



THE DESIGN BRIEF



# Identifying the Need

- First step in design process.
- Examine consumer demand through research.
- Understand the application of new technologies.
- Be aware of social trends.
- Listen to people with a special problem.
- Be creative making projections of what people need in the future.



# SO WHAT IS THE DESIGN BRIEF?

A written statement explaining the primary and associated needs that you have identified.



# Outline of design brief

- Defines any parameters or constraints that may influence your decisions.
- Sets the direction for further investigation.





# TWO PARTS TO THE DESIGN BRIEF

Outline of the situation  
Specifications (constraints and considerations)



# First part of design brief

- Outline of situation explains the problem to be solved.
- Mentions the client.
- Major purpose or intended function of the product.
- Who will use it, where will it be used, how often will it be used.
- Under What conditions it will be used.





# SECOND PART OF DESIGN BRIEF - SPECIFICATIONS

Details of the situation, this is time consuming but a clear understanding between client and designer is essential.



# Constraints and considerations

- Constraints - Aspects of the design brief or situation that cannot be changed, or have boundaries or limitations.
- Considerations - other aspects of design brief that must be thought about or considered. Often these considerations will set the direction for the research.





POSSIBLE DESIGN  
CONSIDERATIONS ARE  
MENTIONED ON THE NEXT  
SLIDE.



# Considerations

- Function, materials, shape and size.
- Safety, user, ergonomics, time.
- Cost, appearance, production, reliability.
- Environmental impact, storage and finishes.



# HERE IS ONE WAY OF COMMUNICATING YOUR DESIGN BRIEF

In table format.



# Setting out your design brief example of one communication method.

Design situation		Comments	
-	-		
Specifications			
-	-		
Constraints			
-	-		



# APPROPRIATENESS OF DESIGN SOLUTIONS.

How well do your design meet the criteria?



# Appropriateness

- Consumer feedback and opinion from people involved in the production, marketing and sales.
- Consumers may love your product but there still could be room for improvement.
- A small change in production methods may significantly reduce factory exit costs.





# EVALUATION CRITERIA

Check that your solutions to the designs brief.



# Develop evaluation criteria before designing

- When can I use this?
- When drawing design options, does it suit the design brief?
- When choosing the preferred option, which option best suits the design brief.
- When evaluating the finished product.



EVALUATION CRITERIA  
HAS THREE PARTS



# Part one of evaluation criteria

- Statement or question that addresses one of the elements part of the product.
- Can relate to a range of aspects, function, size, cost, use and appearance.
- Example - can the kayak be easily lifted by one person.





# Part two of evaluation criteria

- State why the criterion is important, why was it chosen.
- Mention what would happen if the criterion was not fulfilled.
- Example - if kayak cannot be lifted by one person, it will deter many users who want to paddle by themselves.
- Why is it a problem to have a kayak too heavy for one person to lift?





# Part three of evaluation criteria

- Method of testing or analysing the finished product briefly outline.
- Product testing, measuring, detail of cost with client.
- Example - research the average acceptable weight limit for a single person to lift.





# ANY QUESTIONS

Make sure you keep looking back to your design brief to guide your design solutions.