

DES18 Interpret the design brief and follow the design process - SQA Unit Code H9WR 04

Unit summary

This unit is about the skills required to interpret and creatively respond to a design brief through the production of work. This unit focuses on the integration of the creative communication and planning processes that support effective responses to a design brief.

What you must be able to do

- a) Establish and clarify the user or client for the proposed product/service to inform design decisions
- b) Identify and clarify specifications, parameters or constraints of the design brief in consultation with relevant colleagues
- c) Source and evaluate information pertinent to the design brief
- d) Generate ideas for design concept through research exploration and experimentation
- e) Develop initial design concept consistent with design brief parameters
- f) Evaluate and explore options for refining the concept to best meet design brief parameters
- g) Refine options and select the approach which best meets design brief requirements
- h) Agree on communication and process and frequency of communication with the client
- i) Present concepts for work at appropriate stages during design process as required
- j) Present and explore options and creative ideas with client when appropriate
- k) Pro-actively seek and act on client feedback
- l) Reach agreement on concept for work which complies with the design brief
- m) Assess specific design production risks
- n) Identify all components required to produce a model/prototype/artwork where required
- o) Identify and consult with supporting services required for production
- p) Produce a model/prototype /mock up/proof/artwork and evaluate against the design brief requirements
- q) Analyse the model/prototype /mock up/proof/artwork and determine any further adjustments to production requirements
- r) Finalise production specifications supported by accurate and complete documentation
- s) Collect and/or organise required components for the work
- t) Produce or monitor the production of the work ensuring all parameters of the design brief are met
- u) Accurately document work progress in a format appropriate to the nature of the design and requirements of the design brief
- v) Seek client approval and signature for the work where appropriate

What you must know:

- 1) Why the design brief is critical to the design process
- 2) Copyright, moral rights and intellectual property issues and legislation relevant to the ways design concepts are developed and presented
- 3) How to ensure you understand the client's needs
- 4) Different ways of presenting, communicating and documenting design concepts (as relevant to the context of work)
- 5) Format of design brief typically used in the relevant industry or design context
- 6) Principles and key features of project management relevant to a design project
- 7) Specific project management factors that apply to a design project
- 8) Terminology typically used in a range of design briefs