## 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 summery 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:

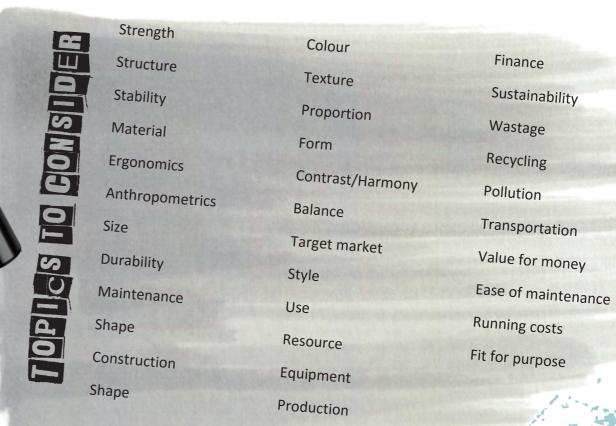
Comic Creations need a new piece of furniture to display their comics and models around their chain of stores. The furniture needs to appeal to a broad age range and fit in with the theme of their company.



# ALYSINGTHEBRIEF

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?





- i. Create an open design brief
- ii. Create a closed design brief
- 2. Explain the purpose of a design brief.
- 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.



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