



IT - ITes SSC  
**NASSCOM**



# Model Curriculum

**QP Name: Media Content Developer**

**QP Code: SSC/Q4602**

**QP Version: 1.0**

**NSQF Level: 3**

**Model Curriculum Version: 1.0**

IT-ITes Sector Skills Council NASSCOM | Plot No – 7,8,9 & 10, Sector 126, Noida, UP.  
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# Training Parameters

Sector	IT-ITeS
Sub-Sector	IT Services
Occupation	Application Development
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/ 2513.0101
Minimum Educational Qualification and Experience	12th grade pass OR 10th Grade Pass with 2 years of relevant experience* OR NSQF Level 2 with 3-year relevant experience*  *Relevant Experience: Computer Operation
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	15-02-2023
Next Review Date	15-08-2023
NSQC Approval Date	15-02-2023
QP Version	1.0
Model Curriculum Creation Date	15-02-2023
Model Curriculum Valid Up to Date	15-08-2023
Model Curriculum Version	1.0
Minimum Duration of the Course	210 hours
Maximum Duration of the Course	210 hours

## Program Overview

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

### Training Outcomes

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

- Evaluate the functioning of Business Requirement Specification, User Requirements Specification, Software Requirements Specification and Low-Level Design in the web development domain.
- Examine how assumptions, constraints, interfaces determine the process of web designing.
- Collate basic programming structures related to High Level design/Low Level Design and monitor the same.
- Examine how to create software code that is efficient, readable, and maintainable.
- Evaluate the process for converting designs into media and graphic content.
- Examine how to test new products and applications.
- Illustrate the various forms of coding tools required for software applications and web designs.
- Convert requirements into web content and graphic designs, leveraging reusable components.
- Discuss the technical validation of a web's HTML implementation.
- Demonstrate effective communication and collaboration with colleagues.
- Apply measures to maintain standards of health and safety at the workplace.
- Use different approaches to effectively manage and share data and information.
- Develop strong relationships at the workplace through effective communication and conflict management.
- Identify best practices to maintain an inclusive, environmentally sustainable workplace.

### Compulsory Modules

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

NOS and Module Details	Theory Duration (In Hours)	Practical Duration (In Hours)	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration (In Hours)
SSC/N0503 Develop media content and graphic designs for software products and applications NOS Version No. 2 NSQF Level 4	56:00	94:00	00:00	00:00	150:00



Module 1: Analysis and design of web-based applications	21:00	39:00	00:00	00:00	60:00
Module 2: Develop media content and graphics. designs for software products and applications	15:00	30:00	00:00	00:00	45:00
Module 3: Interpret designs specification	20:00	25:00	00:00	00:00	45:00
<b>Employability Skills (60 Hours)</b>	<b>24:00</b>	<b>36:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 4: Introduction to Employability Skills	00:30	01:00	00:00	00:00	01:30
Module 5: Constitutional values - Citizenship	00:30	01:00	00:00	00:00	01:30
Module 6: Becoming a Professional in the 21st Century	01:00	01:30	00:00	00:00	02:30
Module 7: Basic English Skills	04:00	06:00	00:00	00:00	10:00
Module 8: Career Development & Goal Setting	01:00	01:00	00:00	00:00	02:00
Module 9: Communication Skills	02:00	03:00	00:00	00:00	05:00
Module 10: Diversity & Inclusion	01:00	01:30	00:00	00:00	02:30
Module 11: Financial and Legal Literacy	02:00	03:00	00:00	00:00	05:00
Module 12: Essential Digital Skills	04:00	06:00	00:00	00:00	10:00
Module 13: Entrepreneurship	03:00	04:00	00:00	00:00	07:00
Module 14: Customer Service	02:00	03:00	00:00	00:00	05:00
Module 15: Getting ready for apprenticeship & Jobs	03:00	05:00	00:00	00:00	08:00
<b>Total Duration</b>	<b>80:00</b>	<b>130:00</b>	<b>60:00</b>	<b>00:00</b>	<b>210:00</b>



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## Module Details



## Module 1: Analysis and Design of Web Based Applications/

Mapped to SSC/N0503, v2.0

### Terminal Outcomes:

- Evaluate the process for converting designs into media and graphic content.
- Examine how to test new products and applications.

<b>Duration: 21:00(In Hours)</b>	<b>Duration: 39:00(In Hours)</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the implications that new products and applications may have on business processes.</li> <li>• Identify the sources of information to design software products and specifications.</li> <li>• List range of equipment used to design software products and applications.</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize basic program structures to design suitable software applications.</li> <li>• Determine how to test new products and applications to determine if they are fit for design purpose.</li> <li>• Evaluate common design defects and their resolution.</li> <li>• Examine functional and non-functional requirement for web-based applications.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
<b>Tools, Equipment and Other Requirements:</b>	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools HTML5, CSS, Flash, Photoshop, Windows media player, Eclipse, XAMPP	

## Module 2: Develop Media Content and Graphic Designs for Software Products and Application

Mapped to SSC/N0503, v2.0

### Terminal Outcomes:

- Illustrate the various forms of coding tools required for software applications and web designs.
- Convert requirements into web content and graphic designs, leveraging reusable components.

Duration: 15:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Select reusable components, media and graphical packages and tools to develop media content.</li> <li>• Identify any defects and corrective actions taken to improve media and graphics.</li> </ul>	<ul style="list-style-type: none"> <li>• Convert requirements into web content and graphic designs, leveraging reusable components.</li> <li>• Validate web content and graphic designs created.</li> <li>• Examine whether components are suitable for re-use before final corrections.</li> <li>• Review the final design before final software product application.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
<b>Tools, Equipment and Other Requirements:</b>	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools HTML5, CSS, Flash, Photoshop, Windows media player, Eclipse, XAMPP.	





## Module 3: Interpret Design Specification

Mapped to SSC/N0503, v2.0

### Terminal Outcomes:

- Check the technical implementation of the web design with validation tools.
- Discuss the technical validation of a web's HTML implementation.

Duration: 20:00(In Hours)	Duration: 25:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Identify the current practice in developing media content and graphic designs.</li> <li>• Discuss the technical validation of a web's HTML implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• Examine conversion process of media content and graphic designs using HLD and LLD application.</li> <li>• Test media content and graphic designs to validate their purpose in the configuration system.</li> <li>• Rework media content and graphic designs, to incorporate feedback.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
<b>Tools, Equipment and Other Requirements:</b>	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools HTML5, CSS, Flash, Photoshop, Windows media player, Eclipse, XAMPP.	



## Module 4: Inclusive and environmentally sustainable workplaces

Mapped to SSC/N9014, v2.0

### Terminal Outcomes:

- Illustrate sustainable practices at workplace for energy efficiency and waste management.
- Apply different approaches to maintain gender equality and increase inclusiveness for PwD.

Duration: 10:00(In Hours)	Duration: 20:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Describe different approaches for efficient energy resource utilisation and waste management.</li> <li>• Describe the importance of following the diversity policies.</li> <li>• Identify stereotypes and prejudices associated with people with disabilities and the negative consequences of prejudice and stereotypes.</li> <li>• Discuss the importance of promoting, sharing, and implementing gender equality and PwD sensitivity guidelines at organization level.</li> </ul>	<ul style="list-style-type: none"> <li>• Practice the segregation of recyclable, non-recyclable and hazardous waste generated.</li> <li>• Demonstrate different methods of energy resource use optimization and conservation.</li> <li>• Demonstrate essential communication methods in line with gender inclusiveness and PwD sensitivity.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
<b>Tools and Other Requirements:</b>	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities	

## **Module 5: Introduction to Employability Skills**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Discuss the Employability Skills required for jobs in various industries
- List different learning and employability related GOI and private portals and their usage

**Duration: 1.5 Hours (0.5 Theory + 1 Practical)**

## **Module 6: Constitutional values - Citizenship**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
- Show how to practice different environmentally sustainable practices

**Duration: 1.5 Hours (0.5 Theory + 1 Practical)**

## **Module 7: Becoming a Professional in the 21st Century**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Discuss importance of relevant 21st century skills.
- Exhibit 21st century skills like Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
- Describe the benefits of continuous learning

**Duration: 2.5 Hours (1 Theory + 1.5 Practical)**

## **Module 8: Basic English Skills**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
- Read and interpret text written in basic English
- Write a short note/paragraph / letter/e-mail using basic English

**Duration: 10 Hours (4 Theory + 6 Practical)**

## **Module 9: Career Development and Goal Setting**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Create a career development plan with well-defined short- and long-term goals

**Duration: 2 Hours (1 Theory + 1 Practical)**

## **Module 10: Communication skills**

*Mapped to NOS DGT/VSQ/N0102(Version No. 1)*

### **Key Learning Outcomes:**

- Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
- Explain the importance of active listening for effective communication
- Discuss the significance of working collaboratively with others in a team

**Duration: 5 Hours (2 Theory + 3 Practical)**

## **Module 11: Diversity and Inclusion**

*Mapped to NOS DGT/VSQ/N0102(Version No. 1)*

### **Key Learning Outcomes:**

- Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
- Discuss the significance of escalating sexual harassment issues as per POSH

**Duration: 2.5 Hours (1 Theory+ 1.5 Practical)**

## **Module 12: Financial and Digital Literacy**

*Mapped to NOS DGT/VSQ/N0102(Version No. 1)*

### **Key Learning Outcomes:**

- Outline the importance of selecting the right financial institution, product, and service
- Demonstrate how to carry out offline and online financial transactions, safely and securely

**Duration: 5 Hours (2 Theory+ 3 Practical)**

## **Module 13: Essential Digital Skills**

*Mapped to NOS DGT/VSQ/N0102(Version No. 1)*

### **Key Learning Outcomes:**

- Describe the role of digital technology in today's life
- Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
- Discuss the significance of displaying responsible online behaviour while browsing, using various social media platforms, e-mails, etc., safely and securely
- Create sample word documents, excel sheets and presentations using basic features
- utilize virtual collaboration tools to work effectively

**Duration: 10 Hours (4 Theory+ 6 Practical)**

## **Module 14: Entrepreneurship**

*Mapped to NOS DGT/VSQ/N0102(Version No. 1)*

### **Key Learning Outcomes:**

- Explain the types of entrepreneurship and enterprises
- Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
- Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
- Create a sample business plan, for the selected business opportunity

**Duration: 7 Hours (3 Theory+ 4 Practical)**

## **Module 15: Customer Service**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Describe the significance of analysing different types and needs of customers
- Explain the significance of identifying customer needs and responding to them in a professional manner.
- Discuss the significance of maintaining hygiene and dressing appropriately

**Duration: 5 Hours (2 Theory+ 3 Practical)**

## **Module 16: Getting Ready for Apprenticeship and Jobs**

*Mapped to NOS DGT/VSQ/N0102 (Version No. 1)*

### **Key Learning Outcomes:**

- Create a professional Curriculum Vitae (CV)
- Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
- Discuss the significance of maintaining hygiene and confidence during an interview
- Perform a mock interview
- List the steps for searching and registering for apprenticeship opportunities

**Duration: 8 Hours (3 Theory+ 5 Practical)**

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Minimum Graduate degree/ diploma in web design/ media design or any other related field.	Preferred Master's Degree in Media Design. OR CITS + 3 years domain experience required.	Minimum 2 years' experience in the Web Development domain		1 year preferred	Minimum 2 years' experience in the Web Development domain	Certification in relevant software competencies: Software Development Certifications in C++, Embedded, C#, C, Java etc., is an added advantage.

Trainer Certification	
Domain Certification	Platform Certification
Minimum accepted score in SSC Assessment is 80% per NOS being taught in "SSC/Q0503, V 2.0"	Recommended that the trainer is certified for the Job role "Trainer" mapped to the Qualification Pack "MEP/Q2601".  Minimum accepted score is 80% aggregate



## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in any discipline		2	Experience that involves client interaction	1-2	Experience that involves client interaction	

Assessor Certification	
Domain Certification	Platform Certification
Not Applicable	

## Assessment Strategy

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

### Assessment System Overview

A uniform assessment of job candidates as per industry standards facilitates progress of the industry by filtering employable individuals while simultaneously providing candidates with an analysis of personal strengths and weaknesses.

### Assessment Criteria

Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.

The assessment for the theory part will be based on a knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

Guidelines for Assessment			
Testing Environment	Tasks and Functions	Productivity	Teamwork
<ul style="list-style-type: none"> <li>Carry out assessments under realistic work pressures that are found in the normal industry workplace (or simulated workplace).</li> <li>Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace (or simulated workplace) environments.</li> </ul>	<ul style="list-style-type: none"> <li>Assess that all tasks and functions are completed in a way, and to a timescale, that is acceptable in the normal industry workplace.</li> <li>Assign workplace (or simulated workplace) responsibilities that enable learners to meet the requirements of the NOS.</li> </ul>	<ul style="list-style-type: none"> <li>Productivity levels must be checked to ensure that it reflects those that are found in the work situation being replicated.</li> </ul>	<ul style="list-style-type: none"> <li>Provide situations that allow learners to interact with the range of personnel and contractors found in the normal industry workplace (or simulated workplace).</li> </ul>



## **Assessment Quality Assurance framework**

NASSCOM provides two assessment frameworks NAC and NAC-Tech.

### **NAC (NASSCOM Assessment of Competence)**

NAC follows a test matrix to assess Speaking & Listening, Analytical, Quantitative, Writing, and Keyboard skills of candidates appearing for assessment.

### **NAC-Tech**

NAC-Tech test matrix includes assessment of Communication, Reading, Analytical, Logical Reasoning, Work Management, Computer Fundamentals, Operating Systems, RDBMS, SDLC, Algorithms & Programming Fundamentals, and System Architecture skills.

### **Methods of Validation**

To pass a QF, a trainee should score a minimum aggregate of 70% across qualification. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

### **Method of assessment documentation and access**

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by SSC assessment team. After upload, only SSC can access this data.

# References

## Glossary

Term	Description
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of the training</b> .
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module</b> . A set of terminal outcomes help to achieve the training outcome.
<b>National Occupational Standard</b>	National Occupational Standard specify the standard of performance an individual must achieve when carrying out a function in the workplace
<b>Persons With Disability</b>	Persons with Disability are those who have long-term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.
<b>Integrated Development Environment</b>	An integrated development environment is a software application that provides comprehensive facilities to computer programmers for software development.



## Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
SSC	Skill Sectors Councils
NASSCOM	National Association of Software & Service Companies
PwD	Persons with Disability