

B B C BITESIZE

Will: A design brief is like a guideline of what direction you would be going with a project. My work could be in public places such as a gallery, a company shop window, books, magazines and even a t-shirt. I will write up a brief to form my ideas and bring them to life.

The key thing I will be doing in a brief would be making it clear who it is for and what will I be doing in detail. In this brief my final outcome was a t-shirt range. The target audience was teens and 20-somethings.

I had two weeks to complete so it is important to know from the beginning if there are limits.

Budget and timescale are important too because you need to know how long you have on a project and how much money you can spend on it. Sometimes that can affect the outcome of the final piece.

If you are working with brands, it is important to know the brand's guidelines. For example that could be colour, shapes of their logo, the way they like their brand to be represented. That's a very important guideline to follow.

Why do I write a brief? I write a brief because they literally help me to define an art piece in detail and also I will be able to look back at what I wrote and evaluate the whole project.