

# guidelines for writing a design brief

The formulation of a clear and comprehensive brief is fundamental to achieving a satisfactory result in any design project. A brief encapsulates what the business wants the design specialist to achieve and gives focus to the design specialists creativity.

It is best to formalise a brief in writing and include the following information:

- **background** about the business, market and context fro the project
- **nature and scope** of the project
- **required outputs and deliverables** including quantities
- **project objectives** which are specific, measurable, achievable, realistic, time-related and state what the project is expected to achieve for the business
- **marketing background**; history, positioning, market share, competitive products, market research
- **target audience**; pricing, volume and life expectancy
- **constraints** including manufacturing, technical and details of corporate/branding guidelines
- **technical information**; including elements of products and details of known working parts or processes
- **manufacturing**, distribution; facilities available, preferred materials, packaging, transportation
- **maintenance**; what is required and by whom
- **environmental issues**; range and type of impact
- **budget**; an indication of the budget available
- **time-scales** for the different stages of the design process and final completion
- **terms of business**
- **intellectual property agreements** including patent, design registration, copyright and trademark ownership
- **deadline** for submission of proposal

**t** 0845 603 6483  
**e** ahoy@batebrand.com  
**w** www.batebrand.com

**isle of wight**  
top floor, 12 belvedere street  
ryde, isle of wight PO33 2JW

**oxfordshire**  
99 milton park innovation centre  
oxfordshire OX14 4RY