



Design

Design Brief

Higher
Design & Manufacture

What is a Design Brief?

- *A design brief is the first point of contact between the client and the designer.*
- *It is important that it 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.*
 - *Where will the product be used?*

Who Creates a Design Brief?

- *It is usually written by a client who has a design problem which needs solved.*
- *Sometimes it is written by the designer to help them focus their ideas and creativity.*

Analysing the Design Brief

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

Open and Closed Design Briefs

- *Open Design Brief:*
 - *Outlines a problem or situation which is relatively general and open to interpretation.*
 - *Can have a wide range of acceptable solutions.*
- *Closed Design Brief*
 - *More specific and will direct the designer towards the client's wants.*
 - *This approach can be very restrictive to the designer and often prevents them from being innovative with their solutions.*

Analysing the Design Brief

- *Ways to analyse a design brief:*
 - *Mind Maps*
 - *Create a mind map in order to explore different aspects of the brief, such as aesthetics, environment and economics.*
 - *Ask a Series of Appropriate Questions*
 - *Where will it be used and/or stored?*
 - *Are there any aesthetics characteristics of the range or company?*
 - *Are there any economic restrictions?*
 - *Are there any functional restrictions?*
 - *What effects or consequences will the solution have on the environment?*

Tasks

- *Read the design briefs.*
- *Once you have read the design brief you must decide:*
 - *What the problem is?*
 - *Why it needs solved?*
 - *Who will use the product?*
 - *Where it will be used?*

Task 1

- **Brief 1:**

A new tram network has recently opened in Edinburgh which has led to an increase in the number of commuters using public transport.

Since the launch of the tram network Edinburgh City Council have seen an increase in the amount of litter and waste in the areas in and around the stopping points for the trams. Edinburgh City Council is seeking an innovative solution to the waste problem at tram stops which will encourage users to stop littering and promote recycling.

The solution should ideally incorporate a modern take of the Art Deco style which was in fashion when Edinburgh trams originally ran in the 1920s.

Task 1

- **Brief 2:**

Falkirk Council has recently opened the Helix Project to the Scottish public with the Kelpies sculpture being the focal point of the development.

Falkirk Council is eager to encourage people of all ages to visit the development but have found visitors lack awareness of the different landmarks, parks and heritage sites. Falkirk Council is seeking a method of guiding and directing visitors around the various Helix Project sites.

The solution should not only provide users with directions between different areas but should also offer users information about the area. This product should be suitable for outdoor use and contain space for leaflets and an advertising board with its appearance incorporating imagery from the local community.

Task 1

- **Brief 3:**

This summer Glasgow will host the Commonwealth Games at venues across the city. The Games will be a huge event for Glasgow and Scotland with a huge number of competitors and tourists visiting the city.

Games organisers are expecting that the large number of visitors will put a strain on the existing public transport system and are launching a discount bike hire scheme for all athletes and spectators. In order for the bike hire scheme to be effective, Games organisers require a product that will allow users to easily store their bike outside any of the various Commonwealth Games venues.

The venues, which include Hampden Park, the Commonwealth Arena and the Hydro, have limited space therefore any solution must make effective use of any available space.