

**BEFORE YOU BEGIN, HAVE YOU:**

- **MADE A COPY OF THIS DOCUMENT?**
- **WATCHED EDROLO: DEVELOPING A BRIEF & GENERATING IDEAS?**

<https://edrolo.com.au/s/344687/>

# **BRIEF** [Name/student number]

## **Title of the design problem**

*Provide a clear title and subtitle to indicate that the document is the design brief for a particular design project.*

## **Client details**

*Provide the name and contact details for your contact. Although not critical to your assessment, including (fictitious) information such as the client's address and other contact details can help make your brief more realistic.*

## **Description of the Client**

*Describe your client in the third person. Provide relevant details about their age, beliefs, size of their business, number of employees, international, national company, established or newly formed, personal lifestyle, or aspirations. Your description should sum them up quickly and concisely so remember to use descriptive words.*

## **Description of the design problem**

*Provide an overview of the visual communication problem faced by your client. This description should include a short background of where the design problem came from and what challenges are faced by your client. It should indicate what devices will be used to solve the visual communication problems, but should not include a detailed explanation of how the communication will be solved.*

## **Audience**

*Describe the audience(s) for the visual communication solution. Remember, the audience can change. For example, the audience for an architectural model may be investors, or the client who is wanting the house or building constructed, whereas the audience for a set of architectural floor plans and elevations may be the client and the building contractors who will be constructing the building. Who is the target audience? Describe their age, interests, gender, location, socioeconomic status and any other relevant factors.*

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## **Visual communication presentation1:**

*Indicate the format of visual communication, i.e poster, postcard, visual identity and its application on business cards/signage/letterhead, etc.*

## **Design Field:**

*Provide a short description of the design field; environmental, communication or industrial*

**Description of the visual communication solution/Need:**

*Provide a short description of the proposed communication solution. What are you designing?*

**Purpose**

*Outline the purpose of the visual communication solution(s) to be presented. Is the intention of the visual communication to **promote, advertise, depict, explain, teach, inform or to guide**?*

*Note: to 'Promote' is to actively encourage or increase awareness, whereas to 'Advertise' is to increase sales.*

**Context**

*The context is where the visual communication solution will be used or found.*

**Constraints & Expectations:**

*What constraints has the client placed on the visual communication solution? For example, will the business logo use spot or offset printing? IS the Tshirt design limited to a certain number of spot colours? IS there a limitation to the size or gsm of the paper to be used? IS there a size restriction to the house? IS there a financial constraint?*

**Possible Presentation Format:**

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**Visual communication presentation 2:**

*Indicate the format of visual communication, i.e poster, postcard, visual identity and its application on business cards/signage/letterhead, etc.*

**Design Field:**

*Provide a short description of the design field; environmental, communication or industrial*

**Description of the visual communication solution**

*Provide a short description of the proposed communication solution.*

**Purpose**

*Outline the purpose of the visual communication solution(s) to be presented. Is the intention of the visual communication to **promote, advertise, depict, explain, teach, inform or to guide**?*

*Note: to 'Promote' is to actively encourage or increase awareness, whereas to 'Advertise' is to increase sales.*

*(Ensure this is different to Presentation 1).*

**Context**

*The context is where the visual communication solution will be used or found.*

**Constraints & Expectations:**

*What constraints has the client placed on the visual communication solution? For example, will the business logo use spot or offset printing? IS the Tshirt design limited to a certain number of spot colours? IS there a limitation to the size or gsm of the paper to be used? IS there a size restriction to the house? IS there a financial constraint?*

**Possible Presentation Format:**

*What may the presentation format be? ie "The possible presentation format may be a 3D model of a ..."*

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**Student Signature**

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**Client Signature**

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**Teacher**

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**Date**

*Note: your brief should have some wiggle room, so I encourage you not to give precise sizes of your finals also some basic dot points in intended explorations (otherwise the design process has been scripted before you begin).*

## Approach to the design process (PRINT ON SEPARATE PAGE)

*How will you approach the design process to solve the visual communication problem?*

*Outline a weekly plan for what you need to complete and by when.*

### Weekly planner

Week	VC1	VC2	Materials/ Methods/ Media	Design Thinking	Elements and Principles	
1						Brief Due
2						
3						
4						
5						
6						
7						Work on Pitch
8						Pitch presentati on (VCs need to be completed )
9						
10						Folio and 2 x VCs due