

Design Briefing

Overview

Connect design, business and people with impactful briefing.

As a design manager you need to know how to develop and communicate a design brief. Then you have to manage or lead your designers to deliver on the design brief. This module explains why and how to do that. Some of the topics covered in this module include:

- ◆ Why you need to define design objectives and goals first before you write your detailed design brief.
- ◆ How to develop and communicate a design brief for a particular project.
- ◆ How to make sure designers deliver according to your design brief.
- ◆ How the design brief helps to guide discussions around design quality and drive efficient progress of the design process.

Learning Goals

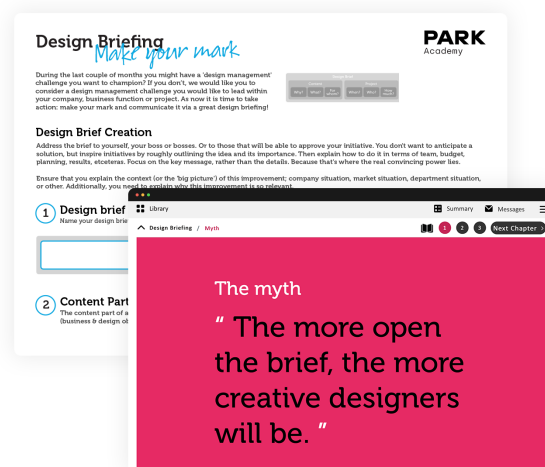
In this module we will achieve the following learning goals. You will be able to:

- ✓ Show understanding of the vocabulary around managing design briefs
- ✓ Clarify the content part (why, what & for whom?) alongside the project part (when, who & how much?)
- ✓ Explore how design briefs are related to organisational objectives and goals
- ✓ Demonstrate to be 'leading': it is all about convincing your target audience to agree with your design brief and the start of your initiative
- ✓ Define and present a logical flow with solid argumentation - through the Design Value Canvas -, ending with a clear request of resources and projected outcomes

Resources

Design Briefing utilises our proprietary 'Design Briefing Make Your Mark' tool.

PARK training materials can be found in the Livebook, our e-learning application.



“Design briefing is a carefully managed process that continues throughout the end-to-end journey of a design project.”