

Creating the Perfect Design Brief



How to Manage Design for Strategic Advantage

PETER L. PHILLIPS

Creating The Perfect Design Brief Creating The Perfect Design Brief

Brigitte Borja de Mozota



Creating The Perfect Design Brief Creating The Perfect Design Brief:

Creating the Perfect Design Brief Peter L. Phillips, 2012-07-01 In the only book of its kind now revised and updated with the latest research on the topic veteran design consultant Peter L Phillips offers the tools for success gained from nearly thirty years of developing corporate and brand identity programs Readers will discover the most effective formats for design briefs how to structure the best possible team what distinguishes a great design brief from an adequate one how to use the brief in project tracking as a measuring tool as a means of getting approval for a design solution and much much more By covering all of the essential elements of an effective design brief this unique and empowering guide will help you to ensure that the goals of your corporate design strategy are met *401 Design Meditations* , In need of advice Just want to sound off Opening this volume is like grabbing lunch with a fellow designer to commiserate or celebrate In its pages noteworthy designers both past and present working in fields ranging from graphic design fashion architecture typography illustration and industry product design sound off on every topic including deadlines inspiration competition rules respect education and handling criticism and life as a creative soul all with a certain amount of irreverence Their thoughts are boiled down into succinct quotable quotes and one liners that exemplify their character and demonstrate their philosophy on the world Enjoy reading sound bites from everyone from Frank Gehry David Carson and Charles and Ray Eames to Frank Lloyd Wright Paul Rand Stefan Sagmeister and Saul Bass *AIGA Professional Practices in Graphic Design* Tad Crawford, 2010-02-23 Provides definitive guidelines on all aspects of the graphic design business FYI Newly revised and expanded version of an industry classic 5 000 sold Up to the minute Includes web interactive and green design new legislation Each chapter written by an authority on the subject Here s the definitive guide to professional business practices in graphic design now fully revised and updated for the digital age Up to the minute coverage of web interactive and motion graphics green design potential repercussions of legislation on Orphan Works protection of fonts and software managing creative people using professional help such as lawyers and much more Each in depth chapter covering such topics as professional relationships fees contracts managing large projects copyright and trademark issues electronic uses and more has been written by an authority in the field The newly revised AIGA Standard Form for Design Services is included for the convenience of readers along with a complete resources section No designer should do business without this comprehensive authoritative book Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don t aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers *Managing Corporate Design* Peter L. Phillips, 2015-03-17 Corporations increasingly view

graphic design as a core strategic business competency in a highly competitive climate and they are challenging their in house designers to supply far more than a service or support function Their new role is to provide sound solutions to real world business pressures Managing Corporate Design addresses head on these new challenges in a highly practical manner Peter L Phillips writes specifically to corporate in house graphic design groups searching for positive accessible methods to better establish their group as a core strategic business competency This guide covers Developing a framework Assessing the value you offer Recognizing the business role of design Communicating in a corporate language Gaining and forming business relationships Developing design briefs and approval presentations Managing and hiring staff Incorporating creativity Overcoming obstacles and moving forward These fresh strategies and more provide actionable tools for helping corporate design teams meet the new business demands of today Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don't aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

Building Design Strategy Thomas Lockwood, Thomas Walton, 2010-06-29 How can design be used to solve business problems That's the question answered in many innovative ways by Building Design Strategy Mark Dziersk EunSool Kwon Arnold Levin Laura Weiss and many more top name contributors share their experience and insights Topics explore the full range of issues today including thinking ahead adapting to challenges developing tangible strategies using design to convey ideas choosing worthwhile projects to help growth using design to create fiercely loyal customers

Design Management Brigitte Borja de Mozota, 2003-08-01 Written by a leading authority in the fields of marketing and design here is first book ever to bring together the theory and practice of design management In eleven comprehensive chapters Design Management offers time tested tools for choosing the right design agency integrating design in the organization creating value and contributing to company performance contributing to brand value and corporate vision and implementing design projects What's more dozens of case studies real life examples and leadership profiles illustrate essential theories from design management and marketing An indispensable reference for every design and marketing professional

Design for Innovative Value Towards a Sustainable Society Mitsutaka Matsumoto, Yasushi Umeda, Keijiro Masui, Shinichi Fukushige, 2012-04-03 Since the first EcoDesign International Symposium held in 1999 this symposium has led the research and practices of environmentally conscious design of products services manufacturing systems supply chain consumption as well as economics and society EcoDesign 2011 the 7th International Symposium on Environmentally Conscious Design and Inverse Manufacturing was successfully held in the Japanese old capital city of Kyoto on November 30th December 2nd 2011 The subtitle of EcoDesign

2011 is to design for value innovation towards sustainable society During this event presenters discussed the way to achieve both drastic environmental consciousness and value innovation in order to realise a sustainable society Product Concept Design Turkka Kalervo Keinonen, Roope Takala, 2010-05-12 Globalisation of the world's economy is leading to rapid change and uncertainties in society politics and markets Product design strategies need to respond to these developments Product Concept Design meets the needs and expectations of academia and practitioners working in design by focussing on the methods for creating products and design strategies in today's fast changing business environment Product Concept Design has been written by a collection of researchers and practising designers from leading companies such as Nokia and Volvo and provides a goldmine of ideas for designers and managers in industry as well as lecturers in design and design engineering and their students

Design Leadership Ignited Eric Quint, Gerda Gemser, Giulia Calabretta, 2022-02-08 Design leadership at scale requires leaders who design the design function establish a thriving environment for the creative team and shape the design organization to drive progress advance innovation and enhance meaningful customer experiences To examine the foundations of successful design leadership the authors performed extensive in depth interviews with design leaders working for Fortune 500 organizations across industries Based on these insights Design Leadership Ignited delineates a pathway to design excellence which includes establishing a forward looking strategy and an adequate organizational structure for the design function empowering the design team and scaling the impact of design across the entire organization This book takes the position that a core challenge in the journey towards design excellence is the need to recognize and balance the often contradictory objectives and activities that design leaders encounter Combining their practitioner experience and research the authors provide a framework to embrace the complexity of design leadership that will elevate design at scale

Design Discourse on Business and Industry Doctor Gjoko Muratovski, Craig Vogel, 2019-05-22 Just as the term design has been going through change growth and expansion of meaning and interpretation in practice and education the same can be said for design research The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate Based on the proceedings from the IASDR 2017 Conference Re Research is an edited collection that showcases a curated selection of 83 papers just over half of the works presented at the conference With topics ranging from the introduction of design in the primary education sector to designing information for Artificial Intelligence systems this book collection demonstrates the diverse perspectives of design and design research Divided into seven thematic volumes this collection maps out where the field of design research is now Interaction Between Client and Design Consultant The Stance of Client to Design Consultant and Its Influence on Design Process Haebin Lee Muhammad Tufail Myungjin Kim Kwan Myung Kim Design is essential in product development but several small and medium sized enterprises SMEs relatively capable of manufacturing are suffered from lack of in house design ability For new product design these SMEs typically employ external designers In this client designer interaction

designers propose design solution alternatives to their clients which clients may accept or reject In some cases clients provide designers further design requirements A study on how interactions are performed and what effects these interactions have on the results of product development is essential to determine what is needed to achieve successful collaborative relationships Thus this study analyzed three design development cases that were previously performed to understand how interactions work between clients and designers and its effect on the outcomes In all cases the design team developed designs for the clients based on their technological requirements This study focused on the effect of client stance on the process and deliverables Clients usually take various actions that accept or reject design solutions or give additional demands This is because clients take initiative in decision making Clients stance was divided into receptive and expressive stances As a result a receptive stance ensured the design capabilities of design consultants whereas expressive stance confined design capabilities to some extent but a new design direction may be proposed based on a client s knowledge information and judgment

Speed Dating with Design Thinking An Empirical Study of Managers Solving Business Problems with Design Seda McKilligan Tejas Dhadphale David Ringholz The concept of design thinking has received increasing attention during recent years particularly from managers around the world However despite being the subject of a vast number of articles and books stating its importance the effectiveness of this approach is unclear as the claims about the concept are not grounded on empirical studies or evaluations In this study we investigated the perceptions of six design thinking methods of 21 managers in the agriculture industry as they explored employee and business related problems and solutions using these tools in a 6 hour workshop The results from pre and post survey responses suggest that the managers agreed on the value design thinking could bring to their own domains and were able to articulate on how they can use them in solving problems We conclude by proposing directions for research to further explore adaptation of design thinking for the management practice context

Product Design Briefs as Knowledge Based Artifacts of Cross Functional Collaboration in New Product Development Ian Parkman Contemporary research in business strategy new product development and design management has suggested that cross functional collaboration within team based environments is critical to successful product development processes However scholars have also demonstrated that the mere presence of inter functional structures does not necessarily lead to better outcomes Indeed the very differences which cause cross disciplinary teams to result in improved design processes may also lead to friction as team members backgrounds orientations and training often cause them to have different perspectives on what information is important to the product design process and to solve development related problems Improved understanding how to integrate information from differing functional areas is a clear emphasis of research yet very few empirical studies have precisely defined the units of knowledge flowing through NPD projects differences in importance of information elements by functional area or the structures which may facilitate the sharing of information within NPD This study presents an investigation of product design briefs as knowledge based artifacts

of cross functional collaboration within NPD Drawing on a proprietary sample of 68 briefs analyzed through an expert rating procedure alongside survey questionnaire of 153 product development managers our results define 51 information elements commonly shared between functional areas during an NPD project We organize these information elements as eight factors categorize the importance of each element to NPD success and describe differences in evaluation from across three primary functional domains of NPD a Design b Marketing and c Engineering R the nature of the project and the nature of the research quality assessment It is concluded that there is a need to build a simple easily usable framework for assessing the research potential of commercially driven design projects from the outset to ensure that the appropriate processes are put in place to communicate research conducted within them Exploring Design Specific Factors for Building Longer Term Industry Relationships Medeirosari Putri Mersha Aftab Mark Bailey Nicholas Spencer When design works with industry it tries to sell two things first selling design as an agent of transformation and second selling design as a skill Whilst historically design has been successful in the latter it is the former that is more challenging making it a necessity for design to work in none design contexts in order to build trust and credibility Therefore it is necessary to investigate the ways in which design interacts with industry and how these interactions enable design to establish longer term relationships This investigation set out to answer the question what design specific characteristics are applied to establish successful longer term relationships between design and industry The paper aims to illustrate the intrinsic factors that enable design to get access and designers to get authority to play a significant role in organizations Five well established relationships between design and industry have been used to analyze to find correlations The investigation identifies three stages of collaboration between design and industry namely involvement collaboration and partnerships contrary to Cahill s theoretical model which claimed four stages to long lasting partnerships Also the case studies confirm three stages of trust and credibility as factors that help in strengthening a relationship between design and industry Finally several intrinsic factors that are unique to design have been identified which are seen to have helped design in building high levels of trust and credibility Collaborating Design Risk Laura Ferrarello Ashley Hall Mike Kann Chang Hee Lee The Safety Grand Challenge is a collaborative research project between the Royal College of Art RCA School of Design and the Lloyd s Register Foundation LRF The maritime industry is dominated by grandfathering leading to a slow pace of adopting innovations that can reduce risk and save lives at sea We describe how impact was achieved through collaboration and design innovations that bridged the risk gap between technologies and human behaviors Starting from the project brief we designed a collaborative platform that supported a constructive dialog between academia and partner organizations that aimed to foster innovative design approaches to risk and safety The project generated an engaged community with diverse expertise that influenced the outcomes which included seven prototypes designed by a group of 30 students from across the RCA Throughout the course of the project the network extended to other partners beyond the initial ones that included the RCA LRF and Royal National Lifeboat Institution The Safety Grand

Challenge demonstrates how research can be an explorative platform that offers opportunities to analyze and design solutions to real life safety problems in mature industries through the prototypes that reflect the sophistication of the project's collaborations. Our conclusions support how design research helped identify the value of design for safety in tackling complex issues that intertwine human environmental and commercial views and can shape new forms of collaborative research between academia and industrial partners.

Understanding Passengers' Experiences of Train Journeys to Inform the Design of Technological Innovations
Luis Oliveira Callum Bradley Stewart Birrell Rebecca Cain Andy Davies Neil Tinworth

In this paper we present results from a collaborative research between academic institutions and industry partners in the UK which aimed to understand the experience of rail passengers and to identify how the design of technology can improve this experience. Travelling by train can often provide passengers with negative experiences. New technologies give the opportunity to design new interactions that support the creation of positive experiences but the design should be based on solid understanding of user and their needs. We conducted in depth face to face semi structured interviews and used additional questionnaires given to passengers on board of trains to collect the data presented on this paper. A customer journey map was produced to illustrate the passengers' experiences at diverse touchpoints with the rail system. The positive and negative aspects of each touchpoint are plotted over the course of a typical journey followed by the explanations for these ratings. Results indicate how the design of technological innovations can enhance the passenger experience especially at the problematic touchpoints e.g. when collecting tickets, navigating to the platform, boarding the train and finding a seat. We finalize this paper pointing toward requirements for future technological innovations to improve the passenger experience.

Taxonomy of Interactions and the Design of the Airport Passenger Screening Process
Levi Swann Vesna Popovic William Mason Benjamin MacMahon

This paper presents a case study analyzing the interactions of nine security officers during the mandatory passenger screening process at an Australian international Airport. Eye tracking glasses were used to observe the visual, physical and verbal interactions of security officers while they performed the x-ray task. Stationary video recording devices were used to record physical and verbal interactions performed by security officers during the load search and metal detector tasks. Six taxonomic groups were developed that define the different types of interactions performed by security officers during each task. Each taxonomic group is comprised of several discrete interactions specific to each of the tasks observed. Through analyzing the composition of interactions and the relationships between interactions in different tasks, this paper highlights the prominence of interactions that security officers perform with passengers and their belongings. These interactions play an important role in the first and last stages of the passenger screening process as well as influence the functioning of the overall passenger screening process. Due to this, they have a substantial effect on passenger experience, throughput, efficiency and security efficacy. In response to these findings, we draw from emerging security technologies and persuasive design principles to present potential design solutions for optimizing the passenger screening

process These are presented in the context of a preliminary framework with which to inform the design of current and future passenger screening processes

Raising Crime Awareness through Design Thinking within a High Street Retailer in the United Kingdom Meg Parivar David Hands Since the 1800s England became an industrialized country and experienced extensive urban growth so sales associates chose this location to establish large stores Toward the end of the nineteenth century the aim was to create the stores to entice customers through space impressive architecture interior design and the elegant display of merchandise At the same time the display techniques were growing to promote sales Therefore more retail equipment manufactured and supplied for displaying products in the stores This significant variation led the retail industry as the goods could be touched by the customers and they were not accessible only through retail assistant anymore Since then due to this new differentiation retailers have been experiencing a significant change in their customer s behavior Now the retailers are trying to give a brilliant shopping experience to their customers with more reason to increase the sale However there are some restrictions to this strategy that afford excellent opportunities for shoplifters and opportunist criminals Store design can be a fantastic and efficient tool to increase sales Also it could significantly increase the chance of retail crime This paper examines how to minimize criminal activity in retail environments to reduce loss prevention and retail shrinkage by raising awareness through design thinking Therefore interviews observation and exploration were done based on the experience of employees and customers in The High Street Retailer The research project outcome included as over a creative retail crime learning package and a digital platform to raise awareness and improve communication

A Study on the Entrepreneurial Path of Design Led Startups in Taiwan Fang Wu Tung The phenomenon of design entrepreneurship has received attention in the field of design The trend of design entrepreneurship emerges in Taiwan and becoming a new career option for designers Entrepreneurial activities can promote economic growth through innovation and knowledge spillovers Studies on designer entrepreneurship are warranted because it proposes the possibility of entrepreneurial innovation contributing to industrial and economic development A multiple case study was employed and seven design led startups were selected as case study subjects to explore and conclude how these firms integrate their own profession and acquire resources to construct the value chain so as to keep the company operational and profitable According to the results the value chain of design led startups identified The findings are further discussed to provide a better understanding of the entrepreneurial path of design led startups in Taiwan

EV 3 0 A Design Driven Integrated Innovation on Rapid Charging Model BEV Mobility Miaosen Gong Qiao Liang Juanfang Xu Xiang Zhou This submission reports a design driven integrated innovation on EV mobility EV 3 0 as a collaboration between design research institution and a small BEV company in China The on going project provides a novel vision and design strategies of Battery Electric Vehicle BEV and mobility and has achieved a key technological performance on rapid charging of BEV The current situation of BEV Industry and their recharging patterns show a big gap of new energy mobility Key issues of BEV and mobility are defined by analysis of users need of mass market

and a case study of a leading BEV Usability of charging is identified as a bottleneck of BEV industry Hence a new vision and scenario of rapid charging are defined leading to respective design strategies and technological routines With a long term investigation and iterative prototyping an established prototype is developed and officially tested in the National Center of Supervision and Inspection on New Energy Motor Vehicle Products Quality in Shanghai The test result indicates that the prototype has 431 km range in speed of 80km h with only 15 minutes recharging which provides a valid routine to break bottleneck of BEV industry Design for Better Comprehension Design Opportunities for Facilitating Consumers

Comprehension of Really New Products RNPs Peiyao Cheng Cees de Bont Ruth Mugge Developing successful really new products RNPs can bring competitive advantages for companies However the success rate of RNPs are relatively low because consumers often feel resistant to adopt them One reason for consumers resistance is their lack of comprehension of RNPs To facilitate consumers comprehension this paper conceptually discusses the opportunities related to designing the appearances of RNPs More specifically to facilitate consumers internal and external learning this paper explores four underlying mechanisms 1 product appearance as a visual cue to trigger category based knowledge transfer 2 to trigger analogy based knowledge transfer 3 product appearance as an information carrier to communicate innovative functionality directly and 4 product appearance as a way to trigger congruity with innovative functionality of RNPs The rationales for each underlying mechanism are conceptually discussed supported with relevant empirical evidence and examples found in the markets

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