

## Instruction Sheet for the Candidate

<b>Qualification</b>	<b>Copywriter (Content Writing)</b>
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>• Generate words &amp; slogans</li> <li>• Discuss the client's core message in the content by keeping the target audience in mind.</li> <li>• Generate infographics.</li> <li>• Write product descriptions</li> <li>• Interact with traditional print media for ad campaigns</li> <li>• Write audio scripts that accompany advertising visuals.</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<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>• Make a content planner by picking a topic generating words and slogans. Write detailed content on decided words focusing your targeted audience. Include at least one infographic to describe the flow of product/service.</li> <li>• Create an audio script using a central character that describes the above mentioned product/service.</li> </ul>
<b>Time: 04 Hrs.</b>	<p>During a practical assessment, under observation by an assessor, you are required to</p> <ul style="list-style-type: none"> <li>• Make a content planner by picking a topic and generating words and slogans, write detailed content on decided words focusing your targeted audience. Include at least one infographic to describe the flow of product/service.</li> <li>• Create an audio script using a central character that describes the above mentioned product/service.</li> </ul>

<b>Minimum Evidence Required</b>	<p><b>Make a content planner by picking a topic and generating words and slogans, write detailed content on decided words focusing your targeted audience. Include at least one infographic to describe the flow of product/service.</b></p> <ol style="list-style-type: none"> <li>1. Pick a topic</li> <li>2. Start creating your content planner</li> <li>3. Generate words and slogan</li> <li>4. Identify the target audience</li> <li>5. Choose the best charts for your infographic</li> <li>6. Apply bar/stack chart</li> <li>7. Use suitable fonts, icons &amp; colors</li> <li>8. Write the detailed description of infographic</li> <li>9. Write your core message for targeted audience</li> </ol> <p><b>Create an audio script using a central character that describes the above-mentioned product/service.</b></p> <ol style="list-style-type: none"> <li>10. Pick a character</li> <li>11. Create a punchline</li> <li>12. Convey the central message.</li> <li>13. Identify the point of the video.</li> <li>14. Add call to action to achieve goal.</li> </ol>
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## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	<b>Copywriter (Content Writing)</b>
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>• Generate words &amp; slogans</li> <li>• Discuss the client's core message in the content by keeping the target audience in mind.</li> <li>• Generate infographics.</li> <li>• Write product descriptions</li> <li>• Interact with traditional print media for ad campaigns</li> <li>• Write audio scripts that accompany advertising visuals.</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Make a content planner by picking a topic and generating words and slogans, write detailed content on decided words focusing your targeted audience. Include at least one infographic to describe the flow of product/service.</li> <li>• Create an audio script using a central character that describes the above mentioned product/service.</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Pick a topic	<input type="checkbox"/>	<input type="checkbox"/>
2. Start creating your content planner	<input type="checkbox"/>	<input type="checkbox"/>
3. Generate words and slogan	<input type="checkbox"/>	<input type="checkbox"/>
4. Identify the target audience	<input type="checkbox"/>	<input type="checkbox"/>
5. Choose the best charts for your infographic	<input type="checkbox"/>	<input type="checkbox"/>
6. Apply bar/stack chart	<input type="checkbox"/>	<input type="checkbox"/>
7. Use suitable fonts, icons & colors	<input type="checkbox"/>	<input type="checkbox"/>
8. Write the detailed description of infographic	<input type="checkbox"/>	<input type="checkbox"/>
9. Write your core message for targeted audience	<input type="checkbox"/>	<input type="checkbox"/>
10. Pick a character	<input type="checkbox"/>	<input type="checkbox"/>
11. Create a punchline	<input type="checkbox"/>	<input type="checkbox"/>
12. Convey the central message.	<input type="checkbox"/>	<input type="checkbox"/>
13. Identify the point of the video.	<input type="checkbox"/>	<input type="checkbox"/>
14. Add call to action to achieve goal.	<input type="checkbox"/>	<input type="checkbox"/>

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

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

## Assessors Judgement Guide

<b>Qualification</b>	<b>Copywriter (Content Writing)</b>
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>Generate words &amp; slogans</li> <li>Discuss the client's core message in the content by keeping the target audience in mind.</li> <li>Generate infographics.</li> <li>Write product descriptions</li> <li>Interact with traditional print media for ad campaigns</li> <li>Write audio scripts that accompany advertising visuals.</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<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>Make a content planner by picking a topic and generating words and slogans, write detailed content on decided words focusing your targeted audience. Include at least one infographic to describe the flow of product/service.</li> <li>Create an audio script using a central character that describes the above-mentioned product/service.</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Pick a topic			
2.	Start creating your content planner			
3.	Generate words and slogan			
4.	Identify the target audience			
5.	Choose the best charts for your infographic			
6.	Apply bar/stack chart			
7.	Use suitable fonts, icons & colors			
8.	Write the detailed description of infographic			
9.	Write your core message for targeted audience			
10.	Pick a character			
11.	Create a punchline			
12.	Convey the central message.			
13.	Identify the point of the video.			
14.	Add call to action to achieve goal.			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	<b>Copywriter (Content Writing)</b>
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>Generate words &amp; slogans</li> <li>Discuss the client's core message in the content by keeping the target audience in mind.</li> <li>Generate infographics.</li> <li>Write product descriptions</li> <li>Interact with traditional print media for ad campaigns</li> <li>Write audio scripts that accompany advertising visuals.</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<b>COMPETENT</b> <input type="checkbox"/> <b>NOT YET COMPETENT</b> <input type="checkbox"/> 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.	Mention a creative slogan e.g. (mobile phone business)		
2.	Name any two steps in identification process of client's message and the target audience.		

3.	Define infographics.		
4.	Mention any two characteristics of a good product.		
5.	Name any two examples of print media houses in Pakistan		

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