

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Education  
Advanced Level Examination  
June 2012

## 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 Twelve-Point Plan**

**Use this copy for a rough draft, if you wish**

Provide answers to the following questions as fully as possible.

<b>Question</b>	<b>Answer</b>
<b>About the brief:</b> 1. WHO is offering a creative opportunity?	
2. WHAT do they need?	
3. WHY do they need it?	
4. HOW will you begin to develop your ideas?	
<b>About the constraints:</b> 5. When should the work be completed?	
6. What is the location or context?	
7. What message or meaning is needed?	
8. What restrictions does the client require?	
9. What media, materials, techniques and technology are necessary?	
10. What health and safety issues need to be considered in the developmental stages and with the completed work in situ?	
11. What are the cost requirements?	
12. Are there any other objectives or constraints that will affect your work and the final outcome?	

**From the answers you have provided, you should now write your scenario and brief in a professional manner so that it is clear and can be easily understood.**



