



## WRITING A DESIGN BRIEF – GUIDANCE NOTES

The ultimate success of your project depends on the quality of your brief, i.e. your ability to clearly describe to your Project Manager and Design Team the requirements and functions of the building you wish to create or adapt. It is advisable to ask your Project Manager to assist you in preparing a brief and also advise on the appointment of a design team. The brief Should Contain

- Your aims
- Your design style: Are you looking for a design in keeping with the existing building?
- Do you want a contemporary or high tech design?
- Are there certain materials, fixtures or finishes you favor?
- Timetables and budgets
- When should key stages be completed?
- Are you concerned about having a sustainable/ecological design?
- Your reasons for embarking on this building project
- What activities are going to be carried out in the building?
- Who will be making the decisions in your company about design and costs and day-to-day matters when the project is underway?
- Your overall expectations: What do you hope to achieve by this project? A more comfortable place for you to live in? Or a better working environment for your staff?

Your Project Manager will work with you and listen carefully to your requirement to help you formulate a clear brief, addressing not only design aesthetics but also the function of the building, timings and budget constraints.

Your brief should be clear and unambiguous and it should help establish a common understanding between you, the Project Manager and Design team.

<b>EXAMPLE DESIGN BRIEF</b>	
<b>Client Profile</b>	Thames College Specializations – Education sector Address for correspondence – Thames College
<b>Requirement/aims</b>	Extend existing building to increase student capacity, improve learning environment with new

	self learning rooms, computer room, Wi-Fi area, common room and staff room with breakout areas in-between. Additional 150 students to be accommodated.
<b>Design style:</b>	Design the extension to match the existing building. The rear of the property is to be more contemporary and maximise light coming in.  The extension at Aston university science block is a good example of what we would like
<b>Design Style</b>	Mixture of traditional and contemporary design in different areas to complement the existing building?
<b>Materials, fixtures, finishes</b>	Brick to match existing but lots of glass to rear of building. Hi spec finishes and internal glazed partitions
<b>Timetables</b>	Start summer 2012 Complete March 2013 Occupy Summer 2013
<b>Budgets</b>	£2,000,000
<b>Sustainable/ecological design</b>	Photovoltaic's, ground source heat pumps and wind power all to be considered, and grant funding options available
<b>Reasons for this building project</b>	Meet criteria to introduce new students to the Faculty and compete with other colleges
<b>Activities to be carried out in the building?</b>	Education facilities , increase self learning areas and common room facilities with Wi-Fi area, new computer room and staff room with breakout areas in-between
<b>Who will be making the decisions</b>	The vice dean will have authority on budgets, design and day to day matters.

<b>Your overall expectations</b>	The design must be innovative, engaging and pleasing on the eye and incorporate a good blend of old and new, where students and teachers will want to be.
<b>Risks/Benefits</b>	Disruption to School but improved facilities
<b>Planned Solutions</b>	Groundwork's in summer holiday.
<b>Sketches</b>	Initial sketch ideas have been prepared by the staff to show thoughts and the best of these have committee approval as a good guide to how the circulation would work for us.
<b>Problem Statement</b>	The staff room area will be blocked off and temporary computer room accommodation will also be required whilst building works are ongoing
<b>Notes</b>	Subsidence has been noted on the left wall and some underpinning may be required as part of the build.

## **APPOINTING A DESIGN TEAM**

It is important to get the right Architect and Design Team for you scheme. Your Project Manager will be experienced in this matter and know what to look for and the questions to ask potential design team members.

The Project Manager will review a number of potential Architects and consider their track record, fee scales, design knowledge, qualifications and other factors before drawing up a shortlist for an interview.

It is important to appoint an Architect who can understand the brief, enhance it and develop a scheme that is in line with the clients requirements rather than the Architects own design agenda.

The scope and cost of architectural services to be provided will be agreed in writing. Before the project is started.

A similar review of other design team members will be undertaken by the Project Manager until the full design team is appointed. The make up of the team will vary on a project by project basis, and can include Structural Engineers, Quantity Surveyors, M&E Consultants, Planning Consultants, Environmental and Sustainability Advisers.