

Instruction Sheet for the Candidate

Qualification	Script Writer (Content Writing)
Competency Standard	Pitch screenplay ideas to a Moviemaker
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"> • Think of a tagline • Write the movie highlights • Make them understand your characters • Make your pitch short • Include the ending • Learn who is listening to your pitch
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Think of a tagline</p> <ol style="list-style-type: none"> 1. Add one line that describes your movie 2. Expand your story starting from tagline <p>Write the movie highlights</p> <ol style="list-style-type: none"> 3. Show enough highlights to raise the interest 4. Design the highlights scattered to make the audience keep guessing 5. Keep the glimpses of original movie in highlights <p>Make them understand your characters</p> <ol style="list-style-type: none"> 6. Use some character name from a well-known movie to make your audience relate your character to 7. Add some layer to your character to distinguish it from the character you mentioned in previous point <p>Make your pitch short</p> <ol style="list-style-type: none"> 8. Keep the pitch short 9. Add a minimal level of details in your pitch <p>Include the ending</p> <ol style="list-style-type: none"> 10. Conclude multiple events at the end of screenplay giving your audience some satisfaction 11. Make the audience feel he has few questions answered but not all <p>Learn who is listening to your pitch</p> <ol style="list-style-type: none"> 12. Know your audience 13. Finish the pitch when interest of listener is high

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Script Writer (Content Writing)
Competency Standard	Pitch screenplay ideas to a Moviemaker
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Think of a tagline Write the movie highlights Make them understand your characters Make your pitch short Include the ending Learn who is listening to your pitch

I can.....

Performance Criteria	Yes	No
1. Add one line that describes your movie	<input type="checkbox"/>	<input type="checkbox"/>
2. Expand your story starting from tagline	<input type="checkbox"/>	<input type="checkbox"/>
3. Show enough highlights to raise the interest	<input type="checkbox"/>	<input type="checkbox"/>
4. Design the highlights scattered to make the audience keep guessing	<input type="checkbox"/>	<input type="checkbox"/>
5. Keep the glimpses of original movie in highlights	<input type="checkbox"/>	<input type="checkbox"/>
6. Use some character name from a well-known movie to make your audience relate your character to	<input type="checkbox"/>	<input type="checkbox"/>
7. Add some layer to your character to distinguish it from the character you mentioned in previous point	<input type="checkbox"/>	<input type="checkbox"/>
8. Keep the pitch short	<input type="checkbox"/>	<input type="checkbox"/>
9. Add a minimal level of details in your pitch	<input type="checkbox"/>	<input type="checkbox"/>
10. Conclude multiple events at the end of screenplay giving your audience some satisfaction	<input type="checkbox"/>	<input type="checkbox"/>
11. Make the audience feel he has few questions answered but not all	<input type="checkbox"/>	<input type="checkbox"/>
12. Know your audience	<input type="checkbox"/>	<input type="checkbox"/>
13. Finish the pitch when interest of listener is high	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Script Writer (Content Writing)
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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"> Think of a tagline Write the movie highlights Make them understand your characters Make your pitch short Include the ending Learn who is listening to your pitch 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Add one line that describes your movie			
2.	Expand your story starting from tagline			
3.	Show enough highlights to raise the interest			
4.	Design the highlights scattered to make the audience keep guessing			
5.	Keep the glimpses of original movie in highlights			
6.	Use some character name from a well-known movie to make your audience relate your character to			
7.	Add some layer to your character to distinguish it from the character you mentioned in previous point			
8.	Keep the pitch short			
9.	Add a minimal level of details in your pitch			
10.	Conclude multiple events at the end of screenplay giving your audience some satisfaction			
11.	Make the audience feel he has few questions answered but not all			
12.	Know your audience			
13.	Finish the pitch when interest of listener is high			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Script Writer (Content Writing)
Competency Standard	Pitch screenplay ideas to a Moviemaker
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.	What is tagline in a movie?		
2.	What is a pitch in movie terminology?		
3.	Name any two reasons why a meeting with a movie maker is essential.		

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