

Design briefs

Starting points

A situation, problem or need may lead to the decision to create a design.

Design can be stimulated from a variety of starting points, for example:

- market-based demands (real-world influence/s)
- client-based demands (responding to a problem, need, request, or identified opportunity)
- personal expression (focusing on one's own feelings, interests or personal necessity).

It is important to explore and define the parameters of the problem, situation or need.

A design brief is used for this purpose.

