

Reading a Brief

Art & Design

Turning a client's request into a set of constraints you can design against.

The brief you are given is rarely the brief you need.

1

Find the real problem

Ask what happens if nothing changes. That answer is the actual brief.

2

Name the audience

Not everyone. Who, where, and in what state of attention?

3

List the constraints

Budget, deadline, formats, existing assets, who approves.

4

Agree what success is

An outcome that can be observed or measured, written down.

5

Write it back to them

Your version, on one page, agreed before you begin work.

Scope creep starts wherever the brief was vague. A written brief agreed early is the only defence you will have later.