

DES17 Writing a design brief - SQA Unit Code H9WP 04

Unit summary

This unit is about writing a design brief and what should be incorporated in to it. A design brief is a written document that thoroughly explains the problem that needs to be solved by a designer or designer team. It should primarily focus on results of design, outcomes of design, and the business objectives of the design project.

What you must be able to do:

- a) Define the profile and values of your organisation or brand
- b) Define what it is you hope to achieve from the design project
- c) Define your target audience
- d) Define your competitor set
- e) Define your budget and timescale
- f) Write in a clear and concise manner

What you must know:

- 1) What your organisation does, how you fit into your sector,
- 2) Number of people employed and when you were established
- 3) Understand the aims and objectives of the project
- 4) The audience that you want the design project to reach in terms of their demographic information such as age, gender, income, occupation and geographic location
- 5) Understand who your competitors are
- 6) An approximate budget and any deadlines that must be met