

Surname						Other Names					
Centre Number						Candidate Number					
Candidate Signature											

General Certificate of Education
 June 2009
 Advanced Level Examination



APPLIED ART AND DESIGN
Unit 9 Working to self-identified briefs

AD09

SCENARIO AND BRIEF PLANNING SHEET

PROVIDE THE INFORMATION REQUIRED IN THE SPACES OVERLEAF. THIS SHEET SHOULD BE SUBMITTED WITH YOUR WORK FOR THIS ASSIGNMENT.

SCENARIO AND BRIEF PLANNING SHEET
A Ten-Point Plan

Provide answers to the following questions as fully as possible.

Question	Answer
About the brief: 1. WHO needs a creative solution?	
2. WHAT do they need?	
3. WHY do they need it?	
4. WHEN do they need it?	
About the constraints: 5. Where is the location or site? Or: Where will it be seen or used?	
6. What message or meaning is needed?	
7. What restrictions are there?	
8. What media or materials should be considered or used?	
9. What is the budget?	
10. What health and safety issues need to be taken into account?	

From the answers you have provided, you should now write your scenario and brief in a professional manner so that they are clear, can be easily understood, and have only one interpretation.

SCENARIO AND BRIEF

SCENARIO

BRIEF

The brief must be written in a way that can:

- be understood by others
- have only one interpretation.

Pathway selected (tick as appropriate):

Art Design
Craft

TITLE:

Continue overleaf if necessary

