

## Instruction Sheet for the Candidate

<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate infographics
<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>• Outline the goals of the infographic.</li> <li>• Collect data for the infographic.</li> <li>• Visualize data for the infographic.</li> <li>• Layout the infographic.</li> <li>• Add style to the infographic design.</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>Outline the goals of the infographic.</b></p> <ol style="list-style-type: none"> <li>1. Conduct overview of the topic.</li> <li>2. Simplify a complex process.</li> <li>3. Display research findings or survey data.</li> <li>4. Compare and contrast multiple options.</li> </ol> <p><b>Collect data for the infographic.</b></p> <ol style="list-style-type: none"> <li>1. Open a search engine like Google, Bing etc.</li> <li>2. Type relevant words in search field.</li> <li>3. Select most authentic data from the popular sites.</li> </ol> <p><b>Visualize data for the infographic.</b></p> <ol style="list-style-type: none"> <li>1. Choose the best charts for your purpose.</li> <li>2. Use donut chart for giving any information.</li> <li>3. Apply bar/stack chart for comparison.</li> </ol> <p><b>Layout the infographic.</b></p> <ol style="list-style-type: none"> <li>1. Pick a suitable template for the infographic based on its structure.</li> <li>2. Choose the list infographic (if you want to represent a list etc.)</li> <li>3. Use suitable fonts &amp; icons.</li> </ol> <p><b>Add style to the infographic design.</b></p> <ol style="list-style-type: none"> <li>1. Do experiments with fonts, colors and icons.</li> <li>2. Make everything aligned and proportionate.</li> <li>3. Try using more unusual fonts for headers.</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Copywriter (Content Writing)
<b>Competency Standard</b>	Generate infographics
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Outline the goals of the infographic.</li> <li>• Collect data for the infographic.</li> <li>• Visualize data for the infographic.</li> <li>• Layout the infographic.</li> <li>• Add style to the infographic design.</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Conduct overview of the topic.	<input type="checkbox"/>	<input type="checkbox"/>
2. Simplify a complex process.	<input type="checkbox"/>	<input type="checkbox"/>
3. Display research findings or survey data.	<input type="checkbox"/>	<input type="checkbox"/>
4. Compare and contrast multiple options.	<input type="checkbox"/>	<input type="checkbox"/>
5. Open a search engine like Google, Bing etc.	<input type="checkbox"/>	<input type="checkbox"/>
6. Type relevant words in search field.	<input type="checkbox"/>	<input type="checkbox"/>
7. Select most authentic data from the popular sites.	<input type="checkbox"/>	<input type="checkbox"/>
8. Choose the best charts for your purpose.	<input type="checkbox"/>	<input type="checkbox"/>
9. Use donut chart for giving any information.	<input type="checkbox"/>	<input type="checkbox"/>
10. Apply bar/stack chart for comparison.	<input type="checkbox"/>	<input type="checkbox"/>
11. Pick a suitable template for the infographic based on its structure.	<input type="checkbox"/>	<input type="checkbox"/>
12. Choose the list infographic (if you want to represent a list etc.)	<input type="checkbox"/>	<input type="checkbox"/>
13. Use suitable fonts & icons.	<input type="checkbox"/>	<input type="checkbox"/>
14. Do experiments with fonts, colors and icons.	<input type="checkbox"/>	<input type="checkbox"/>
15. Make everything aligned and proportionate.	<input type="checkbox"/>	<input type="checkbox"/>
16. Try using more unusual fonts for headers.	<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 infographics
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-between; 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: _____

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>Outline the goals of the infographic.</li> <li>Collect data for the infographic.</li> <li>Visualize data for the infographic.</li> <li>Layout the infographic.</li> <li>Add style to the infographic design.</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Conduct overview of the topic.			
2.	Simplify a complex process.			
3.	Display research findings or survey data.			
4.	Compare and contrast multiple options.			
5.	Open a search engine like Google, Bing etc.			
6.	Type relevant words in search field.			
7.	Select most authentic data from the popular sites.			
8.	Choose the best charts for your purpose.			
9.	Use donut chart for giving any information.			
10.	Apply bar/stack chart for comparison.			
11.	Pick a suitable template for the infographic based on its structure.			
12.	Choose the list infographic (if you want to represent a list etc.)			
13.	Use suitable fonts & icons.			
14.	Do experiments with fonts, colors and icons.			
15.	Make everything aligned and proportionate.			
16.	Try using more unusual fonts for headers.			
<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 infographics
<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 infographics		
2.	Name any two attributes infographics can reveal		
3.	Which tool is best to apply bar/stack chart for comparison?		

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