

WHAT IS A DESIGN BRIEF?

A design brief is a written explanation given to a designer outlining the aims, objectives and milestones of a design project.

A thorough and articulate design brief is a critical part of the design process. It helps develop trust and understanding between the client and designer. It also serves as an essential point of reference for both parties – ensuring that important design issues are considered and questioned before the designer starts producing work.

1 COMPANY PROFILE

Start your design brief with a short, honest synopsis of your organisation or company.

- What does your organisation do?

- How long you have been established and how many staff do you employ?

- What is your niche market?

- How do you fit in to your industry sector?
