

Design Briefing

(Module #11 in Design Leadership Program)

Module Overview

As a design manager you need to know how to develop and communicate a design brief. Then you have to manage or lead your designers to deliver on the design brief. This module explains why and how to do that.

- How to develop and communicate a design brief for a particular project?
- How to make sure designers deliver according to your design brief?



Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the vocabulary around managing design briefs.
- Show understanding how design briefs are related to business objectives.
- Show clarity where, when and how the design brief is used in the design process.
- Show understanding of applying the right level of brief related to its purpose.
- Show a logical flow with solid argumentation, ending with a clear request.
- Show to be 'leading': it is all about convincing your target audience.



“Design briefing is a carefully managed process that continues during the entire design project.”

