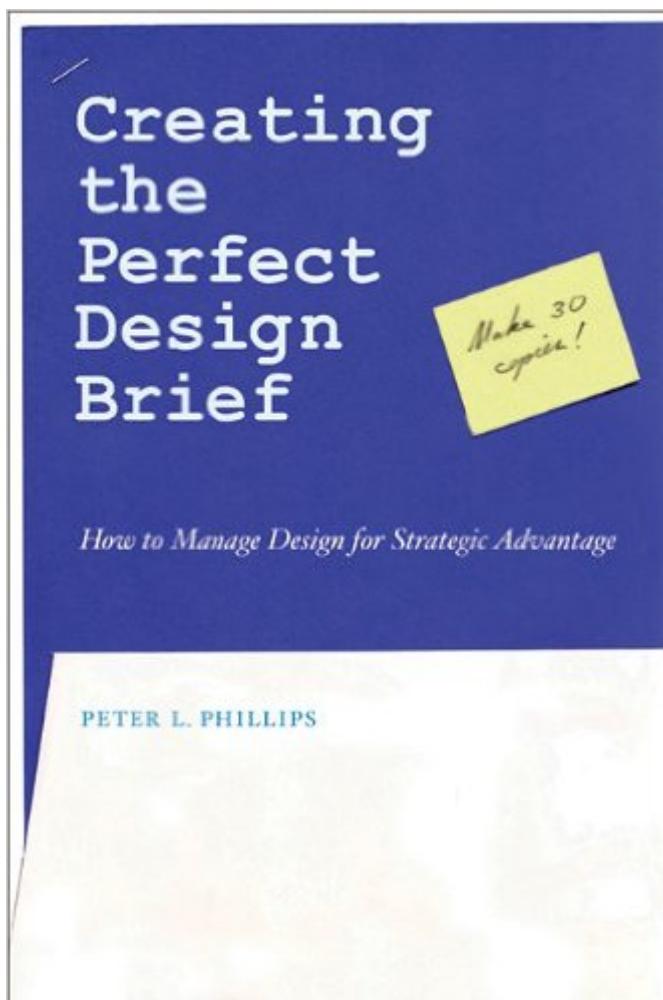# Creating The Perfect Design Brief: How To Manage Design For Strategic Advantage

Synopsis

In one of the only books of its kind, a veteran design consultant offers the tools for success gained from nearly 30 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, and as a means of getting approval for a design solution; and much, much more. • Covers all the essential elements comprising an effective design brief • Copublished with the prestigious Design Management InstituteAllworth 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.

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Customer Reviews

I found this book after looking for a book that would help me in leading an in-house design firm at a non-profit. I think I instinctively knew some of the key principles in this book - however this book really spelled those out and gave me the tools to begin to implement them.Fundamentally the

author's point is that designers must learn to deliver real value for the organization and in a language non-designers understand and appreciate. A well constructed design brief is the vehicle through which much of this can happen. As a result, "do you like it" is less likely to be the question we ask, rather it should be "does this solve a business problem".A simple but invaluable read, this book is designed for those of us who wrestle with the tension of leading designers who want space to be creative at the same time as we wrestle with "clients" who seemingly don't know what they want until they see the finished product - which of course they don't like.Well worth the read and highly recommended

While there is no such thing as a perfect design brief, Philips does a great job of providing guidelines for covering your bases. While the title suggests it's all about the brief, what's most valuable about this book is that it's actually a great guide to project management philosophy for design projects. This was a quick but insightful read.

This book goes into great detail about the aspects of a design brief and explains why briefs are good. I recommend it for those who are curious about writing briefs or who want to improve their skills in briefs.

The elements of a design brief are discussed, and for someone unfamiliar with them it provides a good overview of the various elements. I don't believe there is such as thing as the "perfect design brief." The book was purchased as a textbook, and the moral of the story for class was that a design brief should contain whatever you want it to contain, as long as it communicates the message. Unless you're working in design or product management I wouldn't recommend this book.

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