

Surname	Centre Number	Candidate Number
Other Names		0



LEVEL 1/LEVEL 2 AWARD

9751/01

CREATIVE AND MEDIA

UNIT 1: Creating a Proposal in Response to a Brief

A.M. MONDAY, 17 March 2014

2 hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	15	
2.	10	
3.	25	
Total	50	

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INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet. There are two continuation sheets provided. Use the sheets provided at the back of the book, if you wish to include any additional material.

Look at the marks available for each question and use these as a guide in writing your answers.

Refer to your notes (**no more than four sides of A4**).

You may refer to your clean copy of the assignment brief.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for good English and orderly presentation in your answers.



*Answer all the questions.
You may refer to your notes and to the assignment brief.*

1. (a) Describe the research you did for the assignment brief. Include information on:
- primary and secondary sources;
 - target audience.

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2. Describe examples of professional practice you researched for your proposal.

You may wish to include details of relevant practitioners, styles, genres, materials, resources, technologies, etc. [10]

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3. (a) Briefly outline the proposal for your event at the opening of the new creative and media arts centre. [5]

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(b) Explain details of your proposal, giving reasons for your choices. You may include the following:

- style and/or genre;
- the content: what's in it ?
- resources: what or who do you need?
- links to target audience.

You may include sketches, designs, drawings, storyboards, etc. in your response. These can be included as part of your answer or on the pages provided at the back of this booklet.

Marks will be awarded for use of specialist language. [20]

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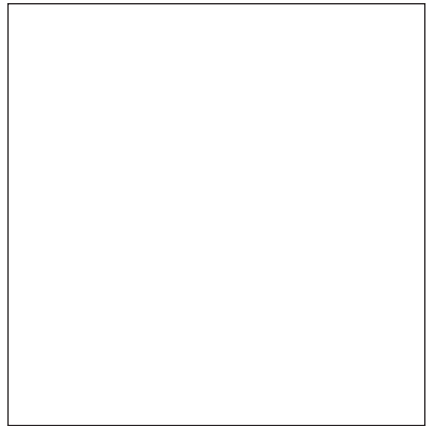
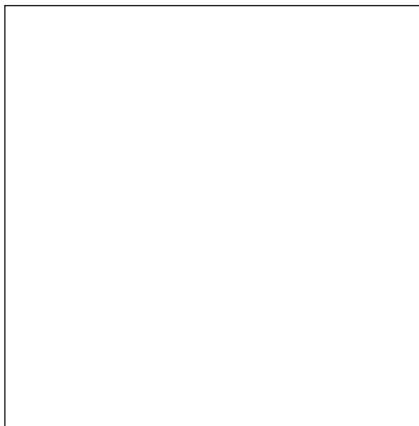
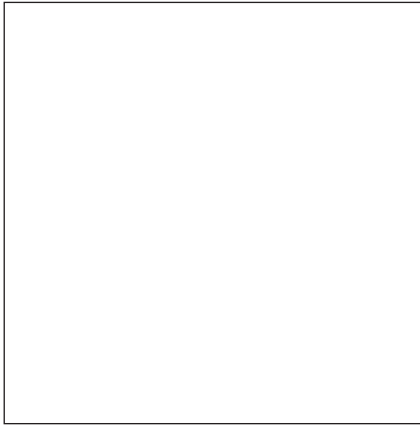
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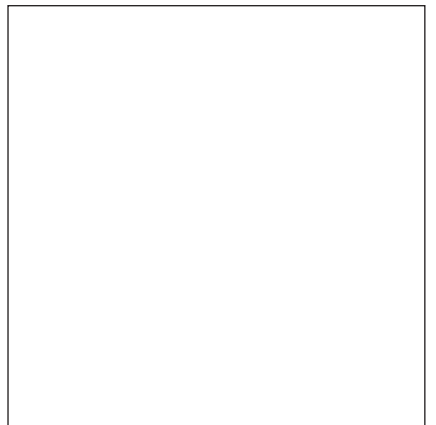
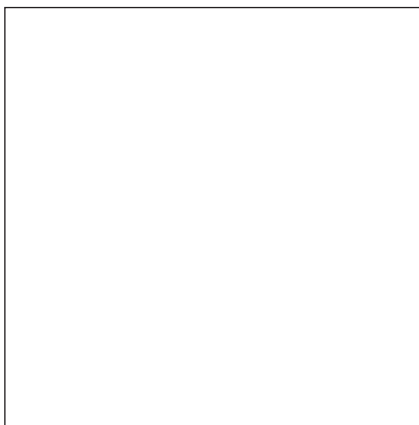
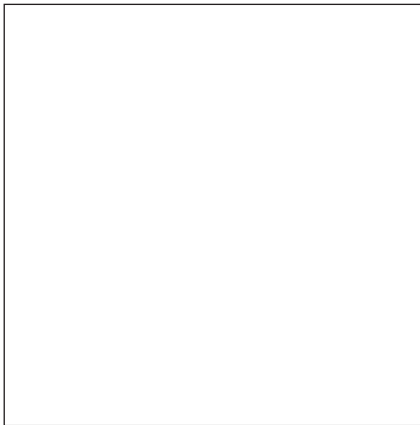
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