National Vocational Qualification

Curriculum of Content Writing Level-4 "Technical Writer"

National Vocational and Technical Training Commission (NAVTTC),
Government of Pakistan

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1. Introduction

Writing for the web has evolved into a special skill set essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is the art of planning, creating, writing and editing specific content for a website that would drive tariff to it through digital marketing. This type of writing requires professional and proficient language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that add to the knowledge of the viewer through publishing art and communication in form of audio-visuals, which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format, but the style counts a lot.

Being conscious of the emerging trends in the global market, National Vocational & Technical Training Commission (NAVTTC), Pakistan, has developed Competency Standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for ‘Content Writing’ under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skills in the ability to explore and analyse writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, creating, editing, designing and producing content for professional and technical purposes, with concrete application on industry sourced documents and projects.

The National Competency Standards could be used as a referral document for the development of the curriculum to be used by training institutions.

2. Purpose of the Qualification

The purpose of this qualification is to set high professional standards for content writing in order to compete with the local and international job markets. The specific objectives of developing these qualifications are as under:

- Produce quality Content Writers, Article Writers, Script Writers, and Technical Writers
- Produce competent Brand Journalists.
- Produce competitive Freelancers and Social Media Optimizers.
- Promote prosperous Digital Marketers.
- Enabling the youth with greater employment opportunities.
- Improve the quality and effectiveness of the training and assessment for the Content Writing Industry.

3. Overall Objectives of the Training Course

The primary objective of this training program is to provide a hands-on learning experience and practical exposure to the trainees with up-to-date knowledge and skills required by the Content Writing Industry with particular reference to planning, creating, writing and editing content through the six-month training program in a comprehensive way to cope with the challenges of the global digital market. After qualifying the course at different levels (Level 2 – 5), the writers will be able to perform as entrepreneurs and get jobs in Writing Industry as Communicators, Writers, i.e. Copywriters, Freelance writers, Technical writers and Creative Writers. The course contents are specifically designed in such a way that it covers all the significant areas of Content Writing to keep pace with the National and International sectors.

The overall objectives of developing this qualification are to:

- Improve the overall quality of training delivery and set national benchmarks for the training of Content Writers in the country.
- Provide flexible and progressive learning opportunities for trainees to receive relevant and up-to-date skills in the Writing Industry.
- Provide the basis for competency-based assessment, which employers recognize and accept in modern days.
- Establish standardized and sustainable training in consultation with the Writing Industry.

4. Competencies to be gained after Completion of the Course

After completing this course, the trainee will be capable of performing different activities in the Writing industry especially copywriting, effectively. Furthermore, this professional writing training program enables the trainee to develop and integrate the content in multispectral competencies such as strong writing skills, creative thinking, problem-solving, interpersonal skills, research skills, personal and team management, presentation and communication skills, technical and professional negotiations related to the Writing Industry. The below-listed competencies imprinted by this training program are quite prominent to the trainees' profile to enhance their employability in their career in the Writing industry:

- Elemental knowledge and concepts of creating and integrating content in the Writing industry.
- Creative thinking and troubleshooting writing skills in any niche of the Writing Industry.
- Potential to transform theoretical knowledge into practice.
- Identify and explore potential areas of opportunities in the Writing industry i.e. Article Writing, Brand Journalism, Script Writing, Film Critic, Technical Writing, Social Media Optimization and Digital Marketing.
- Develop strategies to maintain the quality and safety of the workplace.
- Time management, working in teams and conflict handling among co-workers.
- Safe and secure use of workplace tools, techniques and materials at worksites.
- Digital documentation and effective communication skills.
- Successful marketing and branding campaigns.
- Working to help establish Small and Mid-sized Enterprises (SMEs), Technical and Brand Projects, National and International Startups.

5. Job Opportunities available Immediately and in the Future

The successful pass out of this course may avail entrepreneurial opportunities and/ or fetch job/ employment in writing industry as:

- Article Writer
- Brand Journalist
- Script Writer
- Film Critic
- Technical Writer
- Social Media Optimizer & Social Media Manager
- Digital Marketer

6. Trainee Entry Level

The entry for D.A. E National Certificate level 4, in **'Content Writing'** are:

1. A person having **National Vocational Certificate level 2 and/or level 3 in Content Writing.**
2. A person having **Matric certificate with Science/Arts subjects.**

7. Minimum Qualification of a Trainer

DAE/BS in English, Language and Communication , Mass Communication and Media Studies or any other relevant competency.

8. Recommended Trainer-Trainee Ratio

The recommended trainer-trainee ratio per class is 1:24.vv

9. Medium of Instruction

Urdu, English, or any Regional Language.

10. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on _____ and will remain valid for ten years i.e _____.

11. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th December, 2021 and shall be reviewed after three years i.e **25th December, 2024.**

12. Curriculum Development Committee

The following members participated in the Curriculum Development Workshop from 13 to 17 Dec 2021, in PITAC Lahore:

Sr. No	Name	Designation & Organisation
1	Hamza Nadeem	Assistant Director, NAVTTC Coordinator, Islamabad
2	Muhammad Nasir Khan	DACUM Facilitator
3	Ms Summar jan Siddiqui	CBT Expert-PTEVTA, MBA (IT)
4	Ms Farooha Lodhi	Executive Communication and Coordination, GIFT University, Gujranwala & Content and Academic Writer
5	Mr Abdullah Yazdani	Advisrtising Strategist, Acquity Links Lahore
6	Dr Muhammad Naazir Khan Niazi	Chairman, Representative PBTE Lahore
7	Mr Mubashar	CEO at Coding Phoenix
8	Ms Momina Hafeez	Lecturer at UCP
9	Ms Saadia Syed	P-TEVTA, Lahore

13. Curriculum Validation Committee

The following members participated in the Curriculum Validation Workshop from Date Here , in PITAC Lahore

Sr. No	Name	Designation & Organisation

14. Summaries of the Competency Standard Units

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
Level 4								
1	Write an opinion article for newspaper	**Article Writer**	4	Technical	6	30	36	3.6
2	Write a commentary for various publications		4	Technical	6	30	36	3.6
3	Write an opinion article for magazine		4	Technical	6	30	36	3.6
4	Create brand awareness	**Brand Journalist**	4	Technical	6	30	36	3.6
5	Develop content for the brands		4	Technical	6	24	30	3
6	Ensure inter-office communication		4	Technical	6	30	36	3.6
7	Develop ideas for original movie screenplays.	**Script Writer**	4	Technical	6	24	30	3
8	Create an initial framework for screenplays.		4	Technical	6	24	30	3
9	Transform the story into a script.		4	Technical	6	24	30	3
10	Pitch screenplay ideas to a moviemaker		4	Technical	6	24	30	3
11	Weave together visual elements in scenes with plot and dialogue.		4	Technical	9	36	45	4.5
12	Collect data for movie review	**Film Critic**	4	Technical	6	24	30	3
13	Write movie review		4	Technical	9	36	45	4.5
14	Write 'how-to' articles	**Technical Writer**	4	Technical	6	36	42	4.2
15	Write Frequently asked questions (FAQs)		4	Technical	6	36	42	4.2

16	Create instructions manuals and guides		4	Technical	9	36	45	4.5
17	Write the User Experience (UX) reports		4	Technical	9	36	45	4.5
18	Set up social media accounts.	**Social Media Optimization (SMO)**	4	Technical	6	24	30	3
19	Design the post contents for social media.		4	Technical	9	27	36	3.6
20	Optimize the content for social media platforms based on targeted audience		4	Technical	9	27	36	3.6
21	Engage targeted audience and boost traffic		4	Technical	8	36	44	4.4
22	Develop workplace policy and procedures for sustainability	**Soft Skills**	4	Generic	6	24	30	3
23	Manage meetings		4	Generic	6	24	30	3
24	Manage recruitment selection and induction processes		4	Generic	6	24	30	3
25	Manage personal work priorities and professional development		4	Generic	6	24	30	3
26	Manage workforce planning		4	Generic	6	24	30	3
27	Undertake project work		4	Generic	6	24	30	3
28	Identify and communicate trends in career development		4	Generic	6	24	30	3
29	Apply specialist interpersonal and counseling interview skills		4	Generic	6	24	30	3
30	Work safely in an office environment		4	Generic	6	24	30	3
31	Develop workplace documents		4	Generic	6	24	30	3
32	Prepare and implement negotiation		4	Generic	6	24	30	3
33	Maintain professionalism in the workplace		4	Generic	6	24	30	3
34	Organize schedules		4	Generic	6	24	30	3
	Total				**224**	**936**	**1160**	**116**
	Percentage				**19.3103**	**80.6897**		

Occupations and Level Descriptor					
SR.NO	**OCCUPATIONS**	**NO OF COMPETENCY STADARDS**	**LEVEL**	**OCCUPATION CONTACT HOURS**	**TOTAL (LEVEL CONTACT HOURS)**
1	*Article writer*	3	**4**	108	1160
2	*Brand Journalist*	3		102	
3	*Script Writer*	5		165	
4	*Film Critic*	2		75	
5	*Technical Writer*	4		174	
6	*Social Media Optimization (SMO)*	4		146	
7	*Soft Skills*	13		390	

15. Summaries – Overview of the Curriculum

Module Title	Learning Units	Theory Days/hours	Workplace Days/hours	Total Timeframe of Modules
Module 01. 0232-L&L-1. Write an Opinion Article for Newspaper	LU-1. Gather information of public LU-2. interest Present Opinion	6	30	36
Module 02. 0232-L&L-2. Write a Commentary for Various Publications	LU-1. Share Information LU-2. Narrate Commentary	6	30	36
Module 03. 0232-L&L-3. Write an Opinion Based Story for Magazine	LU-1. Present information-carrying . public interest LU-2. Narrate an Opinion Based Story	6	30	36
Module 04. 0232-L&L-4. Create Brand Awareness	LU-1. Search the brand and its LU-2. products Promote the Brand LU-3. Develop trust in the brand	6	30	36
Module 05. 0232-L&L-5. Create Content for the Brand	LU-1. Write for the Press LU-2. Write for the Public LU-3. Keep the media/ followers updated	6	24	30
Module 06. 0232-L&L-6. Ensure internal Communication	LU-1. Write memos LU-2. Take Minutes of Meeting LU-3. Write Letters of Appreciation LU-4. Develop periodic reports	6	30	36

Module 07. **0232-L&L-7.** **Develop ideas for original movie screenplay**	LU-1. Choose a movie genre LU-2. Study other writers' loglines LU-3. Study other professional writers' screenplays LU-4. Finalize your screenplay idea LU-5. Write the idea that moves you LU-6. most Finalize the screenplay	6	24	30
Module 08. **0232-L&L-8.** **Create an initial framework for screenplay**	LU-1. Focus on broad spectrum LU-2. Craft a compelling opening LU-3. Introduce the story in first act LU-4. Reflect the conflicts within the characters LU-5. Create moments that take the story forward LU-6. Visualize the scene before LU-7. writing it Conclude the screenplay	6	24	30
Module 09. **0232-L&L-9.** **Transform the story into a script**	LU-1. Create movie characters LU-2. Focus on action LU-3. Construct driving dialogue LU-4. Create a revealing opening LU-5. scene Create screenplay, not the story	6	24	30
Module 10. **0232-L&L-10.** **Pitch screenplay ideas to a Moviemaker**	LU-1. Think of a tagline LU-2. Write the movie highlights LU-3. Make them understand your characters LU-4. Make your pitch short LU-5. Include the ending	6	24	30

	LU-6. Learn who is listening to your pitch			
Module 11. 0232-L&L-11. Weave together the visual elements in scenes with plot and dialog	LU-1. Show the emotion, don't LU-2. announce it Make the good characters LU-3. sympathetic Make the bad characters LU-4. unsympathetic Lead one character's reaction LU-5. from another character's action Set the things up	9	36	45
Module 12. 0232-L&L-12. Collect data for movie review	LU-1. Watch the movie LU-2. Organize the Information	6	24	30
Module 13. 0232-L&L-13. Write movie review	LU-1. Evaluate the technical elements LU-2. Evaluate the performance LU-3. Write the final verdict	9	36	45
Module 14. 0232-L&L-14. Write ''how-to'' articles	LU-1. Gather data on ''how-to'' topic LU-2. Document the ''how-to'' topic LU-3. Write the article LU-4. Add visual aids (including images and tables to support the LU-5. article) Review the article (for clarity, LU-6. factual correctness, flow) Finalize and publish the article	6	36	42

Module 15. **0232-L&L-15.** **Write frequently asked questions (FAQs)**	LU-1. Gather data relevant to frequently asked questions on the selected LU-2. topic LU-3. Select frequently asked questions Document most appropriate LU-4. answer to every question LU-5. Review the questions and answers Finalize and publish the FAQs	6	36	42
Module 16. **0232-L&L-16.** **Create Instruction Manuals and Guides**	LU-1. Learn the product or service LU-2. Learn the product / service LU-3. features LU-4. Write the instruction manual Review the instruction manual LU-5. for correction and clarity. Finalize and instruction manual and publish.	9	36	45
Module 17. **0232-L&L-17.** **Write the User Experience (UX) Reports**	LU-1. Choose a success metric LU-2. Prioritize the primary use cases. LU-3. "Walk" the user flow LU-4. Consider user expectations LU-5. Evaluate usability heuristics LU-6. Evaluate the service structure LU-7. Improve the service	9	36	45
Module 18. **0232-L&L-18.** **Setup Social Media accounts**	LU-1. Search Social media platforms. LU-2. Create account LU-3. Attract people to your new account	6	24	30
Module 19. **0232-L&L-19.** **Design the post contents for social media**	LU-1. Search for content LU-2. Search for layout of the content LU-3. Create Content	9	27	36

Module 20. 0232-L&L-20. Optimize the content for Social media platforms based on targeted audience	LU-1. Perform Competitive analysis LU-2. Search Keywords LU-3. Select catchy Title LU-4. Optimize content for post	9	27	36
Module 21. 0232-L&L-21. Engage targeted audience and boost traffic	LU-1. Develop PR outreach LU-2. Drive Traffic	8	36	44
	Total			

Occupations and Level Descriptor					
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1	*Article writer*	3	**4**	108	1160
2	*Brand Journalist*	3		102	
3	*Script Writer*	5		165	
4	*Film Critic*	2		75	
5	*Technical Writer*	4		174	
6	*Social Media Optimization (SMO)*	4		146	
7	*Soft Skills*	13		390	

18. Summary of Competency Standards

The proposed curriculum is composed of six (06) modules that will be covered in 1160 hours. This course should be delivered in a one-year period.The distributions of contact hours (practical & theory) are:

- Theory: (20%) Practical (80%)
- Theory: 224 hours
- Practical: 936 hours
- **Total**: 1160 hours

1. Article Writer

0232-L&L-1. Write an Opinion Article for Newspaper

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write an opinion article for the newspaper.

Duration: 36 Hours **Theory: 06 Hours** **Practice: 30 Hours** **Credit Hours: 3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Gather information of public interest	**Trainee will be able to:** • Choose a current topic of public interest such as politics, sports, fashion, religion, etc. • Collect the information on selected topics. • Follow newspaper policies.	• Explain Public interest • Understand Current affairs • Understand Social norms of society • Explain Newspaper policies **Practical Activity:** • Demonstrate knowledge of current affairs. • Demonstrate social norms.	**Theory-** 4 Hrs **Practical-** 20 Hrs **Total-** 23 Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

LU2. Present Opinion	• Narrate the opinion on the subject matter. • Write a factually correct article	• Understand how to Presentation of opinions on various issue/topic **<u>Practical Activity:</u>** • Present as an unbiased writer.	**Theory-** 2 Hrs **Practical-** 10 Hrs **Total-** 13 Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

0232-L&L-2. Write a Commentary for Various Publications

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write a commentary for various publications.

Duration: 36 Hours **Theory: 6 Hours** **Practice: 30 Hours** **Credit Hours: 3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Share Information	**Trainee will be able to:** • Select topic (current or specific) for information. • Share information in an attractive manner	• Explain Public interest • Explain Comprehensive knowledge of various subjects **<u>Practical Activity:</u>** • Describe the Knowledge of what public wants. • Exhibit in-depth knowledge of different domains.	**Theory-** Hrs **Practical-** Hrs **Total-** Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

LU2. Narrate Commentary	**Trainee will be able to:** • Present commentary on specific topics. • Write the commentary according to newspapers standards	• Understand Awareness of social norms of society • Explain Publication policies **<u>Practical Activity:</u>** • Define social norms. • Present himself or herself as an unbiased commentary writer.	**Theory-** Hrs **Practical-** Hrs **Total-** Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

0232-L&L-3. Write an Opinion Based Story for Magazine

Objective: After completion of this module learners will be able to acquire the abilities and information needed to compose an opinion based story for a magazine.

Duration: 36 Hours **Theory: 6 Hours** **Practice: 30 Hours** **Credit Hours: 3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Present information carrying public interest	**Trainee will be able to:** • Pick a current topic of public interest (such as politics, sports, fashion, religion, etc.) • Share the information in the compelling style • Follow magazine policies	• Explains Current issues • Explain Public interest • Understand Social norms of society • Explain Magazine policies **Practical Activity:** • Prove comprehensive knowledge on a vast range of topics. • Show knowledge of current issues.	**Theory-** 4 Hrs **Practical-** 20 Hrs **Total-** 24 Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

LU2. Narrate an Opinion Based Story	**Trainee will be able to:** • Write a story based on writer's own opinion on a specific subject. • Ensure that the opinion is based on magazine standards.	• Understand Awareness of social norms of society • Explain Publication policies **<u>Practical Activity:</u>** • Define the social norms of society. • Present himself or herself as an unbiased writer.	**Theory-** 2 Hrs **Practical-** 10 Hrs **Total-** 12 Hrs	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room Lab/ Field Visit

2. Brand Journalist

0232-L&L-4. Create Brand Awareness

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to create brand awareness for the target audience.

Duration: 36 Hours **Theory: 6 Hours** **Practice: 30 Hours** **Credit Hours: 3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Search the brand and its products	**Trainee will be able to:** • Read the company profile to understand the brand ideology, vision and products. • Search for the targeted audience	• Explain Knowledge of brand and its products **<u>Practical Activity:</u>** • Define the brand and its products	**Theory-** 2 Hrs **Practical-** 10 Hrs **Total-** 24 Hrs	• Computer **Software:** • Microsoft Word	Class Room Lab/ Field Visit

LU2. Promote the Brand	**Trainee will be able to:** • Find ways to bridge the gap between the public and the brand • Select social media platforms to create awareness about the brand • Introduce the brand to the targeted audience	• Explain mainstream social media platforms **Practical Activity:** • Describe the potential audience	**Theory-** 2 Hrs **Practical-** 10 Hrs **Total-** 12 Hrs	• Computer **Software:** • Microsoft Word	Class Room Lab/ Field Visit
LU3. Develop trust in the brand	**Trainee will be able to:** • Create awareness about the brand and its products • Build trust by responding to the queries of customers • Ensure presence on multiple social media platforms • Offer promotional codes to attract customers	• Explain Communication Skills **Practical Activity:** • Explain the use of social media in creating brand awareness	**Theory-** 2 Hrs **Practical-** 10 Hrs **Total-** 12 Hrs	• Computer **Software:** • Microsoft Word	Class Room Lab/ Field Visit

0232-L&L-5. Create Content for the Brand

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write content, e.g., journalistic content, brand stories, customer stories, etc., for the promotion of the brand.

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Write for the Press	**Trainee will be able to:** • Create journalistic content to inform the press about the latest products/developments in the brand • Conduct interviews of the brand ambassador • Send the press release among different media houses • Ensure that the content is published • Share the promotions with	• Understand Information about the brand and its vision • Explain Knowledge of journalistic writing **<u>Practical Activity:</u>** • Keep the media updated about the brand	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• A Cell Phone (personal) • A Note Pad • A Pen • A Computer **Software:** • Microsoft Office	Class Room Lab/ Field Visits

	the client.				
LU2. Write for the Public	**Trainee will be able to:** • Produce success stories of the brand • Write brand stories about idea generation • Record customer feedback about the product. • Share these stories on social media.	• Understand about social media platforms • Explain connections in media houses **Practical Activity:** • Record customer feedback & share it on social media stories.	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• A Cell Phone (personal) • A Note Pad • A Pen • A Computer **Software:** • Microsoft	Class Room Lab/ Field Visit
LU3. Keep the media/ followers updated	**Trainee will be able to:** • Issue press release of every new development • Inform media before time to meet the media deadline • Keep the followers updated on the social media	• Explain Writing skills • Explain Intrapersonal skills **Practical Activity:** • Maintain interest of the followers in the brand • Produce content	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• A Cell Phone (personal) • A Note Pad • A Pen	Class Room Lab/ Field Visit

	• Set a countdown before the launch of the product • Keep a record of positive feedback and turn it into a story • Respond to the negative comments and promptly address the concern	for media • Create post on social media		• A Computer **Software:** • Microsoft Office	

0232-L&L-6. Ensure internal Communication

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to maintain internal communication for effective functioning of the brand.

Duration: 36 Hours **Theory: 6 Hours** **Practice: 30 Hours** **Credit Hours: 3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Write memos	**Trainee will be able to:** • Produce memos to keep the staff updated. • Take written response whenever needed.	• Understand Knowledge of short reports **Practical Activity:** • Write memos, minutes, appreciation letters, etc.	**Theory-** 1 Hrs **Practical-** 7 Hrs **Total-** 8 Hrs	• A Computer • Writing Pad **Software:** Microsoft Office	Class Room Lab/ Field Visit
LU2. Take Minutes of Meeting	**Trainee will be able to:** • Make notes on the agenda of meetings and the following discussion • Write down minutes • Share the minutes with all staff members, whether they attended or missed	• Explain official correspondence **Practical Activity:** • Explain inter-office communication	**Theory-** 1 Hrs **Practical-** 7 Hrs **Total-** 8 Hrs	• A Computer • Writing Pad **Software:**	Class Room Lab/ Field Visit

	the meeting • Mention the pending assignments/duties			Microsoft Office	
LU3. Write Letters of Appreciation	**Trainee will be able to:** • Produce letter of appreciation for the staff members • Highlight the achievements and encourage the good work	• Understand Intrapersonal communication **Practical Activity:** • Write an appreciation letter to encourage for the good work.	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• A Computer • Writing Pad **Software:** • Microsoft Office	Class Room Lab/ Field Visit
LU4. Develop periodic reports	**Trainee will be able to:** • Generate periodic reports of the ongoing projects to keep the staff informed • Set deadline to motivate the staff to finish work in time • Share periodic reports regularly	• Understand with the company policy • Explain deadlines, motivation **Practical Activity:** • Generate periodic report in short time on the ongoing projects.	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• A Computer • Writing Pad **Software:** • Microsoft Office	Class Room Lab/ Field Visit

3. Script Writer

0232-L&L-7. Develop Ideas for an Original Movie Screenplay

Objective: After completion of this module learners will be able to acquire the skills to develop an idea for the movie.

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Choose a movie genre	**Trainee will be able to:** • Search important movie genres • List the important movie genres • Choose the genre that motivates you most	• Understand how movie ideas are generated **<u>Practical Activity:</u>** • Generate movie ideas	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser	Class Room Lab/ Field Visit

LU2. Study other writers' loglines	**Trainee will be able to:** • Search the logs generated by well-known screenplay writers • Study the logs generated by well-known screenplay writers • Make notes of the ideas	• Understand how screenplays idea is written **Practical Activity:** • Write screenplays idea	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser	Class Room Lab/ Field Visit
LU3. Study other professional writers' screenplays	**Trainee will be able to:** • Search original screenplays of top movies in your chosen genre • Read screenplays as many as you can • Note down the key points of the screenplay you like most	• Understand Read screenplays ideas and their logs of well-known movies **Practical Activity:** • Search and read the screenplay logs and note down key points of the screenplay	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser •	Class Room Lab/ Field Visit

LU4. Finalize your screenplay idea	**Trainee will be able to:** • List down your ideas • Finalize the one that has the most potential • Write down key points of your idea	• Understand how to write a screenplay idea **Practical Activity:** • Finalize your idea and write down key points	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser	Class Room Lab/ Field Visit
LU5. Write the idea that moves you most	**Trainee will be able to:** • Write the first draft of the screenplay with your chosen idea • Improve your idea based on your motivation and drive	• Understand to Improve screenplay idea with multiple review iterations **Practical Activity:** • Write the first draft of the screenplay and Improve screenplay idea	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser	Class Room Lab/ Field Visit

LU6. Finalize the screenplay	**Trainee will be able to:** • Review the idea removing weak areas • Finalize the screenplay idea that you are satisfied with the outcome	• Understand how to finalize screenplay idea with satisfied outcome **<u>Practical Activity:</u>** • Write final screenplay idea	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Media Player • Any Browser	Class Room Lab/ Field Visit

0232-L&L-8. Create an Initial Framework for the Screenplay

Objective: After completion of this module learners will be able to acquire the skills to create the initial framework for the screenplay.

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	LearningPlace
LU1. Focus on a broad spectrum Craft a compelling opening	**Trainee will be able to:** • Write down the broad points of the story • Write down the outline of the screenplay first focusing on a broad spectrum • Write a compelling opening scene to start a compelling story • Write the opening scene that reveals a few glimpses of the main plot	• Explain the broad point of the story • Understand the outline of a screenplay movie • Explain the opening scene to start a story **Practical Activity:** • Write an outline of the screenplay and the opening scene	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Any Browser	Class Room Lab/ Field Visit

LU2. Introduce the story in the first act	**Trainee will be able to:** • Introduce a few characters briefly • Provide a quick sense of who the characters are and show the premise of the story • Show how the characters act and think within the context of the story	• Understand about characters • Explain the premise of the story • Explain how characters act and think **Practical Activity:** • Draft a story on a specific character according to the story introduction	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Any Browser	Class Room Lab/ Field Visit
LU3. Reflect the conflicts within the characters	**Trainee will be able to:** • Introduce the conflicts among the characters • Introduce the conflicts within a character • Use the conflict as a force that takes the story ahead	• Understand the conflicts within a character • Understand the conflicts among the characters **Practical Activity:** • Group discussion on multiple characters conflict	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Any Browser	Class Room Lab/ Field Visit

LU4. Create moments that take the story forward	**Trainee will be able to:** • Create scenes in the screenplay that take the story forward • Create scenes that take story forward using the conflicts of the characters	• Explain scenes that drive the story forward • Understand the conflicts of the characters **Practical Activity:** • Write the first draft of the screenplay and Improve screenplay idea	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Any Browser	Class Room Lab/ Field Visit
LU5. Visualize the scene before writing it	**Trainee will be able to:** • Write the visual features that make the scene realistic • Make the characters visually display what they are thinking and aiming for	• Explain visualization of the scene • Understand the visual definition of movie scenes **Practical Activity:** • Imagines visual elements of the scene	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection **Software:** • Microsoft Office • Any Browser	Class Room Lab/ Field Visit
LU6. Conclude the screenplay	**Trainee will be able to:** • Write the screenplay in a way that few conflicts of characters are resolved giving rise to new conflicts	• Understand how screenplay script concludes where a certain set of the audience gets	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• A Computer • Internet Connection	Class Room Lab/ Field Visit

	• Conclude the script at a point where a certain set of the audience gets satisfied	satisfied in a way that few conflicts of characters are resolved giving rise to new conflicts **Practical Activity:** • Concludes the screenplay where conflicts of characters are resolved giving rise to new conflicts		**Software:** • Microsoft Office • Any Browser	

0232-L&L-9. Transform the Story into a Script

Objective: After completion of this module learners will be able to acquire the skills to transform a movie story into the script:

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create movie characters	**Trainee will be able to:** • Identify main characters from the story • Exclude the characters that do not drive the story • Create new characters by combining multiple novel characters making them a force	• Understand characterization • Explain Imagination of the characters' motives and drives **Practical Activity:** • Creates powerful movie characters	**Theory-** 2 Hrs **Practical-** 6 Hrs **Total-** 8 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit
LU2. Focus on action	**Trainee will be able to:** • Rewrite story into powerful scenes • Set dialogs in a way that drive your story • Keep the screenplay just detailed enough for the audience to understand the context	• Understand how to rewrite scenes • Explain how we create dialogue that drives story • **Practical Activity:** • Rewrite story and set dialogue in a way that drives the story	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

LU3. Construct driving dialogue	**Trainee will be able to:** • Identify the key conversations • Add emotional intelligence to keep the audience connected • Keep the dialogs abstract so the audience keeps guessing what is coming next	• Understand about a key conversation, the importance of emotional intelligence • Explain abstract dialogue, and guessing scenes for the audience **Practical Activity:** • Write emotional script on abstract dialogue	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System Internet Connection	Class Room Lab/ Field Visit
LU4. Create a revealing opening scene	**Trainee will be able to:** • Start your screenplay at a point that sets the pace for the story • Keep dialogs to just an essential level (not more, not less) • Provide the settings for the audience so that they can understand the background of the story	• Understands the importance of the opening scene • Explain essential level dialogs • Explain audience settings to understand the background of the story **Practical Activity:** • Write the opening scene of the screenplay	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

LU5. Create screenplay, not the story	**Trainee will be able to:** • Keep conversations short and effective • Use visual elements to reveal hidden elements	• Understand the difference between the story and screenplay • Explain the powerful visual elements **<u>Practical Activity:</u>** • Imagines short conversation by using visual elements of the screenplay	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Web Browser • Search Engine • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

0232-L&L-10. Pitch Screenplay Ideas to a Moviemaker

Objective: After completion of this module learners will be able to acquire the skills to pitch screenplay ideas to moviemaker.

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Think of a tagline	**Trainee will be able to:** • Add one line that describes your movie • Expand your story starting from the tagline	• Explain how we describe movie introduction in one line • Understand the importance of tagline **Practical Activity:** • Write one-line introduction of movie	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit
LU2. Write the movie highlights	**Trainee will be able to:** • Show enough highlights to raise the interest • Design the highlights scattered to make the audience keep guessing • Keep the glimpses of the original movie in highlights	• Understand about movies highlights • Explain how we write thrilling highlights for the audience • **Practical Activity:** • Write thrilling highlights of the movie	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

LU3. Make them understand your characters	**Trainee will be able to:** • Use some character name from a well-known movie to make your audience relate your character to • Add some layer to your character to distinguish it from the character you mentioned in previous point	• Understands how to select character names from movie **Practical Activity:** • Search well known character and list down minimum 10 characters name	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System Internet Connection	Class Room Lab/ Field Visit
LU4. Make your pitch short	**Trainee will be able to:** • Keep the pitch short • Add a minimal level of details in your pitch	• Understand about pitch • Explain how to add minimal details in your pitch **Practical Activity:** • Add details in your pitch	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit
LU5. Include the ending	**Trainee will be able to:** • Conclude multiple events at the end of screenplay giving your audience some satisfaction • Make the audience feel he has few questions answered but not all	• Explain ending scene of your screenplay • Understand the importance of a good movie conclusion **Practical Activity:** • Write ending scene of a screenplay by giving your audience	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

		satisfaction • Write ending scene oof a screenplay that audience feel they have few questions answered but not all			
LU6. Learn who is listening to your pitch	**Trainee will be able to:** • Know your audience • End the pitch when the interest of the listener is high	• Explain how to pitch to an investor • Understands the importance of keep the pitch short but interesting **Practical Activity:** • Pitch your screenplay idea to a moviemaker	**Theory-** 1 Hrs **Practical-** 4 Hrs **Total-** 5 Hrs	• Media Player • Web Browser • Word Processing Software • Computer System • Internet Connection	Class Room Lab/ Field Visit

0232-L&L-11. Weave Together Visual Elements in Scenes with Plot and Dialogue.

Objective: After completion of this module learners will be able to acquire the skills to compile visual elements into a complete screenplay.

Duration: 45 Hours **Theory: 9 Hours** **Practice: 36 Hours** **Credit Hours: 4.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place

LU1. Show the emotion, don't announce it	**Trainee will be able to:** • Show the action sequences that reflect a character's emotions • Make use of body language and visual settings of the scene	• Explain Character's emotions • Understand about body language and visual setting of the scene **Practical Activity:** • Describe the character's emotions and body language	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• Web Browser • Word Processing Software • Computer System • Internet Connection • Google Analytics • Sketch Artboard	Class Room Lab/ Field Visit
LU2. Make the good characters sympathetic	**Trainee will be able to:** • Show some human traits in good characters of your movie • Make the audience identify themselves with strong characters of your movie	• Understand the goodness of a character through sympathetic activities • **Practical Activity:** • Draft a good strong character of your movie	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• Web Browser • Word Processing Software • Computer System • Internet Connection • Google Analytics • Sketch Artboard	Class Room Lab/ Field Visit
LU3. Make the bad characters unsympathetic	**Trainee will be able to:** • Show the bad character doing distasteful things • Make the bad guy do something bad like telling lies, stealing	• Understand the bad behavior of a character through unsympathetic activities **Practical Activity:** • write bad character role for your movie	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Web Browser • Word Processing Software • Computer System • Internet Connection • Google Analytics • Sketch Artboard	Class Room Lab/ Field Visit

LU4. Lead one character's reaction from another character's action	**Trainee will be able to:** • Relate two characters through invoking one's reaction by other's action • Promote continuity of scene through characters' actions/reactions	• Understand about character behavior with each other's • Explain one character's action can cause other characters' reactions **Practical Activity:** • Analyse two character reacations roleplay and generate a report	**Theory-** 2 Hrs **Practical-** 6 Hrs **Total-** 8 Hrs	• Web Browser • Word Processing Software • Computer System • Internet Connection • Google Analytics • Sketch Artboard	Class Room Lab/ Field Visit
LU5. Set the things up	**Trainee will be able to:** • Set the things in scenes that lead characters to do what they do • Use visual settings and body language to justify the actions of characters	• Understand that thing can be made up to fill in the blanks in the story for lead Characters • Understand visual settings and body language for the actions of characters **Practical Activity:** • Write a script that lead character to do what they want by character actions	**Theory-** 2 Hrs **Practical-** 8 Hrs **Total-** 10 Hrs	• Web Browser • Word Processing Software • Computer System • Internet Connection • Google Analytics • Sketch Artboard	Class Room Lab/ Field Visit

4. Film Critic

0232-L&L-12. Collect Data for Movie Review

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write an opinion article for the newspaper.

Duration: 30 Hours **Theory: 6 Hours** **Practice: 24 Hours** **Credit Hours: 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Watch the movie	**Trainee will be able to:** • Collect information from Film Banners (Production houses) • Identify the cast of the movie • List creative elements in the movie (e.g., visual design, lighting, set design)	• Explain the knowledge of movie genres(types) and production • Understand the concept of visual elements in movie (lighting, set design etc.) **<u>Practical Activity:</u>** • Watch a short movie. Collect the required information and identify the creative elements	**Theory-** 3 Hrs **Practical-** 12 Hrs **Total-** 15 Hrs	• Computer/Laptop • Internet Connection • Media Player • Notepad	Class Room Lab/ Field Visit

LU2. Organize the information	• Write down film credentials (Director, Producer, Actors etc.) • Develop a template/pattern for the review • Fill in the template/pattern with the data	• Explain how to develop a review template. **Practical Activity:** • Watch a short movie, write down the film credentials in the template.	**Theory-** 3 Hrs **Practical-** 12 Hrs **Total-** 15 Hrs	• Computer/Laptop • Internet Connection • Media Player • Note pad	Class Room Lab/ Field Visit

0232-L&L-13. Write Movie Review

Objective: After completion of this module, learners will be able to acquire the skills and knowledge required to write a commentary for various publications.

Duration: 45 Hours **Theory: 9 Hours** **Practice: 36 Hours** **Credit Hours: 4.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Evaluate the technical elements	**Trainee will be able to:** • Identify cinematography • Pinpoint the technicalities of editing • Evaluate audio/visual effects	• Explain Public interest • Explain Comprehensive knowledge of various subjects **Practical Activity:**	**Theory-** 3 Hrs **Practical-** 12 Hrs **Total-** 15 Hrs	• Computer/Laptop • Internet Connection • Media player	Class Room Lab/ Field Visit

		• Describe the Knowledge of what public wants. • Exhibit in-depth knowledge of different domains.			
LU2. Evaluate the performance	**Trainee will be able to:** • Analyze performance of the actors • Analyze the director's work • Evaluate performance of the production team • Review story of the movie • Evaluate dialogues of the movie • Assess script of the movie	• Understand Awareness of social norms of society • Explain Publication policies **<u>Practical Activity:</u>** • Define social norms. • Present himself or herself as an unbiased commentary writer.	**Theory-** 3 Hrs **Practical-** 12 Hrs **Total-** 15 Hrs	• Computer/Laptop • Internet Connection • Media player	Class Room Lab/ Field Visit
LU3. Write the final verdict	**Trainee will be able to:** • Write an unbiased review • Summarize the movie • Write final verdict	Explain how to write movie reviews. **<u>Practical Activity:</u>** Watch a short movie. Write down an unbiased review of it.	**Theory-** 3 Hrs **Practical-** 12 Hrs **Total-** 15 Hrs	• Computer/Laptop • Internet Connection • Media player	Class Room Lab/ Field Visit

5. Technical Writer

0232-L&L-14. Write "How-to" Articles

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to create brand awareness for the target audience.

Duration: 42 Hours **Theory: 6 Hours** **Practice: 36 Hours** **Credit Hours: 4.2**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Gather data on "how-to" topic	**Trainee will be able to:** • Search data on "how-to" topic • Download videos on "how-to" topic • Categorize data based on authenticity of source • Choose data (both textual	• Understand 'how-to' topic **<u>Practical Activity:</u>** • Collect Video/Text data for your "how-to" topic.	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • YouTube • Web browsers **Software:** • Word processing	Class Room Lab/ Field Visit

	and videos) that is to be used in the article • View videos to visualize the process			software	
LU2. Document the "how-to" topic	**Trainee will be able to:** • Produce a summary document of the facts studied • Improve summary document based on viewed videos	• Illustrate the summarizing of document. **<u>Practical Activity:</u>** Write a short summary of the document.	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • Youtube • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit
LU3. Write the article	**Trainee will be able to:** • Start writing the article incorporating summarized data • Fill in the gaps wherever needed	• Explain how to write the article. **<u>Practical Activity:</u>** • Write the article, considering the summarized data.	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • Youtube • Web browsers **Software:**	Class Room Lab/ Field Visit

				Word processing software	
LU4. Add visual aids (including images and tables to support the article)	**Trainee will be able to:** • Insert images into written article wherever necessary mentioning the source of images too. • Insert table of data into article supporting your argument mentioning the source of data table too	• Explain the importance of visual aid in article writng. **Practical Activity:** • Insert images and tables in the article.	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • Youtube • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit
LU5. Review the article (for clarity, factual correctness, flow)	**Trainee will be able to:** • Ensure the article is factually correct • Ensure that the steps involved in the process are clear.	• Illustrate the flow and structure of article **Practical Activity:** • Go through the article. Check the clarity and factual correctness of it.	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • Youtube • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit

LU6. Finalize and publish the article	**Trainee will be able to:** • Write the conclusion section • Add the minor details making the final product catchy and attractive • Publish the article at appropriate platform	• Explain how to add conclusion section in the article. **<u>Practical Activity:</u>** • Publish your article	**Theory-** 1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs	• Computer • Internet • Youtube • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit

0232-L&L-15. Write frequently asked questions (FAQs)

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write content, e.g., journalistic content, brand stories, customer stories, etc., for the promotion of the brand.

Duration: 42 Hours **Theory: 6 Hours** **Practice: 36 Hours** **Credit Hours: 4.2**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Gather data relevant to frequently asked questions on the selected topic	**Trainee will be able to:** • Search data on 'how-to' topic • Write the frequently asked questions appearing as the result of different search queries	• Explain FAQ questions **Practical Activity:** • Write down frequently asked "how to" questions.	**Theory-** 2 Hrs **Practical-** 7 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:** • Word processing software	Class Room Lab/ Field Visit
LU2. Select frequently asked questions	**Trainee will be able to:** • Arrange the frequently asked questions in order of frequency of their appearance in search queries • Select the questions appearing as the response	• Understand the questions relevant to the topic appearing more frequently than others **Practical Activity:** • Sort the FAQs by their searched frequency	**Theory-** 1 Hrs **Practical-** 7 Hrs **Total-** 8 Hrs	• Computer • Internet • Web browsers **Software:** Word processing	Class Room Lab/ Field Visit

	to search queries more frequently than others.			software	
LU3. Document most appropriate answer to every question	**Trainee will be able to:** • Write down the multiple answers of every questions in selected set of FAQs • Select the most appropriate answer • Record the selected answer	• Explain how to choose the most appropriate answer of every chosen question **Practical Activity:** • Write down the most appropriate answers for the FAQs.	**Theory-** 1 Hrs **Practical-** 7 Hrs **Total-** 8 Hrs	• Computer • Internet • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit
LU4. Review the questions and answers	**Trainee will be able to:** • Review the answer of every question for its clarity and correctness • Make necessary changes (if required)	• Explain how to review the answers of FAQs. **Practical Activity:** • Make required changes to the document.	**Theory-** 1 Hrs **Practical-** 7 Hrs **Total-** 8 Hrs	• Computer • Internet • Web browsers **Software:** Word processing Software	Class Room Lab/ Field Visit
LU5. Finalize and	**Trainee will be able to:** • Support the answers with	• Understand the process of publishing	**Theory-** 1 Hrs **Practical-** 8	• Computer • Internet	Class Room

publish the FAQs	images, tables and other visual components • Publish the FAQ at appropriate platform	FAQ **Practical Activity:** • Publish your FAQs.	Hrs **Total-** 9 Hrs	• Web browsers **Software:** Word processing software	Lab/ Field Visit

0232-L&L-16. Create Instruction Manuals and Guides

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write content, e.g., journalistic content, brand stories, customer stories, etc., for the promotion of the brand.

Duration: 45 Hours **Theory: 9 Hours** **Practice: 36 Hours** **Credit Hours: 4.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Learn the product or service	**Trainee will be able to:** • Use the service • Note the steps performed during every task of the service • Take images during every task	• Understand the product / service **Practical Activity:** • Understand the working of a task of service. Take images of that step.	**Theory-** 2 Hrs **Practical-** 7 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:** • Word processing Software	Class Room Lab/ Field Visit
LU2. Learn the product / service features	**Trainee will be able to:** • Explore every feature of the service • Note the steps to explore every feature	• Explain every feature of the product / service **Practical Activity:** • Understand the feature of that specific task of the service,	**Theory-** 2 Hrs **Practical-** 7 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit

LU3. Write the instruction manual	**Trainee will be able to:** • Write the instruction to perform every task of the service • Add images to make the manual more helpful for users	• Illustrate the steps to perform every step of all the tasks **Practical Activity:** • Write the instruction manual for the first task. Also include images of the process.	**Theory-** 2 Hrs **Practical-** 7 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit
LU4. Review the instruction manual for correction and clarity	**Trainee will be able to:** • Review the instruction manual for correction and clarity • Make amendments in language making it clearer and more accurate	• Explain how to review the instruction manual to ensure factual correction and clarity of language **Practical Activity:** • Review the written chapter and point out the errors.	**Theory-** 2 Hrs **Practical-** 7 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:** Word processing software	Class Room Lab/ Field Visit
LU5. Finalize and instruction manual and publish	**Trainee will be able to:** • Support the answers with images, tables and other visual components • Publish the instruction	• Explain how to publish the instruction manual on appropriate platform **Practical Activity:**	**Theory-** 1 Hrs **Practical-** 8 Hrs **Total-** 9 Hrs	• Computer • Internet • Web browsers **Software:**	Class Room Lab/ Field Visit

	manual at appropriate platformx	• Publish the instruction manual.		Word processing software	

0232-L&L-17. Write the User Experience (UX) Reports

Objective: After completion of this module learners will be able to acquire the skills and knowledge required to write content, e.g., journalistic content, brand stories, customer stories, etc., for the promotion of the brand.

Duration: 45 Hours **Theory: 9 Hours** **Practice:36 Hours** **Credit Hours: 4.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Choose a success metric	**Trainee will be able to:** • List the possible success metrics • Use the analytics data available from past users • Use existing data to find the desired outcome • Note the drop off rate between every step of service to reveal the biggest opportunities	• Explain Success metrics • Understand how we used existing data • Explain Drop off rate **Practical Activity:** • Search and select a success metric to find drop off rate between every step of servise	**Theory-** 2 Hrs **Practical-** 5 Hrs **Total-** 7 Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:** Word processing software	Class Room Lab/ Field Visit

LU2. Prioritize the primary use cases	**Trainee will be able to:** • Give greater weight to most common use cases rather than edge cases • Identify which use cases are most important for overall success of the service • Identify which change in user flow / user experience will have highest cumulative impact	• Define Common use cases • Explain user experience • Define comulative impact **Practical Activity:** • Common	**Theory-** 2 Hrs **Practical-** 5 Hrs **Total-** 7 Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:** Word processing software	Class Room Lab/ Field Visit
LU3. "Walk" the user flow	**Trainee will be able to:** • Walk through every step of the service as a new user • Clear web-browser's cache before going through the service to avoid any impact of previous users' data • Record every step using a screen shot • Layout the screen shots as they happen in user-flow	• Define new user • Define web browser cache • Explain record for screens shots • Define layout for screen shots **Practical Activity:** • Draw layout to	**Theory-** 1 Hrs **Practical-** 5 Hrs **Total-** 6 Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:** Word processing software	Class Room Lab/ Field Visit

		walk through steps for screen shots			
LU4. Consider user expectations	**Trainee will be able to:** • Record what user perceives from service's layout • User previous users' data to write what users expect from the service	• Explain service layout • Define user previous data **Practical Activity:** • Draft and record an layout of user expectation	**Theory-** 1 Hrs **Practical-** 5 Hrs **Total-** 6 Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:** Word processing software	Class Room Lab/ Field Visit
LU5. Evaluate usability heuristics	**Trainee will be able to:** • Utilize usability heuristics (user control, human limitations, modal integrity, accommodation, linguistic clarity etc.) to offer best user experience • Minimize the possibilities	• Decribe how to utilize usability heuristics (user control, human limitations, modal integrity, accommodation, linguistic clarity etc.)	**Theory-** 1 Hrs **Practical-** 5 Hrs **Total-** 6 Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:**	Class Room Lab/ Field Visit

	of users to make mistakes on user interfaces • Provide on board help	• Define user Interface • **Practical Activity:** • Apply heuristics		Word processing software	
LU6. Evaluate usability heuristics	**Trainee will be able to:** • Evaluate how features are offered in service and how easy is it to switch from one feature to another • Evaluate how data items (like items in a cart in online store) are managed across different components of the service • Make sure that user does not miss important notifications from one component of service while staying in another	• Define features according to service • Describe switching of features from one to an other • Define data items • Understand about important notification **Practical Activity:** • Define	**Theory-** 1 Hrs **Practical-** 5 Hrs **Total-** 6Hrs	• Computer • Internet • Web browsers • Google analytic • Sketch Artboard • **Software:** Word processing software	Class Room Lab/ Field Visit
LU7. Evaluate usability heuristics	**Trainee will be able to:** • Write down the report on improving the service • Avoid introducing new bottlenecks while	• Uderstand abour report writing • Explain new challenges and issues	**Theory-**1 Hrs **Practical-** 6 Hrs **Total-** 7 Hrs		Class Room Lab/ Field Visit

	suggesting improvements in the service	**Practical Activity:** • Prepare a report to avoid new challenges for improvement of service			

6. Social Media Optimization

Module 18 – 0232-L&L-18. Set up Social Media Accounts

Objectives:

After completion of this module learner will be able to create account at popular social media platforms..

Duration:	Total hours	30	Practical:	24	Theory:	06

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Search Social media platforms	• Search social media platforms through search engines • Compare these platforms based on impact, popularity and purpose etc. • Select appropriate social media platform	• Understand social media platforms • Define Search Engine • Describe popular social media	02 Hour Theory 08 Hours Practical Total: 10 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook • Youtube • Instagram • Linkdin • TikTok • Twitter	Class room and workplace/ Lab

LU 2- Create account	• Select account type (page, id, group, channel etc.) • Signup/Register with the selected platform • Complete your profile	• Identify social media platform • Enlist the procedure for sign up • Describe the types of profile **Practical Activity**: Demonstrate the procedure to create an account on selected social media	02 Hour Theory 08 Hours Practical Total: 10 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook • Youtube • Instagram • Linkdin • TikTok • Twitter	
LU3. Attract people to your new account	• Invite friends • Share profile with audience • Use paid promotion to get audience (if needed)	• Identify friends • Visualize/Display profile to audience • Knowledge of paid promotions • Add paid promotions. **Practical Activity**: Excite/Stimulate the	02 Hour Theory 08 Hours Practical Total: 10 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook • Youtube	

		audience for new account		• Instagram • Linkdin • TikTok • Twitter	

Module 19 – 0232-L&L-19. Design the post contents for social media

Objectives:

After completion of this module learner will be able to create account at popular social media platforms..

Duration:	Total hours	36	Practical:	27	Theory:	09

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Search for content	• Choose appropriate search engine • Search for the type of content • Search websites that provide free stock images (e.g. unsplash, pixabay etc.) • Select content types related to the platform (e.g. facebook, twitter, instagram etc.)	• Explain Search Engines and their working. • Identify search Engine • Describe the content and its types • Identify Types of websites	03 Hour Theory 09 Hours Practical Total: 12 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Canva (Online Image Designing Tool) • Unsplash.com • Pexels.com	Class room and workplace/ Lab
LU 2- Search for layout of the content	• Choose appropriate search engine • Identify the content layout • Generate idea for contents using	• Define the layout of the content	03 Hour Theory 09 Hours Practical Total: 12 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Canva (Online Image Designing Tool) • Unsplash.com	

	tools and sites (e.g. pinterest etc.) • Identify the trends of the content			• Pexels.com	
LU3. Create Content	• Search content data • Add textual, images, audio, video or info graphic content • Review grammar and spelling mistakes • Finalize the content		03 Hour Theory 09 Hours Practical Total: 12 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Canva (Online Image Designing Tool) • Unsplash.com • Pexels.com	

20 – 0232-L&L-20. Optimize the Content for Social Media Platforms based on targeted Audience

Objectives:

After completion of this module learner will be able to optimize the contents for social media platforms that attracts the targeted audience.

Duration:	Total hours	36	Practical:	27	Theory:	09

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Perform Competitive analysis	• Search for competitors within same niche • Perform traffic analysis • Compare competitors using meaningful attributes (price and content quality etc.) • List more relevant hashtags as per niche	• Identify competitors • Define search volume • Understand traffic analysis • Describe price and content quality • Understanding of hashtag **Practical Activity**: Analyze the hashtag or competitors list to perform traffic analysis.	03 Hour Theory 07 Hours Practical Total: 10 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook insight • Hashtag analyzer (All-hashtag.com)	Class room and workplace/ Lab

LU 2- Search Keywords	• Find trending hashtags/keywords • Identify top hashtags using different tools (all-hashtag.com) • Search hashtag/keyword volume • Select keywords	• Identify trending hashtags • Describe keywords • Identify hashtag volume **Practical Activity**: Demonstrate how to search hashtag/keyword using different tools	02 Hour Theory 07 Hours Practical Total: 09 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook insight Hashtag analyzer (All-hashtag.com)	
LU3. Select catchy Title	• Open search engine • Select effective search query • Collect/generate related titles • Filter titles from the collected data	• Identify effective search query • Define related titles • Clarify collected data • Describe catchy title	02 Hour Theory 07 Hours Practical Total: 09 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook insight Hashtag analyzer (All-hashtag.com)	

	• Select appropriate catchy title using title generator tool • Incorporate keywords in title	**Practical Activity**: Demonstrate how to select catchy title using title generator tool including keywords			

LU4. Optimize content for post	• Prepare textual content in effective manners to narrate the whole idea • Use text, images, videos and info graphics in the contents • Use appropriate theme to attract targeted audience like colour, layout, design etc.	• Define Textual Content • Add text, images, videos and info graphics in the contents • Describe targeted audience • Explain color theory	02 Hour Theory 06 Hours Practical Total: 08 Hours	• Computer System • Internet connection • Web Browser • Search Engine • Facebook insight • Hashtag analyzer (All-hashtag.com)	

21 – 0232-L&L-21. Engaged Targeted Audience and Boost Traffic

Objectives:

After completion of this module learner will be able to identify and analyse market and its trends to perform SEO. And can also perform

competitive analysis

Duration:	Total hours	44	Practical:	36	Theory:	08

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Develop PR outreach	• Know your target audience • Maintain the records of active audience • Provide regular feedbacks in form of replies, customer services, courtesy messages etc. • Build contacts at social media through follow, likes, subscribe etc.	• Describe targeted audience • Review the active audience • Identify feedback formats **Practical Activity**: Establish contacts Through social media with audience.	04 Hour Theory 18 Hours Practical Total: 22 Hours	• Computer System • Internet connection • Web Browser • Social Media Platforms • Wats app	Class room and workplace/ Lab

LU 2- Drive Traffic	• Post stories at different social media platforms to reach the maximum audience for latest updates • Create Polls at social media platforms to interact with audience by asking questions, getting opinion and to know the interest. • Boost post at social media platform to improve the reach of the	• Define Boost in terms of social media post • Understanding of post stories • Elaborate social media polls	04 Hour Theory 18 Hours Practical Total: 22 Hours	• Computer System • Internet connection • Web Browser • Social Media Platforms • Wats app	

	contents on the relevant audience using paid campaign etc. • Share the content, post or account with maximum people platform to drive traffic on the social media • Post/publish contents frequently and consistently to maintain the interest of the audience.				