

# Unit 12 - Section 1 - Cardboard Chair Handout 2

## Design and Draw for Production

### STUDENT NAME:

#### Creating Your Design Brief

A Design brief is a document for a design project developed by a person or team (the 'designer' or 'design team') in consultation with the 'client'. They outline the **deliverables** and scope of the project including any products or works (function and aesthetics), timing and budget. They can be used for many projects including those in the fields of architecture, interior design and industrial design. Design briefs are also used to evaluate the effectiveness of a design after it has been produced and during the creation process to keep the project on track and on budget. Some firms rely on them more than others but there is a move towards greater accountability in the design process and thus many people find them most useful.

#### Design Brief Layout

Your design brief will include:

- Title Page
  - The title page should include the title of the project and all group member names
- Team Profile
  - Who is part of your team, jobs/responsibilities for each member
- The Problem Statement
  - Description, constraints, time etc.
  - Should be consistent with your problem statement document submitted earlier
- Goals
  - What you plan on accomplishing
  - Due dates to your best knowledge
- Solution Analysis -Risks/Benefits of your idea or solution
  - Planned solution
  - Rough sketches/rapid viz

#### Evaluation

Category	Weight	0 points	50 points	100 points	150 points	200 points
Organization	20%	Unable to find assignments or not routinely saved	Able to demonstrate some organization by backing up files or use of folders	Both drawings and models are identifiable and can be found if needed	All drawings are in a folder and models organized by folders in Google Drive	All drawings are in a folder labeled correctly and models organized by folders in Google Drive labeled correctly
Class Participation	20%	Showed no participation	Limited to no participation	Inconsistent day-to-day participation	Participated only when needed	Engaged daily and actively participated
Effort	30%	No effort	limited to no effort	Inconsistent day-to-day effort	Showed effort only when needed or routinely directed	Continuous day-to-day effort with or without direction
Creativity/Originality	15%	No creativity, copied designs	Minimal creativity based off past designs	Moderate improvements based off past designs	Complete overhaul of past or found designs	Completely new idea/design
Craftsmanship/Skill	15%	Poor execution, no planning	Moderate end result, able to achieve an outcome	Good planning but poorly executed end result	Good planning and good end result although not what had been designed or communicated	Great planning & execution able to achieve what had been designed or communicated

## Added Notes