

Project Brief Overview

The Project Brief covers the following:

1. **Goals**— *What* does the client want to achieve, and *Why*?
2. **Facts**— *What* do we know? *What* is given?
3. **Concepts**— *How* does the client want to achieve the goals?
4. **Needs**— *How* much money and space? What level of quality?
5. **Problem**— *What* are the significant conditions affecting the design? What are the general directions the design should take?

Function	1 People 2 Activities 3 Relationships
Form	4 Site 5 Environment 6 Quality
Economy	7 Initial budget 8 Operating costs 9 Life cycle costs
Time	10 Past 11 Present 12 Future

Function implies “what’s going to happen in their building.” It concerns activities, relationship of spaces, and people—their number and characteristics. Key words are (1) people, (2) activities, and (3) relationships.

Form relates to the site, the physical environment (psychological, too) and the quality of space and construction. **Form is what you will see and feel.** It’s “what is there now” and “what will be there.” Key words are (4) site, (5) environment, and (6) quality.

Economy concerns the **initial budget** and quality of construction, but also may include consideration **of operating and life cycle costs**. Key words are (7) initial budget, (8) operating costs, and (9) life cycle costs.

Time has three classifications— **past, present, and future**— which deal with the influences of history, the inevitability of changes from the present, and projections into the future. Key words are (10) past, (11) present, and (12) future.

Well defined deliverable(s) that achieve(s) the GOAL and solves the PROBLEMS in a sustainable manner