

## Instruction Sheet for the Candidate

<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate words & slogans
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Search persuasive words.</li> <li>• Select powerful words.</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Search persuasive words.</b></p> <ol style="list-style-type: none"> <li>1. Pinpoint the main theme of the issue at hand.</li> <li>2. Short list the most concise word(s) that bring out the theme.</li> </ol> <p><b>Select powerful words.</b></p> <ol style="list-style-type: none"> <li>3. Create the list of words related to movement and sound</li> <li>4. Choose words containing plosives with complete mouth closure (like p, t, k, b, g, and d).</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate words & slogans
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Search persuasive words.</li> <li>• Select powerful words.</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Pinpoint the main theme of the issue at hand.	<input type="checkbox"/>	<input type="checkbox"/>
2. Short list the most concise word(s) that bring out the theme.	<input type="checkbox"/>	<input type="checkbox"/>
3. Create the list of words related to movement and sound	<input type="checkbox"/>	<input type="checkbox"/>
4. Choose words containing plosives with complete mouth closure (like p, t, k, b, g, and d).	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate words & slogans
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	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

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Search persuasive words.</li> <li>Select powerful words.</li> </ul>		
<b>During the practical assessment, candidate demonstrated the following:</b>	<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1. Pinpoint the main theme of the issue at hand.			
2. Short list the most concise word(s) that bring out the theme.			
3. Create the list of words related to movement and sound			
4. Choose words containing plosives with complete mouth closure (like p, t, k, b, g, and d).			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>	

## Knowledge Assessment

<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate words & slogans
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </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 plosives		
2.	Describe the impact of the slogan on the brand		
3.	Give some examples of persuasive words		

<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____