## **Assessment strategy for *Media Developer***

This curriculum consists of 13 modules:

1. Manage Customer Services & Sales
2. Manage Photography Project
3. Setup Light, Equipment & Accessories for Photography
4. Set Photographic Composition
5. Capture Image
6. Edit Photos
7. Select & Prepare work for exhibition
8. Plan and Organize Work
9. Develop Library
10. Perform Compositing
11. Design Graphics
12. Mix Sound
13. Carryout Non-Linear Editing

### **Sessional assessment**

The sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least 15-30mins per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

## **Final assessment**

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

The final theoretical assessment shall consist of 15-30min paper.

For the final practical assessment, each student shall be assessed over a period of one day, with one (8-hour) sessions on each day. During this period, each student must be assessed on his/her ability to make a 1 minute promo/show reel as per given assessor instruction, Perform photoshoot of assessor given subject in the studio.

There is no final practical assessment for Module 1: Apply Occupational Health & Safety Procedures at Workplace; Module 23: Develop Professionalism or Develop Communication Skills. Practical work for these modules shall be assessed on a sessional basis only.

## **The assessment team**

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 20 students shall therefore require assessments to be carried out over a four-day period. For a group of only 10 students, assessments would be carried out over a two-day period only.

## **Planning for assessment**

Sessional assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment programme for each group of five students. Training providers must agree for practical assessments in advance



## Complete list of tools and equipment

### List of Tools & Equipment's

Sr. no.	Tools & Equipment	Quantity
1.	Trainer Computer	1
2.	Multimedia	1
3.	Multi-Function Printer	1
4.	Desktop Photo Printer	1
5.	Trainee Computer Computer or Imac Spec: Intel Core i7 16GB RAM 1TB Hard Drive 8GB, 256bits Graphic Card M Audio/Sound Forge – Sound Card Other Essential Accessories	5
6.	Microsoft Office/Application Software	5
7.	Light meters	1
8.	Camera mounted flash TTL	1

<b>9.</b>	Umbrella	1
<b>10.</b>	Soft Box 60cm & 120cm with flash	1 each
<b>11.</b>	Octa 90cm & 180cm with flash	1 each
<b>12.</b>	Diffuser	1
<b>13.</b>	Reflectors	2
<b>14.</b>	Backdrops	1
<b>15.</b>	Photography accessories (filters, color card,)	1 set
<b>16.</b>	DSLR Camera	1
<b>17.</b>	Zoom Lenses	1
<b>18.</b>	Telephoto Lenses	1
<b>19.</b>	Wide angle Lenses	1
<b>20.</b>	Monopod	1
<b>21.</b>	Tripod	1
<b>22.</b>	Lights & Accessories	1 Set
<b>23.</b>	Camera Battery	2
<b>24.</b>	Camera Backpack	1
<b>25.</b>	Adobe Creative Suit	5
<b>26.</b>	Photo Frames	10
<b>27.</b>	Final Cut Pro	5
<b>28.</b>	Headphone	1
<b>29.</b>	5.1 Channel Speaker	1
<b>30.</b>	Preview Monitor	1
<b>31.</b>	Screw Driver	1
<b>32.</b>	Blower	1

### List of Personal Protective Equipment

Sr. #	Description	Specifications	Quantity
1.	First AID Box	Standard	2
2.	Fire Extinguisher Cylinder	Co2- 5 Kg	5
3.	Fire Blanket	Standard	2
4.	Fire Bucket	Standard	2
5.	Safety Gloves	Standard	5
6.	Safety Goggles	White	5
7.	Safety Shoes	Standard	5
8.	Safety Belt	Standard	5

## List of Stationary

Sr. #	Description
1.	Handbooks / Registers
2.	Pencils/ pens
3.	Rubbers
4.	Sharpeners
5.	Paper Cutter
6.	Seizers
7.	Colors
8.	White charts
9.	Brown sheets
10.	White board markers
11.	Permanent markers
12.	File cover and files
13.	Tag cards
14.	Small Knife and blades

## List of consumable supplies

### Credit values

The credit value of the National Certificate Level 3 in Media Developer is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

<b>Code</b>	<b>Competency Standards</b>	<b>Estimated Hours</b>	<b>Credit Hours</b>
1	Manage Customer Services & Sales	40	4
2	Manage Photography Project	40	4
3	Setup Light, Equipment & Accessories for Photography	100	10
4	Set Photographic Composition	60	6
5	Capture Image	80	8
6	Edit Photos	80	8
7	Select & Prepare work for exhibition	20	2
8	Apply Work Health and Safety Practices (WHS)	30	3
9	Identify and Implement Workplace Policy and Procedures	20	2
10	Communicate at Workplace	30	3
11	Perform Computer Application Skills	40	4
12	Manage Personal Finances	30	3
	Total	570	57

<b>1</b>	Plan and Organize Work	20	2
<b>2</b>	Develop Library	80	8
<b>3</b>	Perform Compositing	80	8
<b>4</b>	Design Graphics	80	8
<b>5</b>	Mix Sound	80	8
<b>6</b>	Carryout Non-Linear Editing	100	10
<b>7</b>	Apply Work Health and Safety Practices (WHS)	30	3
<b>8</b>	Identify and Implement Workplace Policy and Procedures	20	2
<b>9</b>	Communicate at Workplace	30	3
<b>10</b>	Perform Computer Application Skills	40	4
<b>11</b>	Manage Personal Finance	30	3
	<b>Total</b>	<b>590</b>	<b>59</b>

