



Answer the following questions and create a design brief in which you describe the objective of your proposal.



What is your goal? Why? What is the overall goal of the new design? Why?

Who is the target user? Age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.

What are the specifications? What size is the new design going to be? / Where is it going to be used? What other information should the designer consider? / Is it relevant to consider the colour, forms or material of the new design?



DESIGN BRIEF Write a sentence in your own words that describes the new design challenge selected. Remember to include all you have written in the previous questions.