

Surname		Other Names	
Centre Number			Candidate Number
Candidate Signature			



General Certificate of Education
 Advanced Level Examination
 January 2010

Applied Art and Design

AD09

Unit 9 Working to self-identified briefs

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 it is clear, can be easily understood, and have only one interpretation.

