

DESIGN + MANUFACTURE

DESIGN BRIEF

A design brief is the first point of contact between the client and the designer. It is important that a design brief does the following;

- Provides a clear summary of a problem or situation requiring a new or improved product or service
- Outlines the requirements of a solution
- Clearly indicates the target market

The designer needs to explore the design brief to ensure they fully understand the task - this is called **analysing the design brief**.



An **open brief** outlines a problem or situations which is relatively general and open to interpretation. An open brief could have a wide range of acceptable solutions to the problem or situation.

Eg. "Design a product that can hold comic books or models"

A **closed brief** is much more specific and will direct the designer towards what the client wants. This approach can be very restrictive to a designer and often prevents them from being innovating with their solutions.

Eg. "Design a wall-mounted shelf in the style of vintage comics for a comic book store. The finished product should be flat packed and be able to be mass produced."

Example Brief:

Comic Creations need a new piece of furniture to display their comics and models around their chain of stores. The furniture needs to appeal to a broad age range and fit in with the theme of their company.

OPEN AND CLOSED BRIEFS

ANALYSING THE BRIEF

There are a variety that can be adopted when analysing a brief.

1. Create a mind map in order to explore different aspects of the brief such as aesthetics, function, environment and economics. See the list below for further topics to consider

2. Ask yourself a series of appropriate questions such as;

- Where will it be used and/or stored?
- Are there any aesthetics characteristics of the range or company? Are there any aesthetic constrictions?
- Are there any economic restrictions?
- Are there any functional restrictions? Should it be adjustable? What do the users want or need?
- What effects or consequences will the proposed solution have on the environment?

TOPICS TO CONSIDER

Strength	Colour	Finance
Structure	Texture	Sustainability
Stability	Proportion	Wastage
Material	Form	Recycling
Ergonomics	Contrast/Harmony	Pollution
Anthropometrics	Balance	Transportation
Size	Target market	Value for money
Durability	Style	Ease of maintenance
Maintenance	Use	
Shape	Resource	
Construction	Equipment	
Shape	Production	

QUESTIONS

1. Describe the difference between an open brief and closed brief.
2. Explain the purpose of a design brief.
3. A design brief is considered a critical point of the design process. Explain why a designer would spend a significant amount of time analysing a design brief prior to starting the designing process.

TASK

Comic Creations outlined their need for a new piece of furniture within their design brief.

Analyse the design brief in full in order to prepare them for writing a detailed specification

