Instruction Sheet for the Candidate

Qualification	Graphic Designer **(Mobile App, Web & Game Development)**
Competency Standard	Carry Out Branding Campaign
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):** • Add Interactivity to the Website/App • Design Pop-Ups Advertisements • Make Website/App More Inviting with Illustrations and Images • Advertise Products/Services with Animated Web Banners • Design Appealing and Catchy Inforgraphics • Engage Customers with Instagram and Facebook Stories
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	**Add Interactivity to the Website/App** • Use glyph icons to highlight the key information on the webpage/mobile app. • Use glyph icons to make the content more readable and interactive for the people/users. **Design Pop-Ups Advertisements** • Design a creative pop-up to encourage the visitors to take action. • Use an attractive and compelling advertisement pop-up to increase conversion. **Make Website/App More Inviting with Illustrations and Images** • Use illustrations and images to highlight the product as majority of the people are visual learners. • Create graphics to convey your information.

	Advertise Products/Services with Animated Web Banners
	• Design animated advertisements of the products/services to get real clients.
	• Use simple and easy text into animations that could be easily grabbed by the visitors.
	Design Appealing and Catchy Inforgraphics
	• Create a visual content that instantly catches the attention.
	• Design in a way that it conveys your message/product/service aptly.
	• Design images so that they can be shareable on all social platforms without any errors.
	Engage Customers with Instagram and Facebook Stories
	• Create a strong connection with followers on Instagram and Facebook with most engaging stories with gripping images of the product/services.
	• Design moving/animated images to share on Instagram and Facebook stories.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Graphic Designer **(Mobile App, Web & Game Development)**
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Assessment Task	• Add Interactivity to the Website/App • Design Pop-Ups Advertisements • Make Website/App More Inviting with Illustrations and Images • Advertise Products/Services with Animated Web Banners • Design Appealing and Catchy Inforgraphics • Engage Customers with Instagram and Facebook Stories

I can………………

Performance Criteria	Yes	No
1. Use glyph icons to highlight the key information on the webpage/mobile app.	☐	☐
2. Use glyph icons to make the content more readable and interactive for the people/users.	☐	☐
3. Design a creative pop-up to encourage the visitors to take action.	☐	☐
4. Use an attractive and compelling advertisement pop-up to increase conversion.	☐	☐
5. Use illustrations and images to highlight the product as majority of the people are visual learners.	☐	☐
6. Create graphics to convey your information.	☐	☐
7. Design animated advertisements of the products/services to get real clients.	☐	☐
8. Use simple and easy text into animations that could be easily grabbed by the visitors.	☐	☐
9. Create a visual content that instantly catches the attention.	☐	☐
10. Design in a way that it conveys your message/product/service aptly.	☐	☐
11. Design images so that they can be shareable on all social platforms without any errors.	☐	☐
12. Create a strong connection with followers on Instagram and Facebook with most engaging stories with gripping images of the product/services.	☐	☐

13. Design moving/animated images to share on Instagram and Facebook stories.		

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgment Guide

Qualification	Graphic Designer **(Mobile App, Web & Game Development)**
Competency Standard	Carry Out Branding Campaign
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	**COMPETENT** ☐ **NOT YET COMPETENT** ☐ **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	• Add Interactivity to the Website/App • Design Pop-Ups Advertisements • Make Website/App More Inviting with Illustrations and Images • Advertise Products/Services with Animated Web Banners • Design Appealing and Catchy Inforgraphics • Engage Customers with Instagram and Facebook Stories			
During the practical assessment, candidate demonstrated the following:		**Yes**	**No**	**Remarks**
1.	Use glyph icons to highlight the key information on the webpage/mobile app.			
2.	Use glyph icons to make the content more readable and interactive for the people/users.			
3.	Design a creative pop-up to encourage the visitors to take action.			
4.	Use an attractive and compelling advertisement pop-up to increase conversion.			
5.	Use illustrations and images to highlight the product as majority of the people are visual learners.			
6.	Create graphics to convey your information.			
7.	Design animated advertisements of the products/services to get real clients.			
8.	Use simple and easy text into animations that could be easily grabbed by the visitors.			
9.	Create a visual content that instantly catches the attention.			
10.	Design in a way that it conveys your message/product/service aptly.			
11.	Design images so that they can be shareable on all social platforms without any errors.			
12.	Create a strong connection with followers on Instagram and Facebook with most engaging stories with gripping images of the product/services.			
13.	Design moving/animated images to share on Instagram and Facebook stories.			

Competent ☐	Not Yet Competent ☐

Knowledge Assessment

Qualification	Graphic Designer **(Mobile App, Web & Game Development)**
Competency Standard	Carry Out Branding Campaign
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ 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 are Glyph Icons?		

2.	Why are pop up advertisements used?		
3.	Define animated gifs/images and what is an attention-grabbing image?		

Feedback to the Candidate

Candidate's Signature_____ **Assessor's Signature** _____