# Design Brief

# Introduction (Outline of the subject of interest)

Introduce the subject in about a paragraph or so, talk about it in a general way outlining a problem, situation or opportunity that has arisen. Suggest a few possible routes you could explore as well as some of the possible directions you could go in. Mention why you picked this area and try and set a feel for the project. Try to find a purpose for the project or perhaps it always helps you later especially if you are designing for (and it helps in your evaluation) if you can talk to someone else who has some relationship to your project. Introduce a client or/and user if possible. Remember, if you are undertaking the NEA, it may direct your thinking at this stage.

# Aim (Clear statement of intent)

A simple statement, only a few lines saying:

“I am going to design and make ----------*an item--------------* which will ----------------------*answer the problem/situation/opportunity I have identified----------------------------------“*

# Initial Specification

This should be in the form of a numbered LIST and should clearly outline what you intend the finished article to be. An initial specification comes before your research. After your research you revise it and produce the final specification which includes additions and modifications to this original specification.

It should include detail of:

Constraints Cost

Time

Facilities that could be used

Materials

Safety

BSI or any regulations

Maintenance procedures

Use of standard components

Size

Ergonomics How it relates to the persons who will be using it in terms of size, shape, and form.

Function **What is it to do?**

Ease of use

Adjustability

**When it is to be used?**

Portability

Adaptability

**Where it is to be**

**Used?**

Remember, this above list is just a suggestion and not of it will be relevant to your project. There will be some that we have not considered so use the list as a starting point. Also, try to write a comment on what you mean/think about each point.

i.e. No.2 – It must be portable – It will be moved from place to place – I will need to consider a handle?

This final specification is your checklist and must be referred to throughout the project, there is no point in designing something which does not answer your original brief, however good it might be. Also, it helps with the evaluation as a starting point to test your project against.