

Instruction Sheet for the Candidate

Qualification	Copywriter (Content Writing)
Competency Standard	Include the client's core message in the content by keeping the target audience in mind.
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Identify client's message and the target audience • Perform research on the message and the audience
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Identify client's message and the target audience</p> <ol style="list-style-type: none"> 1. Read carefully the documents provided by the client. 2. Ask questions from the client to clarify any ambiguities. 3. Conduct interviews with the relevant people to reach a clear agreement <p>Perform research on the message and the audience</p> <ol style="list-style-type: none"> 1. Search for the other work done on the same message. 2. Look for the best words and visuals to engage with the target audience.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Copywriter (Content Writing)
Competency Standard	Discuss the client's core message in the content by keeping the target audience in mind.
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Identify client's message and the target audience Perform research on the message and the audience

I can.....

Performance Criteria	Yes	No
1. Read carefully the documents provided by the client.	<input type="checkbox"/>	<input type="checkbox"/>
2. Ask questions from the client to clarify any ambiguities.	<input type="checkbox"/>	<input type="checkbox"/>
3. Conduct interviews with the relevant people to reach a clear agreement	<input type="checkbox"/>	<input type="checkbox"/>
4. Search for the other work done on the same message.	<input type="checkbox"/>	<input type="checkbox"/>
5. Look for the best words and visuals to engage with the target audience.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Copywriter (Content Writing)
Competency Standard	Discuss the client's core message in the content by keeping the target audience in mind.
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 client's message and the target audience Perform research on the message and the audience 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Read carefully the documents provided by the client.			
2.	Ask questions from the client to clarify any ambiguities.			
3.	Conduct interviews with the relevant people to reach a clear agreement			
4.	Search for the other work done on the same message.			
5.	Look for the best words and visuals to engage with the target audience.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Copywriter (Content Writing)
Competency Standard	Discuss the client's core message in the content by keeping the target audience in mind.
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; 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 target audience.		
2.	What is a clear agreement with relevant people?		
3.	Give an example of audience psyche.		

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