Design outcomes can vary widely depending on the project's objectives, target audience/users, and creative direction. But one thing alldesigns have in common is that they should always directly address the requirements outlined in the design brief, while also delivering creative and impactful results. Here are several characteristics that are commonly associated with design outcomes.

### Clarity of concept and purpose

The design outcome should effectively communicate the intended message, style, mood or information in a clear and concise manner that is functional/practical and visually appealing.



Fig 1. Unsplash (n.d.) Clarity of concept is key in design

### Consistency and accuracy

Consistency in design elements such as colour, shapes or forms, balance, layout, etc. is especially important if you’re building your business and distinct style. It is also important if, for instance, you are designing several show house interiors for a real estate developer (interior design), a line for a particular fashion label (fashion design), or a series of photographs for a marketing campaign (photography). Maintaining consistency and accuracy in your designs helps establish a cohesive brand identity and reinforces brand recognition across all platforms and touchpoints. It is therefore vital that your designs align with existing branding guidelines.



Fig 2. Unsplash (n.d) Design should maintain consistency across products

### Suitability and functionality

Suitability relates to the audience and design’s intended medium. Designs should be tailored to engage a particular audience and work across one or many mediums of presentation or distribution. In the case of photography or even interior design concepts, whether it's print, digital, or multimedia, the design outcome should be optimised for its intended platform, considering factors like resolution, file format, and interactive elements. It must also ensure that the design is intuitive to use, has clear navigation and accessible features.



Fig 3. Pexels (n.d) Designs should be versatile to serve on multiple platforms

Design outcomes should also be flexible enough to adapt to different contexts or scale as required. This may involve providing variations for different sizes or formats, ensuring the design remains effective across a number of applications.

### Audience interpretation and relevance

Effective design outcomes, as mentioned above, will be relevant to the target audience and context. But more importantly, it should evoke emotional responses and engage the audience, taking into account the audience's preferences, needs, and cultural sensitivities. This can be achieved through compelling imagery, colour, and style and thoughtful design choices that resonate with the target audience on a deeper level thus strengthening engagement and brand loyalty.



Fig 4. Unsplash (n.d.) Designs should keep the target audience in mind

### Creative interpretation and originality

Good design outcomes demonstrate creativity and originality as well as capturing attention. They offer unique solutions to the design problem presented in the brief, setting them apart from generic or predictable designs. You can achieve these strong, aesthetically pleasing outcomes by ensuring your designs utilises elements like colour schemes, patterns, focal points, texture, balance, spatial layout and so forth, in a way that enhances the overall impact.



Fig 5. Unsplash (n.d.) Colour, among other elements, play a role in a design’s effectiveness

### Management of constraints

Managing constraints in design is an essential skill that allows designers to work within limitations while still creating effective, functional and visually appealing outcomes. Constraints can come in various forms, including time, budget, client preferences, technical limitations, and project requirements. Typically, a design must be delivered within a specified timeframe and budget as outlined in the design brief. This implies that you, as the designer, must manage your time and resources effectively to guarantee timely completion of the project without exceeding the allocated budget. A thorough understanding of all the constraints will help you to develop and successfully execute appropriate strategies.



Fig 6. Pexels (n.d.) Budget is one of several constraints that impact a project