

## Instruction Sheet for the Candidate

<b>Qualification</b>	Freelance Writer (Content Writer)
<b>Competency Standard</b>	Create quality content based on industry standards
<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 04 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Develop Planning Skills</li> <li>• Collect/Organize Data</li> <li>• Creating Quality Content</li> <li>• Proofread and Edit Content</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>Develop Planning Skills</b></p> <ol style="list-style-type: none"> <li>1. Identify context, purpose and targeted audience</li> <li>2. Write down important points for the write-up</li> </ol> <p><b>Research and Organizing Data</b></p> <ol style="list-style-type: none"> <li>3. Collect data from reliable online sources</li> <li>4. Analyze and validate the information collected.</li> </ol> <p><b>Creating Quality Content</b></p> <ol style="list-style-type: none"> <li>5. Create a unique and attention-grabbing title.</li> <li>6. Write an eye-catching introductory paragraph.</li> <li>7. Create the body text from the collected information</li> <li>8. Make use of headings, subheadings and bullets in your content (H2, H3)</li> <li>9. Add the keywords in the content in a natural way, without overstuffing them</li> <li>10. Use focus keyword in the heading (H2)</li> <li>11. Add relevant images in the content</li> <li>12. Conclude the write-up with a response triggering CTA (call to action)</li> </ol> <p><b>Proofread and Edit Content</b></p> <ol style="list-style-type: none"> <li>13. Proofread content before submitting or publishing</li> <li>14. Edit content to make it crisp and engaging.</li> <li>15. Check content plagiarism using plagiarism check tools</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Freelance Writer (Content Writer)
<b>Competency Standard</b>	Create quality content based on industry standards
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Develop Planning Skills</li> <li>Collect/Organize Data</li> <li>Creating Quality Content</li> <li>Proofread and Edit Content</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Identify context, purpose and targeted audience	<input type="checkbox"/>	<input type="checkbox"/>
2. Write down important points for write-up.	<input type="checkbox"/>	<input type="checkbox"/>
3. Collect data from reliable online sources	<input type="checkbox"/>	<input type="checkbox"/>
4. Analyze/validate the collected information using data processing tools	<input type="checkbox"/>	<input type="checkbox"/>
5. Create a unique and attention-grabbing title.	<input type="checkbox"/>	<input type="checkbox"/>
6. Write an eye-catching introductory paragraph.	<input type="checkbox"/>	<input type="checkbox"/>
7. Create the body text from the collected information	<input type="checkbox"/>	<input type="checkbox"/>
8. Make use of headings, subheadings and bullets in your content (H2, H3)	<input type="checkbox"/>	<input type="checkbox"/>
9. Add the keywords in the content in a natural way, without overstuffing them	<input type="checkbox"/>	<input type="checkbox"/>
10. Use focus keyword in the heading (H2)	<input type="checkbox"/>	<input type="checkbox"/>
11. Add relevant images in the content	<input type="checkbox"/>	<input type="checkbox"/>
12. Conclude the write-up with a response triggering CTA (call to action)	<input type="checkbox"/>	<input type="checkbox"/>
13. Proofread content before submitting or publishing	<input type="checkbox"/>	<input type="checkbox"/>
14. Edit content to make it crisp and engaging.	<input type="checkbox"/>	<input type="checkbox"/>
15. Check content plagiarism using plagiarism check tools	<input type="checkbox"/>	<input type="checkbox"/>

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

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

## Assessors Judgement Guide

<b>Qualification</b>	Freelance Writer (Content Writer)
<b>Competency Standard</b>	Create quality content based on industry standards
<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>Develop Planning Skills</li> <li>Collect/Organize Data</li> <li>Creating Quality Content</li> <li>Proofread and Edit Content</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Identify context, purpose and targeted audience			
2.	Write down important points for write-up.			
3.	Collect data from reliable online sources			
4.	Analyze/validate the collected information using data processing tools			
5.	Create a unique and attention-grabbing title.			
6.	Write an eye-catching introductory paragraph.			
7.	Create the body text from the collected information			
8.	Make use of headings, subheadings and bullets in your content (H2, H3)			
9.	Add the keywords in the content in a natural way, without overstuffing them			
10.	Use focus keyword in the heading (H2)			
11.	Add relevant images in the content			
12.	Conclude the write-up with a response triggering CTA (call to action)			
13.	Proofread content before submitting or publishing			
14.	Edit content to make it crisp and engaging.			
15.	Check content plagiarism using plagiarism check tools			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Freelance Writer (Content Writer)
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<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-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 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.	What is content writing?		
2.	Define CTA.		
3.	Define plagiarism.		

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