

Old Buckenham High School
WJEC Creative and Media
Unit 1



Page	Comments	Tick Off	Teacher Comments
Front Cover	Clear front cover. Name: _____ Candidate Number: _____		
Task Analysis	<ul style="list-style-type: none"> • Brief underlined • Spider diagram of initial ideas • Research table for research to be carried out 		
Target Audience Profile	To include: Age, gender, where they live, hobbies & interests, suitability to brief, etc		
Mood Board	Collect images from designers or artists that could inspire you for your project		
Theme board	Collect images from Roald Dahl that have inspired you and that you like		
Primary Research (remember the point of research is to help you create a better idea)	Could include: <ul style="list-style-type: none"> ▪ Questionnaires ▪ Surveys ▪ Interviews ▪ Observations ▪ Visits to places of interest ▪ Own images collected for inspiration 		
Secondary Research (remember the point of research is to help you create a better idea)	Could include: <ul style="list-style-type: none"> ▪ Research carried out on the internet or from reading books/magazines/newspapers ▪ Analysing the work of others ▪ Research into professional practice of designers or artists ▪ Researching how other people have celebrated Dahls work in the past 		
Initial Ideas (minimum of 2)	Present initial ideas for proposal-this should be in the form of sketching Include annotation to clearly explain ideas and their RELEVANCE to the brief (by doing this you may decide there is still more research you want to carry out)		
Developed Idea (minimum of 1)	Present developed idea for proposal-this should be in the form of sketching Include annotation to clearly explain ideas and their RELEVANCE to the brief		
Final Proposal	Fill in A3 sheet to explain in detail the final proposal that you will be talking about during the exam		

All research should be collected and presented by February Half Term!