

Instruction Sheet for the Candidate

Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	Finalize the Design of a Newsletter
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Identify different types of newsletter • Select and use an appropriate software for newsletter composition • Prepare newsletter layout • Edit the newsletter template
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Identify different types of newsletter <ol style="list-style-type: none"> 1. Explore the Company Newsletter. 2. Explore the Consumer Newsletter. 3. Explore the Organization Newsletter 4. Find the difference between a Consumer newsletter and a company's newsletter. Select and use an appropriate software for newsletter composition <ol style="list-style-type: none"> 5. Identify the required features of an email software for developing newsletters. 6. Use the email software such as Mailchimp or Mailjet effectively. 7. Use Third Party Email Softwares Prepare newsletter layout <ol style="list-style-type: none"> 8. Write an eye-catching subject-line and preheader text. 9. Add top quality featured content for the company's newsletter. 10. Add compelling content for Consumer Newsletter. 11. Add engaging graphics to the newsletter. 12. Add social links to the newsletter. 13. Use "Call to Action" Buttons. Edit the newsletter template <ol style="list-style-type: none"> 14. Browse for the good newsletter templates. 15. Select the appropriate template as per the requirement. 16. Modify the newsletter template

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	Finalize the Design of a Newsletter
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Identify different types of newsletter • Select and use an appropriate software for newsletter composition • Prepare newsletter layout • Edit the newsletter template

I can.....

Performance Criteria	Yes	No
1. Explore the Company Newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
2. Explore the Consumer Newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
3. Explore the Organization Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
4. Find the difference between a Consumer newsletter and a company's newsletter	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the required features of an email software for developing newsletters.	<input type="checkbox"/>	<input type="checkbox"/>
6. Use the email software such as Mailchimp or Mailjet effectively.	<input type="checkbox"/>	<input type="checkbox"/>
7. Use Third Party Email Softwares	<input type="checkbox"/>	<input type="checkbox"/>
8. Write an eye-catching subject-line and preheader text.	<input type="checkbox"/>	<input type="checkbox"/>
9. Add top quality featured content for the company's newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
10. Add compelling content for Consumer Newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
11. Add engaging graphics to the newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
12. Add social links to the newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
13. Use "Call to Action" Buttons	<input type="checkbox"/>	<input type="checkbox"/>
14. Browse for the good newsletter templates	<input type="checkbox"/>	<input type="checkbox"/>

15. Select the appropriate template as per the requirement	<input type="text"/>	<input type="text"/>
16. Modify the newsletter template	<input type="text"/>	<input type="text"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	Finalize the Design of a Newsletter
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Identify different types of newsletter Select and use an appropriate software for newsletter composition Prepare newsletter layout Edit the newsletter template 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Explore the Company Newsletter			
2.	Explore the Consumer Newsletter.			
3.	Explore the Organization Newsletter			
4.	Find the difference between a Consumer newsletter and a company's newsletter			
5.	Identify the required features of an email software for developing newsletters.			
6.	Use the email software such as Mailchimp or Mailjet effectively.			
7.	Use Third Party Email Softwares			
8.	Write an eye-catching subject-line and preheader text			
9.	Add top quality featured content for the company's newsletter.			
10.	Add compelling content for Consumer Newsletter			
11.	Add engaging graphics to the newsletter.			
12.	Add social links to the newsletter.			
13.	Use "Call to Action" Buttons			
14.	Browse for the good newsletter templates			
15.	Select the appropriate template as per the requirement			
16.	Modify the newsletter template			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	Finalize the Design of a Newsletter
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define a newsletter?		
2.	Differentiate between Consumer Newsletter and Company's Newsletter?		
3.	Name the email softwares to develop a newsletter		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____