

Instruction Sheet for the Candidate

Qualification	Copywriter (Content Writing)
Competency Standard	Interact with traditional print media for ad campaigns
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 print media potential to achieve business goals. • Create a plan for the print campaign. • Design print ad.
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Identify print media potential to achieve business goals. <ol style="list-style-type: none"> 1. Identify the media role in promotion 2. Select the media for product promotion 3. Get proposal from media personnel Create a plan for the print campaign. <ol style="list-style-type: none"> 1. Identify target audience and offers. 2. Identify resources and time duration 3. Identify the goals and metrics of the campaign. 4. Identify publications. 5. Identify Return on investment (ROI) and budget. Design print ad. <ol style="list-style-type: none"> 1. Identify print ad design requirements. 2. Design print ad format. 3. Set Testing time for ad.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Copywriter (Content Writing)
Competency Standard	Interact with traditional print media for ad campaigns
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Identify print media potential to achieve business goals. • Create a plan for the print campaign. • Design print ad.

I can.....

Performance Criteria	Yes	No
1. Identify the media role in promotion	<input type="checkbox"/>	<input type="checkbox"/>
2. Select the media for product promotion	<input type="checkbox"/>	<input type="checkbox"/>
3. Get proposal from media personnel	<input type="checkbox"/>	<input type="checkbox"/>
4. Identify target audience and offers.	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify resources and time duration	<input type="checkbox"/>	<input type="checkbox"/>
6. Identify the goals and metrics of the campaign.	<input type="checkbox"/>	<input type="checkbox"/>
7. Identify publications.	<input type="checkbox"/>	<input type="checkbox"/>
8. Identify Return on investment (ROI) and budget.	<input type="checkbox"/>	<input type="checkbox"/>
9. Identify print ad design requirements.	<input type="checkbox"/>	<input type="checkbox"/>
10. Design print ad format.	<input type="checkbox"/>	<input type="checkbox"/>
11. Set Testing time for ad.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Copywriter (Content Writing)
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Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____ _____
Assessment Outcome	<div style="display: flex; justify-content: space-between;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </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

Assessment Task	<ul style="list-style-type: none"> Identify print media potential to achieve business goals. Create a plan for the print campaign. Design print ad. 		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1. Identify the media role in promotion	<input type="checkbox"/>	<input type="checkbox"/>	
2. Select the media for product promotion	<input type="checkbox"/>	<input type="checkbox"/>	
3. Get proposal from media personnel	<input type="checkbox"/>	<input type="checkbox"/>	
4. Identify target audience and offers.	<input type="checkbox"/>	<input type="checkbox"/>	
5. Identify resources and time duration	<input type="checkbox"/>	<input type="checkbox"/>	
6. Identify the goals and metrics of the campaign.	<input type="checkbox"/>	<input type="checkbox"/>	
7. Identify publications.	<input type="checkbox"/>	<input type="checkbox"/>	
8. Identify Return on investment (ROI) and budget.	<input type="checkbox"/>	<input type="checkbox"/>	
9. Identify print ad design requirements.	<input type="checkbox"/>	<input type="checkbox"/>	
10. Design print ad format.	<input type="checkbox"/>	<input type="checkbox"/>	
11. Set Testing time for ad.	<input type="checkbox"/>	<input type="checkbox"/>	
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Copywriter (Content Writing)
Competency Standard	Interact with traditional print media for ad campaigns
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 media role in promotion		
2.	What is Ad testing time?		
3.	Give any two examples of different publication		

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