**DESIGN BRIEF**

**INTRODUCTION**

A design brief is a file that contains the objectives, scope, and requirements for a design project. It serves as a guide for designers, providing them with basic information to create a solution that meets the client’s needs. The design brief typically includes details such as the project background e.g colour, material etc, target audience, project goals, budget, timeline, and any specific constraints or preferences. It is a vital tool for ensuring that the design process is in line with the client’s expectations and goals.

**IMPORTANCE OF A DESIGN BRIEF**

1. It is essential for establishing clear communication between clients and designers.
2. It ensures that both parties have a shared understanding of the projects requirements and expectations.
3. A design brief helps in minimizing misunderstandings and revisions during the design process, ultimately saving time and resources.
4. A design brief serves as a reference point throughout the project.

**DESIGN BRIEF FOR FEMALES**

Female clients have their unique preferences when it comes to design, the following are put into considerations

1. Choice of colors, shapes and frame.
2. Factors such as age, lifestyle, profession, and personal taste. Women come from different backgrounds and have varied tastes, styles and needs.

3. The goal is to create a product that not only performs well but also aligns with the client taste.

4. The googles should provide comfort to the eyes, it should not be tight, it should fit the client need and not provide discomfort.

**DESIGN BRIEF FOR MALE**

1. Use a strong colour theme
2. Using of geometric shapes to add visual interest and create a sense of balance and stability.
3. Keeping the design simple to create a sense of sophistication and elegance.
4. The aspect of functionality and comfort should not be ignored in the design.
5. Male googles should encompass a range of styles to cater to the taste of the client.

**A design brief for sport**

The aspect of functionality, the target audience and performance is put into consideration first. The design should reflect the dynamic and energetic nature of sports while also incorporating elements of style and innovation.