

UNDERSTANDING DESIGN BRIEFS



Design briefs spark the beginning of the design process. You need to understand what forms a good design brief and how to analyse a bad one.

What the client says...

1

"I'm a member of the UK Olympic team, training for the next games. Team branding is really important, so we all want to use the same design of basic equipment, such as water bottles, travel-bags, towels and stuff. We have over 300 athletes in our team competing in different sports."

"We have specific logos from our sponsors that must be used and we would really like our names on our kit, too. We could maybe even sell the reusable water bottle as merchandise?"

Could you design the water bottles the team will use?"



What the client means...

Clients aren't always clear about what they want and the briefs they provide can also be difficult to understand. Being able to decipher what is wanted is an important skill for any designer or engineer.

Rewrite what the client says into a usable **design brief**.

3

And what needs to happen next...

Describe three issues that need to be researched.

3

A final question...

Explain the terms 'open brief' and 'closed brief'.

2

Name:

Mark:

Class:

Teacher:

Feedback:

2

What the clients says...

"I manage a busy health surgery, with six doctors, 10 nurses and over 20 other staff. We see over 100 patients per day! We want a new reception desk for our staff and visitors. It should look clean, organised and welcoming. It should also have plenty of storage

space and be comfortable to work at for my staff.

We will show you the space we have for the new reception desk. Oh, we also need space for at least two computers and two telephones.



What the client means...

Rewrite what the client says into a usable **design brief**.

3



And what needs to happen next...

Describe three issues that need to be researched.

3

A few final questions...

Explain the word 'Aesthetic' in relation to product design.

2

Describe two ways a designer or engineer could conduct research without using a computer or access to the internet.

2

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