National Vocational Qualification

Curriculum of Content Writing Level-5 “Creative 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, SEO Writers,Creative Writers and Technical Writers
- Produce competent Media Editors, Literary Editors and Authors,
- Produce competitive Freelancers and Entrepreneurs.
- 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 Industrywith 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 recognise and accept in modern days.
- Establish standardised 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. Media Editing, Public Relations, SEO Content Writing, Literary Editing, Author, Creative Writing Entrepreneurship and Freelancing.
- 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:

- Media Editor
- Public Relation Associate
- SEO Content Writer
- Literary Editor
- Author
- Creative Writer
- Entrepreneur & Freelancer

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, Level 3 and/or level 4 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.

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 DATE HERE 2021, in PITAC Lahore:

Sr. No	Name	Designation & Organization
1.	Mr. Hamza Nadeem	NAVTTC Coordinator, Islamabad
2.	Mr. 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	Advertising 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
1.		

14. Summary of Competencies

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
Level 5								
1	Evaluate the Submission	**Media Editor**	5	Technical	12	18	30	3
2	Coordinate with Sub Editors		5	Technical	12	18	30	3
3	Ensure Effective Communication		5	Technical	9	21	30	3
4	Develop PR strategies and campaigns.	**Public Relation Associate**	5	Technical	12	18	30	3
5	Write press releases, keynote speeches and promotional material.		5	Technical	15	24	39	3.9
6	Build Relationship with Media, Public and Stakeholders		5	Technical	12	18	30	3
7	Perform research for SEO Content writer	**SEO (Content Writing)**	5	Technical	12	18	30	3
8	Optimize the content for SEO		5	Technical	15	27	42	4.2
9	Analyze content marketing strategies.		5	Technical	12	18	30	3
10	Create and write Blogs.		5	Technical	15	27	42	4.2
11	Create Backlinks.		5	Technical	12	18	30	3
12	Perform rank analysis.		5	Technical	12	18	30	3
13	Deal with content related to literature and books.	**Literary Editor**	5	Technical	18	27	45	4.5
14	Work with the Author to develo content		5	Technical	18	27	45	4.5
15	Proofread the book.		5	Technical	18	27	45	4.5
16	Write non-fiction content	**Author**	5	Technical	18	24	42	4.2

17	Write fiction content		5	Technical	18	24	42	4.2
18	Re-write/revise pieces written by other Authors.		5	Technical	18	24	42	4.2
19	Write reviews	**Creative Writer**	5	Technical	18	24	42	4.2
20	Write Speech		5	Technical	18	24	42	4.2
21	Write Essays		5	Technical	15	27	42	4.2
22	Develop entrepreneurial skills	**Entrepreneurship**	5	Generic	12	18	30	3
23	Apply management and communication techniques		5	Generic	18	24	42	4.2
24	Create human resource management plan		5	Generic	18	24	42	4.2
25	Develop project management plan		5	Generic	18	24	42	4.2
26	Develop sales plan		5	Generic	18	24	42	4.2
27	Conduct research for customer needs and satisfaction		5	Generic	12	24	36	3.6
28	Manage finances		5	Generic	12	24	36	3.6
29	Identify and resolve problems		5	Generic	9	21	30	3
30	Create Manage profile on Non-Traditional Freelancing platform	**Freelancing**	5	Generic	9	21	30	3
31	Create Manage profile on Non-Traditional Freelancing platform		5	Generic	12	18	30	3
32	Write professional proposal for projects		5	Generic	12	18	30	3
33	Develop communications skills		5	Generic	12	18	30	3
	Total				**471**	**729**	**1200**	**120**
	Percentage				**39.25**	**60.75**		
	GRAND TOTAL				**937**	**2643**	**3580**	**358**

Occupations and Level Descriptor

SR.NO	OCCUPATIONS	NO OF COMPETENCY STADARDS	LEVEL	OCCUPATION CONTACT HOURS	TOTAL (LEVEL CONTACT HOURS)
1	*Media Editor*	3	**5**	90	1200
2	*Public Relation Associate*	3		99	
3	*SEO (Content Writing)*	6		204	
4	*Literary Editor*	3		135	
5	*Author*	3		126	
6	*Creative Writer*	3		126	
7	*Entrepreneurship*	8		300	
8	*Freelancing*	4		120	

15. Summary of Competency Standards

The proposed curriculum is composed of eight (08) technical and generic modules that will be covered in 1200 hours. This course will be delivered in a one-year period.However, the distribution of contact hours (practical & theory) and ratio are:

- Theory: (40%) Practical (60%)
- Theory: 471 hours
- Practical: 729 hours
- **Total**: 1200 hours

16. Qualification Levelling and Packaging

LEVEL 5

(Media Editor, Public Relation Associate, SEO-Content Writing, Literary Editor, Author, Creative Writer, Entrepreneurship)

Media Editor

1. Evaluate the Submission
2. Coordinate with Sub Editors
3. Ensure Effective Communication

Public Relation Associate

1. Develop PR strategies and campaigns.
2. Write press releases, keynote speeches and promotional material.
3. Build positive relationships with stakeholders, media and the public.

SEO (Content Writing)

1. Perform research for SEO Content writer
2. Optimize the content for SEO
3. Analyze content marketing strategies.
4. Create and write Blogs.
5. Create Backlinks.
6. Perform rank analysis.

Literary Editor

1. Deal with content related to literature and books.
2. Work with the Author to develop content
3. Proofread the book.

Author

1. Write non-fiction content
2. Write fiction content
3. Re-write/revise pieces written by other Authors.

Creative Writer

1. Write reviews
2. Write Speech
3. Write Essays

Entrepreneurship

1. Develop entrepreneurial skills
2. Apply management and communication techniques
3. Create human resource management plan
4. Develop project management plan
5. Develop sales plan
6. Conduct research for customer needs and satisfaction
7. Manage finances
8. Identify and resolve problems

Freelancing

1. Create Manage profile on Non-Traditional Freelancing platform
2. Create Manage profile on Non-Traditional Freelancing platform
3. Write professional proposal for projects
4. Develop communications skills

17. Detail of Qualifications and its Competency Standards

Technical Competencies

Media Editor

Module- 0232-L&L-1: Evaluate the Submission

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required to verify the credibility of the news, its relevance to the society and compatibility with the policy.

Duration:	**Total hours**	**30**	**Practical:**	**18**	**Theory:**	**12**	**Cr. Hr. 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Check the Relevance of the submission	**Trainee will be able to**: • Read the write-up thoroughly and determine its subject. • Compare the subject with contemporary issues • Ensure its relevance to the society and social norms • Check whether the write-up is relevant to the page sections	• Knowledge of the Contemporary Issues • Awareness of Society and Social Norms • Understanding of Newspaper Policy **Practical Activity:** **Enlist Social Norms**	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad	Class Room

LU-2. Verify the authenticity of the sources	**Trainee will be able to:** • Check if the source of the news is reliable. • Ensure that the information source is mentioned. • Evaluate if the news is biased or prejudiced	• Knowledge of the Contemporary Issues • Awareness of Society and Social Norms • Capable of Fact Finding • Ability to verify facts • Understanding of Newspaper Policy	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	Computer/Laptop Word Processor Internet Connection Cell Phone Writing Pad Pen	Class Room Lab/ Field Visit
LU3. Evaluate the importance of the news	**Trainee will be able to:** • Validate if the write-up holds human interest. • Decide the placement for the write-up. • Analyze the content for its proximity.	• Knowledge of the Contemporary Issues • Awareness of Society and Social Norms • Understanding of Newspaper Policy **Practical Activity:** Draft news write-up	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total- 6** Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room
LU4. . Ensure compatibility with the Newspaper/Journal policy.	**Trainee will be able to:** • Check the write-up according to newspaper policy • Ensure that the content is not taboo. • Make necessary changes (if required). • Disapprove the story if it is incompatible.	• Knowledge of the Contemporary Issues • Awareness of Society and Social Norms • Capable of Fact Finding • Understanding of Newspaper Policy • Capability in Page-making and Page Layout	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 6 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • Pen	Class Room

Module- 0232-L&L-2 Coordinate with Sub Editors

Objectives:

After completion of this module learner will be able to acquire the skills and knowledge required to coordinate with sub editors.

Duration:	**Total hours**	**30**	**Practical:**	**18**	**Theory:**	**12**	**Cr. Hr. 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools/Equipment) Required	Learning Place
LU-1 **Assign Duties and Conduct Meeting on Daily Basis**	**Trainee will be able to:** • Allocate daily quota of work for subediting. • Discuss policies and standards with sub editors if anything needs to be updated or changed. • Set up new goals for the newspaper or publication in conversation with sub editors and other editorial staff.	• Define newsroom culture • Define Policies and standards for meeting • Define duty allocation **Practical Activity:** How to develop duty roster as per standard	04 Hours Theory 6 Hours Practical Total: 10 Hours	• Layout Software • Internet Connection • Cell Phone • Writing Computer/Laptop • Word Processor • Corel Draw or Any Page Pad • Pen	• Class room

LU 2 **Suggest Stories and Headline Ideas**	**Trainee will be able to:** • Give suggestions to the team of sub editors for interesting stories to be covered • Provide headline ideas in alignment with targeted audience's preferences.	• Define newsroom culture • How to determine audience preference • Explain page layout	04 **Hours Theory** 06 **Hours Practical** **Total:** 10 Hours	• Computer/Laptop • Word Processor • Corel Draw or Any Page Layout Software • Internet Connection • Cell Phone • Writing Pad • Pen	• Class Room / Lab
LU-3 **Check If Page Layout is Correct**	**Trainee will be able to**: • Analyze the complete page layout in terms of news, columns, articles and advertisement's placements to see if all is in order. • Check if any irrelevant or fake news is placed on page. • Approve the page layout for publishing.	• Define newsroom culture • Describe headline ideas • Explain page layout **Practical Activity:** Label given newspaper layout template	04 **Hours Theory** 06 **Hours Practical** **Total:**08 Hours	• Computer/Laptop • Word Processor • Corel Draw or Any Page Layout Software • Internet Connection • Cell Phone • Template • Writing Pad • Pen	• Classroom / workplace/ Lab

. Module- 0232-L&L-3: Ensure Effective Communication

Objective: After completion of this module learner will be able to acquire the skills and knowledge required for effective communication.

Duration:	Total hours	30	Practical:	21	Theory:	9	Cr. Hr. 3

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Make a Compelling Story	**Trainee will be able to**: • Identify any flaws in narration • Rewrite to develop a compelling narrative • Develop the write-up for reader interest	• Define Creative Writing • Describe plot of story • Explain Different Writing Styles • Define Vocabulary and Jargons • Explain Sentence Structure and its Tone • Describe Mood in Sentence • Explain Narration and Different Narratives **Practical Activity:** Produce effective write-up	**Theory-** 3 Hrs. **Practical-** 9 Hrs. **Total-** 12 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • E-Dictionary • Any Grammar Software	Class Room

LU-2. **Analyse the writing style**	**Trainee will be able to:** • Adjust the tone of the write-up • Check the mood of the sentences and make necessary changes	• Explain Different Writing Styles • Explain Vocabulary and Jargons • Discuss Sentence Structure and its Tone and Mood • Explain Narration and Different Narratives **Practical Activity:** Compose outlines of compelling narrative	**Theory-** 3 Hrs. **Practical- 6** Hrs. **Total-** 9 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • E-Dictionary • Any Grammar Software	Class Room Lab/ Field Visit
LU3. Ensure the Delivery of Message	**Trainee will be able to:** • Ensure that the message is communicated effectively • Edit the write-up to communicate the message in minimum words and maximum comprehension • Ensure the use of relevant vocabulary and jargons • Adjust the word count as per the space available	• Explain Different Writing Styles • Discuss Sentence Structure and its Tone • Explain Mood in Sentence • Explain Narration and Different Narratives • Explain communication barriers **Practical Activity:** Enlist different writing styles	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total- 9** Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • E-Dictionary • Grammarly •	Class Room

2. Public Relation Associate

Module- 0232-L&L-4: Evaluate the Submission

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required to develop public relations strategies and campaigns.

Duration:	Total hours	30	Practical:	18	Theory:	12	Cr. Hr. 3

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Develop PR Strategies	**Trainee will be able to**: • Make strategies to present a good image of the company or educational institution in the market. • Develop strategies and policies for media coverage to reach to target audience. • Create a time frame for	• How to launch campaigns. • Develop strategies. • Define the brand reputation in the market • Differentiate seasonal and non-seasonal campaigns **Practical Activity:** • Enlist types of campaigns	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • E-Dictionary • Any Grammar Software • Search Engine	Class Room

	promotional activities. • Convey the key messages to audience.				
LU-2. Arranage PR Campaigns	**Trainee will be able to:** • Raise campaigns for product. • Convey the message or news to a larger audience. • Improve the brand reputation. • Generate seasonal campaigns for specific products.	• How to launch campaigns. • Developing strategies. • Improving the brand reputation in the market **Practical Activity:** • Enlist ways to capture large audience	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone • Writing Pad • E-Dictionary • Any Grammar Software • Search Engine	Class Room Lab/ Field Visit

Module- 0232-L&L-5: Write Press Releases, Keynote Speeches and Promotional Material

Objective: After Completion of this module learner will be able tp acquire the skills and knowledge required write press releases, keynote speeches and promotional material.

Duration:	Total hours	39	Practical:	24	Theory:	15	Cr. Hr. 3.9

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Write Press Releases	**Trainee will be able to**: • Write press stories for the events. • Write news for products. • Create a press release for various campaigns	• Discuss role of press release for media. • Explain types of press release. **Practical Activity:** Write press release points on given topic	**Theory-** 7 Hrs. **Practical-** 12 Hrs. **Total-** 19 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Guide to Write Press Releases and Keynote Speech • Guide to Understand Promotion. • Cell Phone	Class Room

LU-2. **Create Promotional Material**	**Trainee will be able to:** • Create a gripping content having call to action to grab the targeted audience, • Set specific objective in promotional campaign. • Generate accurate message to promote the product or any activity. • Develop a strategy to distribute the promotion on various Marketing platforms.	• Explain gripping call to action promotional activities. **Practical Activity:** • Write objectives of promotion campaign	**Theory-** 8 Hrs. **Practical-** 12 Hrs. **Total-** 20 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Guide to Write Press Releases and Keynote Speech • Guide to Understand Promotion. • Cell Phone	Class Room Lab/ Field Visit

Module- 0232-L&L-6: Build Relationship with Media, Public and Stakeholders

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required build positive relationship with media, stakeholders and public.

Duration:	**Total hours**	**30**	**Practical:**	**18**	**Theory:**	**12**	**Cr. Hr. 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place

LU1. Build Relationship with Media	**Trainee will be able to**: • Tie up relationship with print media. • Develop relationship with electronic media. • Arrange good media coverage for every event. • Circulate press releases to both print and electronic media.	• Communication skills. • Explain public relations concepts • Stakeholders' information. • Social norms and values **Practical Activity:** • Write press release points on given topic	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone	Class Room
LU-2. Develop Relationship with Public	**Trainee will be able to:** • Become a good face of the organization in outer world. • Show presentation skills in public. • Show a courteous and polite behavior to the public	• Communication skills. • Stakeholders' information. • Social norms and values **Practical Activity:** • Write rules of effective presentation skills in public	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	• Computer/Laptop • Word Processor • Internet Connection • Cell Phone	Class Room
LU3. Maintain Relationship with Stakeholders	**Trainee will be able to:** • Communicate project scope with stakeholders. • Meet up with stakeholders who are resistant to change and then develop a good rapport with them. • Stay consistent with your messaging • Keep surprises to a minimum.	• Communication skills. • Stakeholders' information. • Social norms and values. **Practical Activity:** • Enlist rules to be good communicator	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	Computer/Laptop Word Processor Internet Connection Cell Phone	Class Room

3. Search Engine Optimization (SEO)-Content Writing

Module- 0232-L&L-7: Perform Research for SEO content

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required able to design a search engine optimized content.

Duration:	Total hours	30	Practical:	18	Theory:	12	Cr. Hr. 3

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. **Search for content**	**Trainee will be able to**: • Choose appropriate search engine • Search for the type of content e.g. text, image, audio, video etc. • Select content types related to our platform e.g., website, blog, product etc..	• Define the layout of the content • Explain Search Engines and their working. • Describe the content and its types **Practical Activity:** Search any video content	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines	Class Room

LU-2. Search for layout of the content	**Trainee will be able to:** • Choose appropriate search engine • Identify the types of contents • Identify the sections of the contents • Select appropriate sections and type as per your platform e.g. website contents, social media contents,	. • Describe the content and its types • Define the layout of the content **Practical Activity:** Design layout for a blog	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines	Class Room
LU3. **Write Content**	**Trainee will be able to:** • Search content data • Add your textual, images and infographic content • review for grammar and spelling mistakes • Finalize the content	• Describe the content, its types and layouts • Explain types of content writing **Practical Activity:** Write content as per the format of Facebook post	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	Computer System Internet Connection Web Browser Search Engines	Class Room

Module- 0232-L&L-8: Optimize the Content for SEO

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required able to design a search engine optimized content.

Duration:	Total hours	42	Practical:	27	Theory:	15	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Research for content	**Trainee will be able to**: • Choose appropriate search engine • Select effective search keywords for research • Collect helpful data for the content	• Understanding of Search Engines and their working. • Describe keywords. **Practical Activity:** Design the content for a blog	**Theory-** 4 Hrs. **Practical-** 9 Hrs. **Total-** 13 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines • Canva (Online Image Designing Tool) • LSI graph (https://lsigraph.com/) • Google Keyword Planner • Moz	Class Room

LU-2. **Search Keywords**	**Trainee will be able to:** • Search for keyword tools • Explore keyword planner tools • Identify keywords on the basis of volume, keyword difficulty (KD) etc. • Select appropriate keywords	• Understand SEO copywriting • Describe keywords • **<u>Practical Activity:</u>** • Hunt LSI keywords for the content	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines • Canva (Online Image Designing Tool) • LSI graph (https://lsigraph.com/) • Google Keyword Planner • Moz	Class Room
LU3. **Select catchy Title**	**Trainee will be able to:** • Open search engine • Select effective search query • Collect/generate related titles • Filter titles from the collected data • Select appropriate catchy title	• Describe keywords. **<u>Practical Activity:</u>** • Design idea for infographic	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs	• Computer System • Internet Connection • Web Browser • Search Engines • Canva (Online Image Designing Tool) • LSIgraph (https://lsigraph.com/) • Google Keyword Planner • Moz	Class Room

LU4. **Create content for the niche**	**Trainee will be able to** • Use focus keyword in H1 (Heading style). • Prepare textual content in effective manners to narrate the idea • Use textual, images and infographic in the contents of the idea • Use ALT keywords in image • Search appropriate Latent Semantic index keywords • Relate Latent Semantic Index (LSI) keywords in the contents • Design images for the content	• Understand Search Engines and their working. • Understand SEO copywriting Describe keywords **Practical Activity:** • List down the important sections of the content	**Theory-** 4 Hrs. **Practical-** 6 Hrs. **Total-** 10 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines • Canva (Online Image Designing Tool) • LSIgraph (https://lsigraph.com/) • Google Keyword Planner • Moz	Class Room

Module- 0232-L&L-9. Analyze Content Marketing Strategies

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required able to identify and analyse market and its trends to perform SEO and can also perform competitive analysis

Duration:	**Total hours**	**30**	**Practical:**	**18**	**Theory:**	**12**	**Cr. Hr. 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Perform Market & trend analysis	**Trainee will be able to**: • Search the market of competitors through search engines • Identify the market related to your niche • Identify trends of market	• Understand Search Engines and their working. • Define important terminologies related to blogging like niche, keyword, CPC and CTR etc. • Differentiate between keyword difficulty levels. • Describe competitive analysis **Practical Activity:** **Extract market trend graphs**	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer System • Internet Connection • Web browser • Search engine • Google Keyword Planner • Moz	Class Room

LU-2. Perform Competitive Analysis	**Trainee will be able to:** • Search your local competitors within your niche. • Search your global competitors within your niche. • Find out the work of your competitors in local and international market • Compile the attributes of work done by your competitors • Identify the competitive edge • Find cost per click (CPC) using keyword planner like the Google Keyword Planner • Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner	• Define important terminologies related to blogging like niche, keyword, CPC and CTR etc. • Differentiate keyword difficulty levels. • Describe competitive analysis • keywords **Practical Activity:** Enlist area of strength of the competitors	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer System • Internet Connection • Web browser • Search engine • Google Keyword Planner • Moz	Class Room

Module- 0232-L&L-10. Create and Write Blog

Objective: After Completion of this module learner will be able to acquire the skills and knowledge required able to write and design the post for Blog.

Duration:	Total hours	42	Practical:	27	Theory:	15	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Search Blogging Platform	**Trainee will be able to**: • Search different free blog platform like blogger, WordPress, WIX, Tumblr etc • Compare features of these platform include free and paid. • Select appropriate blog site.	• Describe blogging platforms • Analyze title of the Blog/Post • Analyze description of the post **Practical Activity:** **Write five blogging sights**	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Computer System • Internet Connection • Web browser • Search Engines • Word Press • WIX • Blogger • Tumblr	Class Room

LU-2. Explore working of blogging platform	**Trainee will be able to:** • Explore the interface of the selected blogs sites • Learn the working of their features and tools	• Analyze title of the Blog/Post • Analyze description of the post **Practical Activity:** Write working of anyone blogging platform	**Theory-** 5 Hrs. **Practical-** 9 Hrs. **Total-** 14 Hrs.	• Computer System • Internet Connection • Web browser • Search Engines • Word Press • WIX • Blogger • Tumblr	Class Room
LU3. Create Blog	**Trainee will be able to:** • Sign up at selected blog site for login purpose in future • Create new Blog • Set name/title of the blog • Write description of the blog • Use images for the blog like logo • Able to edit blog information	• Understand title of the Blog/Post • Define the blog • Understand description of the post **Practical Activity:** • Design idea for blog	**Theory-** 5 Hrs. **Practical-** 6 Hrs. **Total-** 11 Hrs	Computer System Internet Connection Web browser Search Engines Word Press WIX Blogger Tumblr	Class Room

LU4. Publish post for blog	**Trainee will be able to** • Design a post with optimized content • Publish post	• Understand title of the Blog/Post • Define the blog • Understand description of the post **Practical Activity:** • Publish blog on website	**Theory-** 2 Hrs. **Practical-** 6 Hrs. **Total-** 8 Hrs.	Computer System Internet Connection Web browser Search Engines Word Press WIX Blogger	Class Room

Module- 0232-L&L-11. Create Backlinks

Objective: After Completion of this module learner will be able to create backlinks of idea that can be blog, product, website, category etc.

Duration:	**Total hours**	**30**	**Practical:**	**18**	**Theory:**	**12**	**Cr. Hr. 3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Search for Backlink sites	**Trainee will be able to**: • Choose appropriate search engine • Search websites that can provide backlinks • Search tools and web browser extensions that	• Define Backlink • Describe Search Engine Optimization • Differentiate backlink types • What is backlink tool **Practical Activity:**	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Computer System • Internet Connection • Web browser • Search Engines • Word Press • WIX	Class Room

	provide information about backlink types and sites • Identify the relevance of websites with our keywords	• Generate backlink and keywords		• Blogger • Tumblr	
LU-2. Perform comperitive analysis	**Trainee will be able to:** • Search your competitors as per keywords. • Find out the work of your competitors in local and international market • Analyze the work history of the competitors • Compile the attributes of work done by your competitors • Identify the competitive edge	• Describe Search Engine Optimization • Method to choose keywords • Differentiate backlink types • What is backlink tool • **Practical Activity:** • Perform competitor analysis against any two keywords	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Computer System • Internet Connection • Web browser • Search Engines • Word Press • WIX • Blogger • Tumblr	Class Room
LU3. Create backlinks	**Trainee will be able to:** • Hunt backlinks of competitors with the help of tools • Identify the nature of backlink providers e.g. free or paid	• Define Backlink • Describe Search Engine Optimization • Differentiate backlink types • Define indexing • What is backlink tool **Practical Activity:** • Generate backlinks	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 6 Hrs	Computer System Internet Connection Web browser Search Engines Word Press WIX Blogger Tumblr	Class Room

	• Explore selected websites provides "do follow" and "no follow" to our idea (page, product, blog etc.) • Link your identified keywords with anchor tags				
LU4. Index backlinks	**Trainee will be able to** • Design a post with optimized content • Publish post	• Define Backlink • Describe Search Engine Optimization • Differentiate backlink types • Define indexing • What is backlink tool **Practical Activity:** •	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 6 Hrs.	Computer System Internet Connection Web browser Search Engines Word Press WIX Blogger Tumblr	Class Room

Module- 0232-L&L-12. Perform Rank Analysis

Objective: After Completion of this module learner will be able to analyse the rank of its product.

Duration:	Total hours	30	Practical:	18	Theory:	12	Cr. Hr. 3

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Configure Tools	**Trainee will be able to**: • Search tools and extensions for rank analysis • Explore the working of these tools and extensions • Select the most appropriate among them • Configure/signup the selected tool	• Define rank in SEO • List tools available for rank analysis • Describe Keyword • Elaborate the working of Google analytics • Define Google webmaster and its features **Practical Activity:** • Create account as a trial user	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer System • Internet Connection • Web Browser • Search Engines • Google Analytics • Ahrefs • Majestic SEO	Class Room
LU-2. Perform Keyword ranking analysis	**Trainee will be able to:** • Search keywords through search engine • Check rank of keywords at search engine	○ Define rank in SEO ○ List tools available for rank analysis ○ Describe Keyword ○ Elaborate the working of Google analytics	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Computer System • Internet Connection • Web Browser	Class Room

	• Perform traffic analysis of keyword through Google analytics • Optimize again if not ranked as per requirement	○ Define Google webmaster and its features **Practical Activity:** Perform rank analysis for particular website		• Search Engines • Google Analytics • Ahrefs • Majestic SEO	

4. Literary Editor

Module- 0232-L&L-13. Deal with Content related to Literature and Books

Objective: After Completion of this module learner will be able to ensure understanding of literary genres to evaluate the quality of a manuscript as well as adequate command on English language to make the content more understandable and enjoyable..

Duration:	Total hours	45	Practical:	27	Theory:	18	Cr. Hr. 4.5

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place

LU1. **Develop style for Creative writing**	**Trainee will be able to**: • Read about different styles in creative writings, especially the use of words, syntax and tone • Identify the techniques of narration and different types of narratives • Learn parts of a book, e.g., title, contents, preface, glossary, index, etc. l	• Knowledge of style in creative writing • Comprehension of figure of speech and their use in writing • Familiarization with the constituents of a book • Understanding of voice, tone, choice of words and syntax in writing **Practical Activity:** **Write different elements of style**	**Theory-** 9 Hrs. **Practical-** 18 Hrs. **Total-** 27 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word	Class Room Lab
LU-2. Study figure of speech	**Trainee will be able to:** • Highlight the need of figurative language • Learn all types of figure of speech along with their use (e.g., simile, metaphor, personification, hyperbole, etc.) • Read specimens to identify figure of speech	• Knowledge of style in creative writing • Comprehension of figure of speech and their use in writing • Familiarization with the constituents of a book • Understanding of voice, tone, choice of words and syntax in writing **Practical Activity:** Identify figure of speech in provided paragraph	**Theory-** 9 Hrs. **Practical-** 9 Hrs. **Total-** 18 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word	Class Room Lab

Module- 0232-L&L-14. Work with the Author to Develop Content

Objective: After Completion of this module learner will be able to ensure understanding of literary genres to acquire manuscripts from the authors and to work with the authors for timely publication..

Duration:	Total hours	45	Practical:	27	Theory:	18	Cr. Hr. 4.5

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Acquire Chapters/ Manuscripts	**Trainee will be able to**: • Get in touch with the authors • Familiarize them with the policy of publishers • Receive chapters from authors for review	• style in creative writing • Comprehension of figure of speech and their use in writing • Familiarization with the constituents of a book • Understanding of voice, tone, choice of words and syntax in writing **Practical Activity:** Write different elements of style	**Theory-** 6 Hrs. **Practical-** 6 Hrs. **Total-** 12 Hrs.	• Cell Phone • Notepad • Pen • Computer • Microsoft Office	Class Room Lab

LU-2. Modify Manuscripts	**Trainee will be able to:** • Verify the facts cited in the manuscript • Check for plagiarism of language and ideas • Read the final chapters and, if needed, give suggestions to the author • Help the writer to develop content as per publication style.	• Knowledge of style in creative writing • Comprehension of figure of speech and their use in writing • Familiarization with the constituents of a book • Understanding of voice, tone, choice of words and syntax in writing **<u>Practical Activity:</u>** Make a checklist for manuscript revision	**Theory-** 6 Hrs. **Practical-** 12 Hrs. **Total-** 18 Hrs.	• Cell Phone • Notepad • Pen • Computer • Microsoft Office	Class Room Lab
LU-3. Ensure timely completion of the book	**Trainee will be able to:** • Keep track of the deadline and ensure the timely completion of the book • Arrange regular meetings with the author and discuss any issues • Keep the author updated about any development in the publication process • Deliver the final copy of the book	• Information about the authors who may be interested in getting their work published • Knowledge of publication policy • Interpersonal skills	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Cell Phone • Notepad • Pen • Computer • Microsoft Office	Class Room Lab

Module- 0232-L&L-15. Proofread the Book

Objective: After Completion of this module learner will be able to ensure understanding of literary genres to proofread the book for any factual mistakes, grammar issues or unclear ideas.

Duration:	Total hours	45	Practical:	27	Theory:	18	Cr. Hr. 4.5

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Edit the Manuscript	**Trainee will be able to**: • Read the final draft for any factual mistakes • Read/edit the content to make it more understandable for the readers. • Read the draft for coherence or any discrepancy in narrative • Discuss all major changes with the author.	• Apply grammatical rules • Understanding of proof reading • Understanding Rules of effective communication • Usage of punctuation marks **Practical Activity:** **Writer different elements of style**	**Theory-** 6 Hrs. **Practical-** 6 Hrs. **Total-** 12 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

LU-2. Proofread the Book	**Trainee will be able to:** • Proofread the manuscript for spelling and grammar mistakes. • Correct any punctuation mistakes. • Send book to the graphic designer	○ Apply grammatical rules ○ Understanding of proof reading • Understanding Rules of effective communication ○ Usage of punctuation marks **Practical Activity:** Make a checklist of proofread	**Theory-** 6 Hrs. **Practical-** 21 Hrs. **Total-** 27 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

5. Author

Module- 0232-L&L-16. Write Non-fictional Content

Objective: After Completion of this module learner will be able to ensure understanding of literary genres to Write/Rewrite articles, biographies and scientific content.

Duration:	Total hours	42	Practical:	24	Theory:	18	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. **Get to know the article writing.**	**Trainee will be able to**: • Recognize various styles of article writing • Develop understanding about the basic structure of an article.	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word • Developing a layout of article. • **Practical Activity:** Write different types of articles	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

LU-2. **Choose a topic**	**Trainee will be able to:** • Search for the topic • Select topic carefully as per requirement	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word. • Use newsletter template. • Knowledge of biography writing.	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab
LU3. **Research for writing articles**	**Trainee will be able to**: • Collect material as per requirement of the article • Perform research for the factual correction of the content. • Extend your research from multiple resources.	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word • Developing a layout of article. • Use newsletter template. • Knowledge of biography writing.	**Theory-** 3 Hrs. **Practical-** 03 Hrs. **Total-** 06 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

LU4. **Draft the article.**	**Trainee will be able to**: • Enlist your thoughts on a paper or computer. • Organize your information. • Layout the article in an outline form. • Write an attention grabbing introduction. • Maintain the coherence amongst paragraphs	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word. • **Practical Activity:**	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 06 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab
LU5. **Make effective use of Search Engines and Word-Processing Software.**	**Trainee will be able to**: • Perform browsing for research on popular search engines (Like Google, Yahoo, Bing etc.) • Use reliable website (acm.com etc.) • Use Word Processor for developing your article. • Perform Formatting • Use auto correction	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word • Developing a layout of article. • Use newsletter template. • Knowledge of biography writing. • Competency in creating scientific content in the form of articles or research material • **Practical Activity:**	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

LU6. **Revise and edit**	**Trainee will be able to**: • Identify typos, grammatical errors, repetitive words, and awkward phrasing. • Fix the glitches and polish the prose.	• Explain prerequisites of writing an article. • Discuss Importance of effective research for building a good article. • Use of Word Processing software like MS Word • Developing a layout of article. • Use newsletter template.	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab
LU7. **Write Biographies**	**Trainee will be able to**: • Perform research on the life events of the personality. • Record incidents, dialogues and people accurately. • Cover all ethical aspects in biography	• Writing an article. • Importance of effective research for building a good article. • Use of Word Processing software like MS Word • Developing a layout of article. • Use newsletter template. • Knowledge of biography writing. **Practical Activity:**	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab
LU8. **Write Scientific Content**	**Trainee will be able to**: • Gather resources for the selected topic. • Make use of relevant scientific terms while producing Content.	• Writing an article. • Importance of effective research for building a good article. • Use of Word Processing software like MS Word	**Theory-** 2 Hrs. **Practical-** 3 Hrs. **Total-** 05 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary	Class Room Lab

	• Use reliable resources which shall be quotable/presentable while defending	• Developing a layout of article. • Use newsletter template. • Knowledge of biography writing. • Competency in creating scientific content in the form of articles or research material **Practical Activity:**			

Module- 0232-L&L-17. Write Non-fictional Content

Objective: After Completion of this module learner will be able to ensure understanding of literary genres to write original stories for novels & Plays, Television & Movie Script as a Fiction Writer.

Duration:	Total hours	42	Practical:	24	Theory:	18	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Explore the elements of Fictional Writing	**Trainee will be able to**: • Analyze fictional writing elements. (Narration, Character, Plot, Setting, Style and Theme, Conflict, Resolution of Conflict, Climax) • Identify elements of fictional writing in a sample writing.	• Understanding of fictional and non-fictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc. • Understanding how different genres of fictional writing are different from each other. • Finding your own niche. • Understanding of local and global trends in fictional writing • **Practical Activity:** **Enlist difference of fiction & non-fiction writing**	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 06 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

LU-2. Find your genres in fictional writing	**Trainee will be able to:** • Search for Genres of fiction. (i.e. Poetry, Prose, Short Story, Novel, Drama) • Find your favorite genre. • Read as much of your favorite genre as possible to know the best practices and popular trends. •	• Understanding of fictional and non -fictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc. • Understanding how different genres of fictional writing are different from each other. • Finding your own niche. • Understanding of local and global trends in fictional writing **Practical Activity:** **Enlist genres of fiction**	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 06 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab
LU3. **Write novels (Original)**	**Trainee will be able to**: • Decide the nature of the novel (crime, fantasy, romance, inspirational, historical, horror and science fiction) • Conceive the main idea of the story • Plan events of the story • Decide the plot	• Understanding of fictional and non- fictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc. • Understanding how different genres of fictional writing are different from each other.	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

	• Develop Characters with respect to their conflicts • Conceive a strong climax • Divide the story into chapters • Set a deadline and plan writing chapters accordingly • Ensure coherence in chapters • Complete the novel • Proofread the novel • Request your fellows to read the novel for comments • Find a publisher and discuss the possibility of getting the novel published	• Finding your own niche. • Understanding of local and global trends in fictional writing. • **Practical Activity:** Write outlines of novel			
LU4. Write a play	**Trainee will be able to**: • Explore Play writing as genres. • Select the medium for the play. • Create an interesting plot. • Create a sub plot. • Divide the play into acts. • Divide the acts into scenes. • Prepare an exciting climax.	• Understanding of fictional and nonfictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc. • Understanding how different genres of fictional writing are different from each other.	**Theory-** 3 Hrs. **Practical-** 3Hrs. **Total-** 6 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

		• Finding your own niche. • Understanding of local and global trends in fictional writing			
LU5. Write television scripts.	**Trainee will be able to**: • Plan the narrative structure of the script. • Set the story in a timeframe. • Create characters with striking characteristics. • Create story line. • Introduce characters and present the situation. • Prepare a dialogue driven script.	• Understanding of fictional and non-fictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc. • Understanding how different genres of fictional writing are different from each other. • Finding your own niche. • Understanding of local and global trends in fictional writing • **<u>Practical Activity:</u>**	**Theory-** 3 Hrs. **Practical-** 3 Hrs. **Total-** 06 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab
LU6. Write movie script	**Trainee will be able to**: • Conceive a screenplay for the movie. • Write a scene heading about setting of the story. • Write sub-heading to show a change in setting/ location • Write character's introduction.	• Understanding of fictional and non- fictional writing. • Performing research for writing in different fictional genres. • Conceive the idea for writing a good original short story, novel, plays, television scripts etc.	**Theory-** 3 Hrs. **Practical-** 6 Hrs. **Total-** 9 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

	• Assign action to the characters. • Add extensions and parentheticals. • Suggest camera shots. • Use proper script fonts and margins while presenting the script to production team/reader.	• Understanding how different genres of fictional writing are different from each other. • Finding your own niche. • Understanding of local and global trends in fictional writing • **Practical Activity:**			

Module- 0232-L&L-18. Rewrite/Revise Pieces Written by Other Authors

Objective: After Completion of this module learner will be able to revise pieces written by other authors.

Duration:	**Total hours**	**42**	**Practical:**	**24**	**Theory:**	**18**	**Cr. Hr. 4.2**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Identify the potential of rewriting	**Trainee will be able to**: • Perform a market survey for the most in-demand rewriting projects in the market. • Select a writing assignment according to capabilities and niche.	• The Skill of rewriting and re-phrasing a writing piece. • Weave new ideas and content into the structure of an older writing. • Add a new feel to an older writing according to the demand and trends. • Change the layout of a writing piece.	**Theory-** 6 Hrs. **Practical-** 6 Hrs. **Total-** 12 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

LU-2. **Rewrite for bloggers**	**Trainee will be able to:** • Find difference between rewriting and spinning. • Analyze the piece of writing which is to be rewritten. • Explore requirements of rewriting. • Add the features and keywords in the blog which will	• The Skill of rewriting and re-phrasing a writing piece. • Weave new ideas and content into the structure of an older writing. • Add a new feel to an older writing according to the demand and trends. • Change the layout of a writing piece. **<u>Practical Activity:</u>** **Write a 4 line blog post using keywords.**	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab
LU3. **Rewrite as a freelancer**	**Trainee will be able to**: • Rewrite for magazines. • Rewrite/update research papers. • Rewrite/update highly optimized content for websites. • Rewrite eBooks to make them updated.	• The Skill of rewriting and re-phrasing a writing piece. • Weave new ideas and content into the structure of an older writing. • Add a new feel to an older writing according to the demand and trends. • Change the layout of a writing piece. • Finding your own niche. • Understanding of local and global trends in fictional writing. • **<u>Practical Activity:</u>**	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

6. Creative Writer

Module- 0232-L&L-19. Write reviews

Objective: After Completion of this module learner will be able write reviews for different products and books..

Duration:	Total hours	42	Practical:	24	Theory:	18	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Write Product Review	**Trainee will be able to**: • Gather information about the product (features, specifications, manufacturer, etc.) • Write personal experience of using the product • Identify pros of the product • Identify cons of the product • Give a final verdict on the product	• Knowledge of product • Apply reflective writing • Weave new ideas and content into the structure of an older writing. • Add a new feel to an older writing according to the demand and trends. • Change the layout of a writing piece. **Practical Activity:**	**Theory-** 9 Hrs. **Practical-** 12 Hrs. **Total-** 21 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

	• Create speeches or other texts that are officially credited to another person as the author	**Draft outline for product review**			
LU-2. Write Book Review	**Trainee will be able to:** • Read author's profile • Read the book thoroughly • Write summary of the book • Analyze the book with respect to the elements of fictional and nonfictional writing • Evaluate the book critically • Give a final recommendation for the reader	• Reflective writing Skill. • Weave new ideas and content into the structure of an older writing. Fiction and non-fiction elements in writing **Practical Activity:** **Draft outline for book review**	**Theory-** 9 Hrs. **Practical-** 12 Hrs. **Total-** 21 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab

Module- 0232-L&L-20. Write Speech

Objective: After Completion of this module learner will be able write speeches that are effective and persuasive.

Duration:	Total hours	42	Practical:	24	Theory:	18	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Make outline for the speech	**Trainee will be able to**: • Gather information about the topic • Draft points that are relevant to the audience • Write chapters in an informative and engaging manner • Add facts and figures • Outline ideas that can be delivered within the given duration • Add relevant images, diagrams, and tables to support information within the chapters.	• Knowledge of Effective communication skills • Knowledge of narrative and literary devices • Knowledge of the audience **<u>Practical Activity:</u>** **Make checklist for effective speech content as per given topic**	**Theory-** 9 Hrs. **Practical-** 12 Hrs. **Total-** 21 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

LU-2. Write Book Review	**Trainee will be able to:** • Draft ideas according to the outline • Use effective devices in the speech (rhetorical questions, alliteration, amplification, analogy etc.) • Write speech in persuasive tone with words that are intellectually and emotionally compelling • Write speech in a persuasive tone in either first or second person narrative. • Choose words wisely to make the speech eloquent (expressive) • Check the duration of the final speech by reading it out loud • Deliver the speech and record it to check whether it is persuasive or not	• Effective communication skills • Knowledge of narrative and literary devices • Knowledge of the audience **<u>Practical Activity:</u>** **Draft outline for book review**	**Theory-** 9 Hrs. **Practical-** 12 Hrs. **Total-** 21 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab

Module- 0232-L&L-21. Write Essay

Objective: After Completion of this module learner will be able write different types of essay. The candidate will also be able to edit and proofread the content.

Duration:	Total hours	42	Practical:	27	Theory:	15	Cr. Hr. 4.2

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Outline ideas	**Trainee will be able to**: • Select a topic for essay writing. • Analyze the type of the essay (reflective, argumentative, narrative, expository, etc.)provide information in a crisp and action triggering manner • Search relevant information on the topic • Brainstorm for ideas	• Creative writing skills • Essay types and Structure • Brainstorming techniques • Knowledge of editing and proofreading **Practical Activity:** **Generate Idea**	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference material	Class Room Lab

	• Make a comprehensive outline of the brainstormed ideas • Create bulleted or numbered lists that showcase must-have bits of information				
LU-2. Draft an essay	**Trainee will be able to:** • Start essay with an attention catcher (question, quotation, anecdote, statistics or supposition) • Write main idea of the essay • Compose preview(brief summary) of the essay • Write paragraph on each point given in the outline • Compose transitional sentences/paragraphs between different parts of the essay. • Write a comprehensive conclusion of the essay	• Creative writing skills •Essay types and Structure •Brainstorming techniques •Knowledge of editing and proofreading **Practical Activity:** **Draft first outline of essay**	**Theory-** 6 Hrs. **Practical-** 9 Hrs. **Total-** 15 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab

LU3: Edit and Proofread the Essay	• Read the essay for coherence and relevancy • Edit long, verbose sentence into short, understandable sentences Swap passive voice with active voice • Remove ideas that are repeating • Remove any irrelevant data • Proofread for grammatical or spelling mistakes	• Creative writing skills • Essay types and Structure • Brainstorming techniques • Knowledge of editing and proofreading **<u>Practical Activity:</u>** **Make checklist for proofreading**	**Theory-** 3 Hrs. **Practical-** 9 Hrs. **Total-** 12 Hrs.	• Grammar book • Book of Literary Devices • Computer • Microsoft Word • E-dictionary • Reference Material	Class Room Lab