

AIMS Media – AEMP CQ (Creative Quotient)

AEMP Creative Quotient is an assessment process based on multimedia tools to measure a person's ability and creativity. It is designed by the team of professionals keeping in mind different age, abilities and difficulties. AEMP CQ has been tested with more than 3000 students across the nation. The purpose of AEMP CQ is to identify student's eligibility for AIMS Media' educational services, it has a set of specific measurable factors named as Motor Skills, Cognitive Skills, Artistic Sense and Social Communication. The AEMP CQ will be evaluated only by AIMS Media' authorized Examiner*. Minimum to maximum time to finish AEMP CQ is 48- 60 minutes and 5-6 students can be evaluated together in the presence/support of the Coordinator#.

Personal Information							
Student Name	_____						
Guardian's Name (Mrs. /Mr.)	_____						
Student Age	_____ Date of Birth: ___/___/_____ Gender: - Male <input type="checkbox"/> Female <input type="checkbox"/> Third Gender <input type="checkbox"/>						
Address	_____						
Telephone No.	_____ Mob No.:- _____ Email: - _____						
To be filled in the guidance of Parents/ Guardian							
Type of Difficulty/ies (Description)	_____						
Medical Issues	_____						
Siblings (Age/Gender))	_____						
Educational Status	_____						
Referred By	_____ Accompanied by _____						
Verbal/Non Verbal	_____						
IQ/EQ/SQ/PQ (Level/From/Date)	_____						
Therapist's Details (i.e. OT/PT/Speech Etc.)	_____						
Likes & Dislikes	_____						
Strength	_____						
Weaknesses (Phobia/Addiction)	_____						
Enclosed Documents:	<table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Medical Certificate <input type="checkbox"/></td> <td style="width: 33%;">Quotient Certificate <input type="checkbox"/></td> <td style="width: 33%;">ID Proof <input type="checkbox"/></td> </tr> <tr> <td>Case History <input type="checkbox"/></td> <td>Therapy Documents <input type="checkbox"/></td> <td>Photo <input type="checkbox"/></td> </tr> </table>	Medical Certificate <input type="checkbox"/>	Quotient Certificate <input type="checkbox"/>	ID Proof <input type="checkbox"/>	Case History <input type="checkbox"/>	Therapy Documents <input type="checkbox"/>	Photo <input type="checkbox"/>
Medical Certificate <input type="checkbox"/>	Quotient Certificate <input type="checkbox"/>	ID Proof <input type="checkbox"/>					
Case History <input type="checkbox"/>	Therapy Documents <input type="checkbox"/>	Photo <input type="checkbox"/>					
Guardian Signature: - _____	Place and Date: - _____						

To be filled by the Examiner*	
Associate' Name and Address	_____
Date of AEMP CQ Test	_____ Mode of CQ: Online <input type="checkbox"/> Offline <input type="checkbox"/>
Behavior (During Assessment)	_____
Rational for Assessment (In 50 words)	_____

AEMP CQ Measurable Factors (MF)	Subtests	Aggregate Score & % of MF	Level
Motor Skills	Sketching, Claying and Crafting		
Artistic Sense	Photography, Coloring and Music & Rhythm		
Cognitive Skills	Typing, Visual activity and Digital Sketching		
Social Communication	Tongue Twister, Drama and Expression Analysis		
Full Scale AEMP Creative Quotient			

Interpretation of Full Scale AEMP CQ:
 If full scale AEMP CQ is 75% and above then the student is recommended for "Learning based AEMP" or "One Year Diploma in Graphic Designing".
 If full scale AEMP CQ is in between 50% - 75% then the student is recommended for "Learning based AEMP".
 If full scale AEMP CQ is in between 25% - 50% then the student is recommended for "Art Discovery"
 If full scale AEMP CQ is below than 25 % then the student is not recommended for AIMS Media' Multimedia Educational Services.

Examiner' Name:	Coordinator' Name:
Contact Number:	Contact Number:
Date & Place:	Date & Place:
Signature:	Signature:

*Guidelines for the Examiner while doing assessment	#Role of the coordinator while assessment
<ul style="list-style-type: none"> In each activity student should get specific, clear and prior information about what and how they have to do. Examiner can show/give demo for the activities like facial expression, dialogues etc. All the stationary, CQ booklet, computer, pen tablet or mouse, pencil, sharpener, eraser, colours (water colour, crayons, pencils etc.) brushes, play dough, scissor, glue and camera need to collect prior assessment. Examiner should have all records of each response every student; identify the depth of meaning that the student gained from the activities and give them marks according to the marking schema. Put your thinking/logic/sense about the student and his/her assessment, keeping in mind AIMS Media Educational Services in "RATIONALE FOR ASSESSMENT" column. This assessment has 12 subtests based on few measurable factors, each activity is of 5 marks and their allotted timing to complete that activity is mentioned below. 	<ul style="list-style-type: none"> While assessment is in a batch of 3 to 10 students, 1 coordinator is required. It is mandatory to have coordinator with a student who has any kind of behavioural issues/ nonverbal student or medical issues. Coordinator can be anyone, who is authorised by the Associates. Coordinator should be aware with the individual need/habit of student including their abilities & difficulties with appropriate precautions and solutions. Coordinator will give all the required personal details in the form in the absence of parent/guardian. Coordinator will assist the examiner to evaluate AEMP CQ in the group of students. All the stationary, CQ booklet, computer, pen tablet or mouse, pencil, sharpener, eraser, colours (water colour, crayons, pencils etc.) brushes, play dough, scissor, glue and camera need to arrange prior assessment process.

Marking Schema

Subtest 1: Sketching: Draw Landscape

1. If scribbling only lines and curves, will get **1 mark**.
2. If landscape includes any 1-2 related shapes, will get **2 marks**.
3. If includes possible shape of landscape but improper, will get **3 marks**.
4. If the given page utilized properly with the sketches, will get **4 marks**.
5. If landscape is with fine strokes, placement, & alignment, will get **5 marks**.

Subtest 2: Claying: Make the object using following steps

1. If holding clay and rolling, will get **1 mark**.
2. Formation or modeling of shapes (like circle, cylinder etc.) will get **2 mark**.
3. Combining or placements of shapes, (hands legs, and ears) will get **3 marks**.
4. If detailing is given in the object (navel button, ears mark), will get **4 marks**.
5. If object appears neat and perfect, will get **5 marks**.

Subtest 3: Crafting: Cutting and Pasting

1. If only pasting but not proper, will get **1 mark**.
2. If pasting properly, will get **2 marks**.
3. If cutting the paper but improper, will get **3 marks**.
4. If cutting the shapes properly but not on time, will get **4 marks**.
5. If both cutting and pasting is independent and proper, will get **5 marks**.

Subtest 4: Photography: Product shoots

1. If needed physical prompt to hold the camera, will get **1 mark**.
2. Holding camera properly as instructed, will get **2 marks**.
3. Visualizing object and clicking button, but picture is blur, will get **3 marks**.
4. If object is in the focus area, will get **4 marks**.
5. If image is at its best possible output as shown in the image, will get **5 marks**.

Subtest 5: Coloring: (Crayons)

1. If scribbling colors in & outside the object, whether using single or combination will get **1 mark**.
2. If filling single color in outline properly will get **2 marks**.
3. If filling different combination colors in outline will get **3 marks**.
4. If filling with expected combination colors in outline, will get **4 marks**.
5. If colored in similar in similar strokes and looks perfect, will get **5 marks**.

Subtest 6: Music & Rhythm

1. If sang one song or poem, will get **1 mark and 2 marks**, when sang 2 song and respectively **5 marks** for 5 songs.

Subtest 7: Computers: Typing

1. If identify letters on paper but can't type, will get **1 mark**.
2. If typing letters but confused in capital and small letters, will get **2 marks**.
3. If using capital and small alphabets as given, will get **3 marks**.
4. If also using special characters, will get **4 marks**.
5. If completed the paragraph within duration, will get **5 marks**.

Subtest 8: Computers: Digital Sketching

1. Visually attentive and following instructions with physical help will get **1 mark**.
2. Visually attention (But doing as per their own interest), will get **2 marks**
3. Following instructions, but only scribbling will get **3 marks**.
4. If able to draw organic shapes or basic shapes, but improper, will get **4 marks**.
5. If making shapes nicely, will get **5 marks**.

Subtest 9: Visual (Video: See and answer)

1. If paying attention to the video, will get **1 mark**.
2. If paying attention and able to recognize characters in the story will get **2 marks**.
3. If understanding story & able to recall all story, will get **3 marks**.
4. If understanding story and able to answer few questions, will get **4 marks**.
5. If answers all questions, will get **5 marks**.

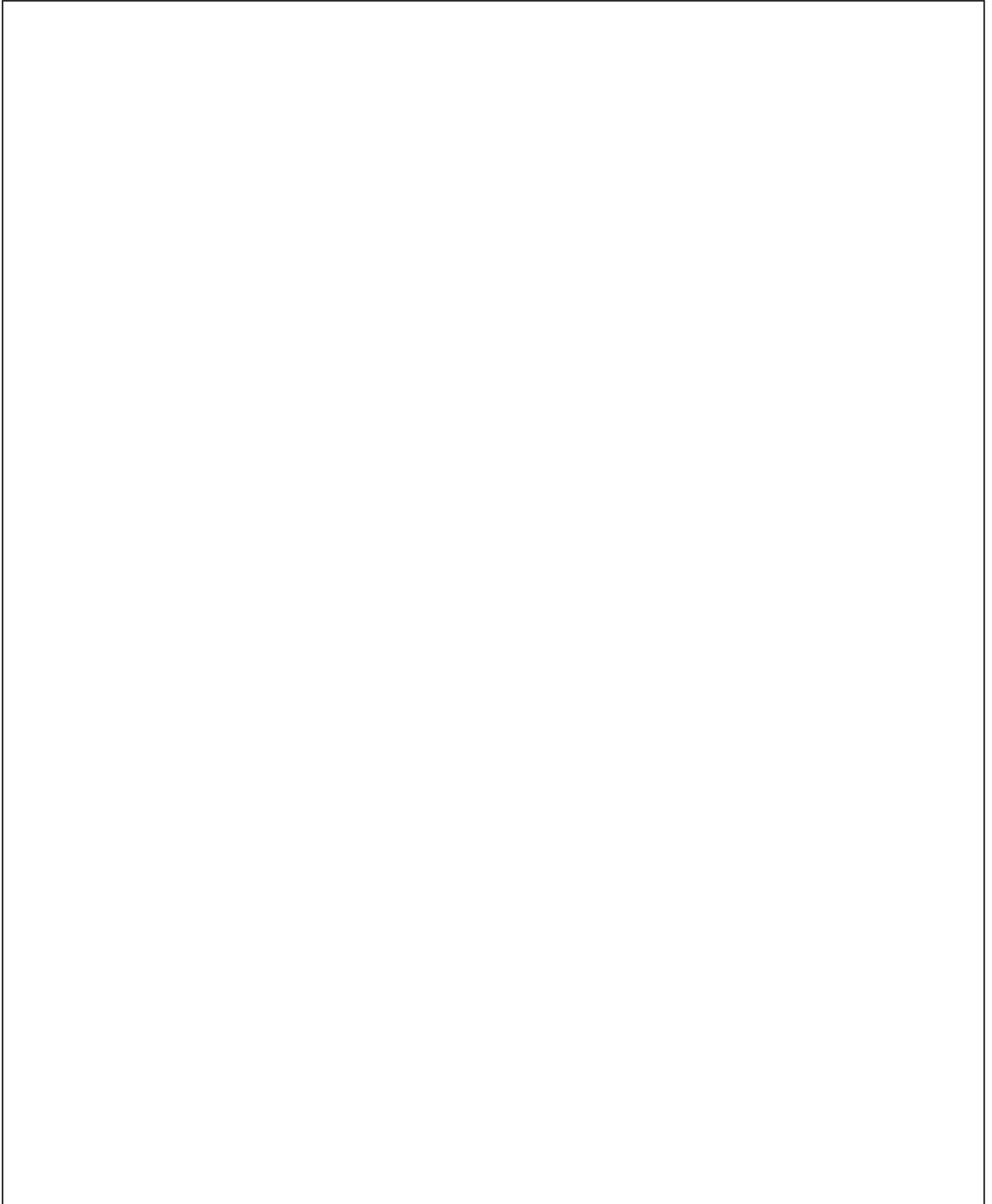
Subtest 10, 11 And 12: Expression, Drama and Tongue Twister

1. If student just listens and repeats few words instead dialogues, will get **1 mark**.
2. If student try to understand and speaks dialogue with help, will get **2 marks**.
3. If student performs activities but less expressive, will get **3 marks**.
4. If student performs well but not all the mentioned dialogues, will get **4 marks**.
5. If student performs all the mandatory dialogues well, will get **5 marks**.

Subtest 1:- Sketching

Allotted Timing: 4-5 minutes
Marks Obtained:

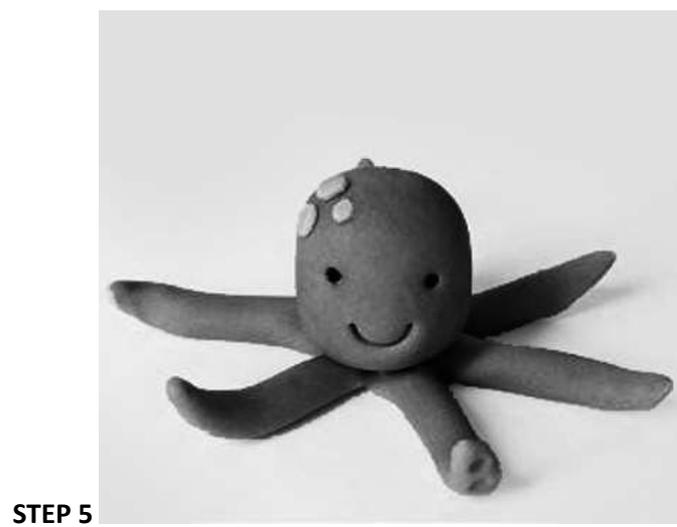
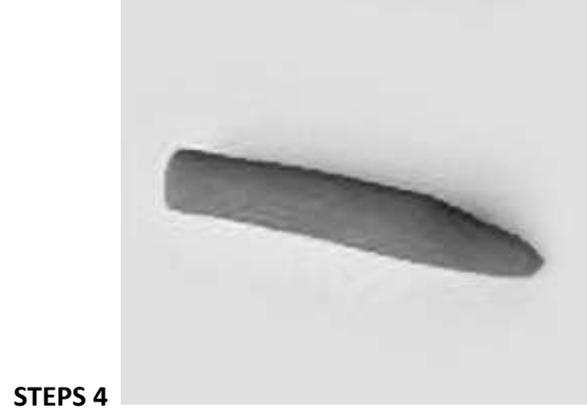
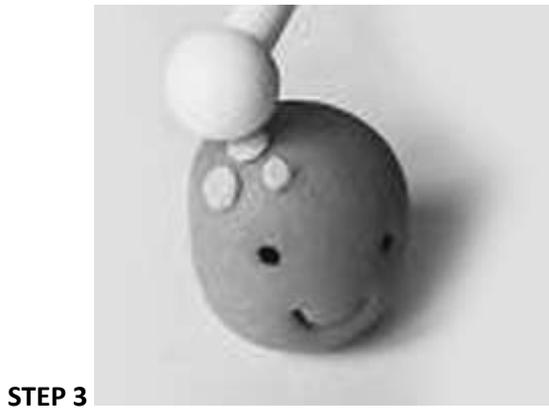
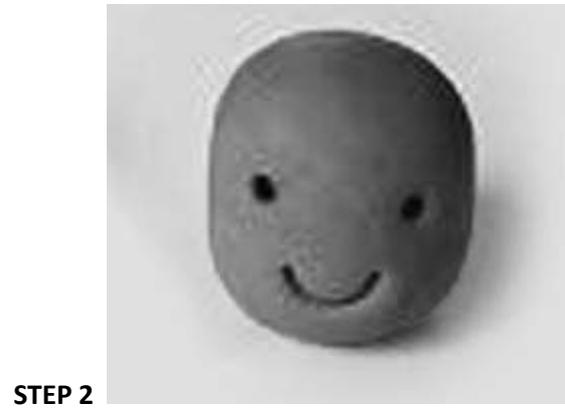
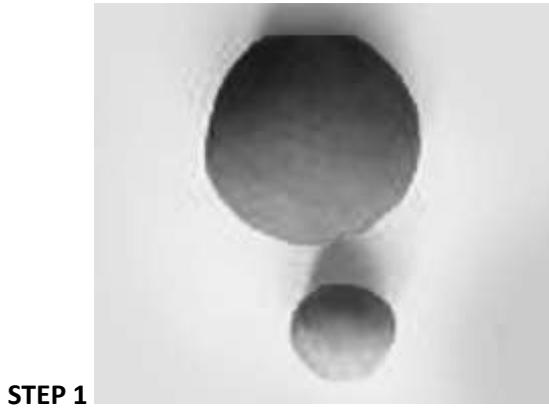
Draw Landscape (*Instruction: with granite pencil only*)



Subtest 2:- Claying

Allotted Timing: 5-6 minutes
Marks Obtained:

Make object (Instruction: Play dough and tool kit can be used)



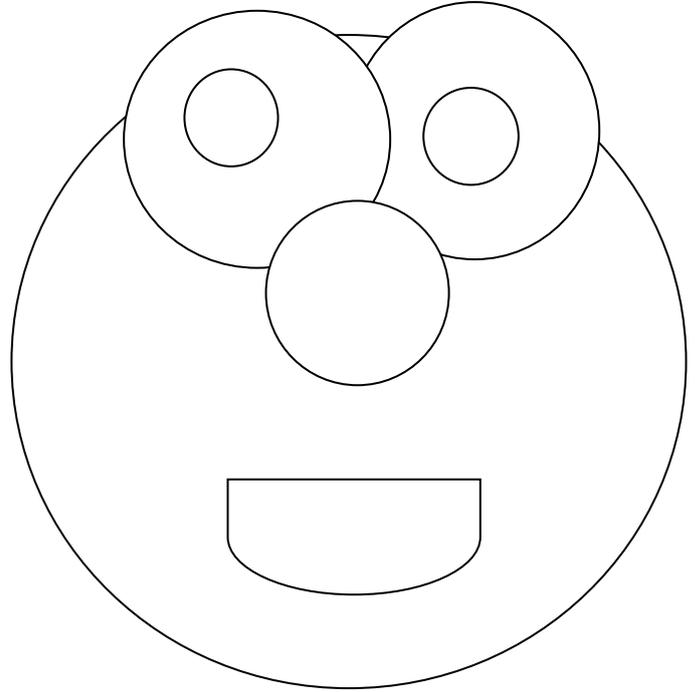
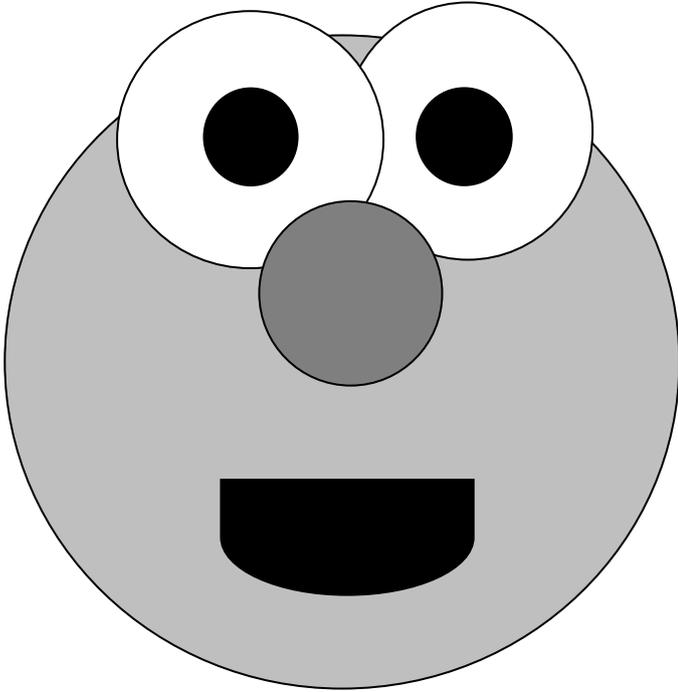
Subtest 3:- Crafting

Allotted Timing: 5-6 minutes
Marks Obtained:

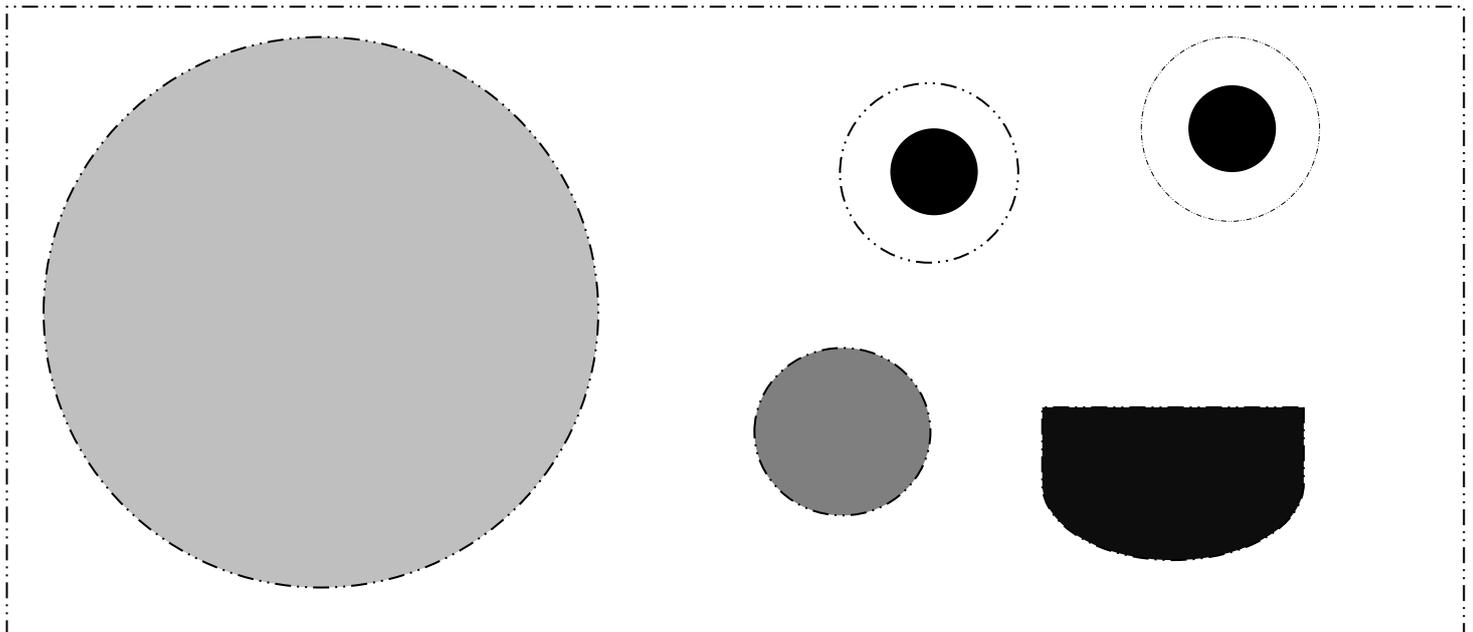
Cut and Paste (Instruction: below half sheet is tearing able)

Make like this

Paste here



Shapes cut from here



Subtest 4:- Photography

Product photography

Reference

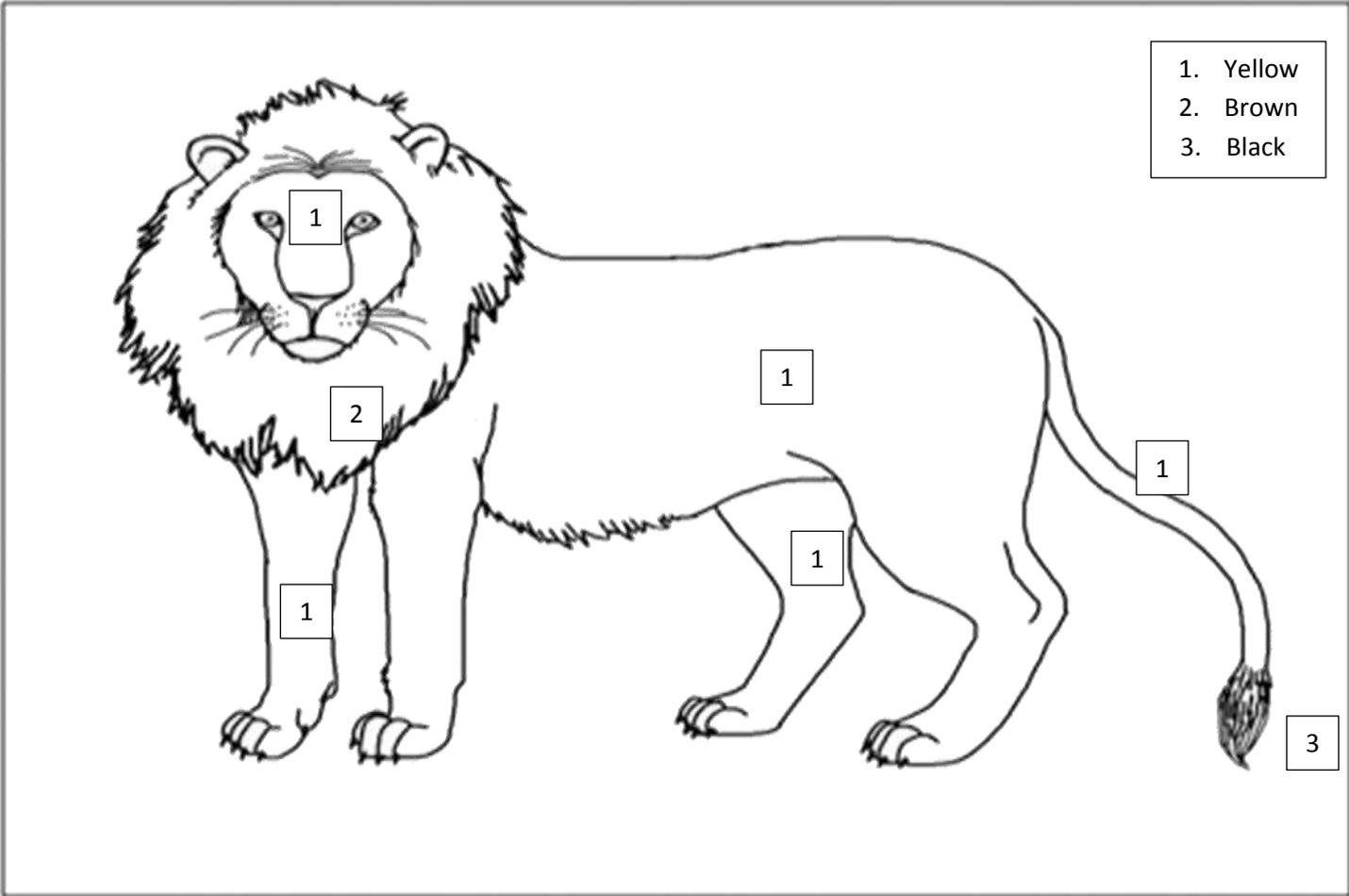
Allotted Timing: 3-4 minutes
Marks Obtained:



Subtest 5:- Coloring

Choose and Fill (Instruction: only crayons can be used)

Allotted Timing: 4-5 minutes
Marks Obtained:



Subtest 6:- Music and Rhythm

Singing Keywords (Instruction: Sing any song on the given keywords)

Allotted Timing: 4-5 minutes
Marks Obtained:

- 1. Turn
- 2. Run
- 3. Aankh
- 4. Dil
- 5. Hero

Subtest 7:- Typing

Allotted Timing: 4-5 minutes
Marks Obtained:

Type the following passage (Instructions: on any document software either MS word or WordPad)

Expert typists are not born with an innate affinity for keyboards. They have not taken a magic typing pill. Nor do they rely on enchanted keyboards for their skill. They practice. The lessons of the typeonline course should have given you a grounding in touch typing.

Subtest 8:- Digital Sketching

Draw on computers (Instructions: Any medium for sketching can be used desktop/laptop and mouse/pen tablet)

Draw any organic shapes on the paint/ any online software.

Allotted Timing: 4-5 minutes
Marks Obtained:

Subtest 9:- Visuals

Video (See and Answer)

<https://www.youtube.com/watch?v=x8Hv4HsUD7E> (The hungry mouse in the Jigyasa Aims YouTube channel)

Questions can be asked.

1. How many characters are there in the video?
2. Which animal has shown in the story?
3. For which food mouse get in the basket?
4. What happened in the story?
5. Basket is of which color?

Allotted Timing: 4-5 minutes
Marks Obtained:

Subtest 10:- Drama

Do act on the given dialogues with expressions (Instructions: Perform any 2 situation)

1. Oh! Wow this is so cute. (Amazed)
2. I want food! (Anger)
3. Shut up & Get lost! (Anger)
4. Can you please get me a puppy? (Buttering)

Allotted Timing: 4-5 minutes
Marks Obtained:

Subtest 11:- Tongue Twister

Speak the dialogues in a flow (Instructions: at least three repetitions per dialogue)

- I scream, you scream, we all scream for ice-cream
- Fast, Faster, Fastest
- Kacha papad, pakka papad

Allotted Timing: 3-4 minutes
Marks Obtained:

Subtest 12:- Expression Analysis

Facial expression or emotions (Instruction: This activity is to see the confidence, facial expression, body language and emotions in the child while performing, at least 2 situations are mandatory.)

Suggested Situations:

1. You wake up on your birthday and your mother is holding a cute little puppy.
2. You walk into your kitchen; turn the light on and rats run across your feet.
3. You are watching your favorite team win / lose the championship.
4. You just caught your sister stealing some of your money out of your money box.

Allotted Timing: 4-5 minutes
Marks Obtained:

Emotions You Are Looking For:

1. Scared
2. Sadness
3. Shocked
4. Disgust
5. Joy
6. Happiness
7. Freaked Out
8. Surprise etc.



S.No.

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