

Instruction Sheet for the Candidate

Qualification	Copywriter (Content Writing)
Competency Standard	Write audio scripts that accompany advertising visuals.
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 the target audience • Choose a goal. • Choose a central character. • Identify point of the video.
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Identify the target audience</p> <ol style="list-style-type: none"> 1. Identify potential customers. 2. Make the customer specific content. <p>Choose a goal.</p> <ol style="list-style-type: none"> 3. Identify the point of the video. 4. Add call to action to achieve goal. <p>Choose a central character.</p> <ol style="list-style-type: none"> 5. Identify the primary character suitable for the video. 6. Create video in a way that the single person does most of the talking. <p>Identify point of the video.</p> <ol style="list-style-type: none"> 7. Create a punchline. 8. Convey the central message.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Copywriter (Content Writing)
Competency Standard	Write audio scripts that accompany advertising visuals.
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Identify the target audience Choose a goal. Choose a central character. Identify point of the video.

I can.....

Performance Criteria	Yes	No
1. Identify potential customers.	<input type="checkbox"/>	<input type="checkbox"/>
2. Make the customer specific content.	<input type="checkbox"/>	<input type="checkbox"/>
3. Identify the point of the video.	<input type="checkbox"/>	<input type="checkbox"/>
4. Add call to action to achieve goal.	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the primary character suitable for the video.	<input type="checkbox"/>	<input type="checkbox"/>
6. Create video in a way that the single person does most of the talking.	<input type="checkbox"/>	<input type="checkbox"/>
7. Create a punchline.	<input type="checkbox"/>	<input type="checkbox"/>
8. Convey the central message.	<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	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 the target audience Choose a goal. Choose a central character. Identify point of the video. 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Identify potential customers.			
2.	Make the customer specific content.			
3.	Identify the point of the video.			
4.	Add call to action to achieve goal.			
5.	Identify the primary character suitable for the video.			
6.	Create video in a way that the single person does most of the talking.			
7.	Create a punchline.			
8.	Convey the central message.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Copywriter (Content Writing)
Competency Standard	Write audio scripts that accompany advertising visuals.
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 customer specific content		
2.	What is call to action?		
3.	Give two examples of editing software		

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