

OUTLINE OF A DESIGN BRIEF

1: Communication objectives and design strategy

- A: Define aims
- B: Provide a clear statement of objectives
- C: Relate objectives to design/communication/interpretation strategy
- D: Define priorities
- E: Establish expectations: Align the expectations of the client with the deliverables of the designer.
- F: Define design criteria, indicating how success will be measured

2: Context

- A: Project overview and background information
- B: The client defined
- C: Audience
- D: Research and image resources:
- E: Physical location

3: Design requirements

- A: Explanation of specific design tasks
- B: Detailed listing of all components of the projects
- C: Production values

4: Technical considerations

- A: Delivery mechanism
- B: Dimensions and weight bearing details
- C: Materials to be used
- D: Location details
- E: Installation Details
- F: Safety Requirements
- G: Object details
- F: Conservation details

5: Project scope

- A: Budget constraints
- B: Time frames
- C: Internal process