



**Australian Government**

# **BSBDES402 Interpret and respond to a design brief**

**Release: 1**

## BSBDES402 Interpret and respond to a design brief

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

### Application

This unit describes the skills and knowledge required to interpret and creatively respond to a design brief through the production of work.

It applies to individuals working in any industry or design context where work is prescribed by a commissioning agent/client in a brief. Individuals are required to integrate the creative, communication and planning processes that support effective response to a design brief.

Work is carried out independently, although guidance is available if required.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Design – Design Process

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Interpret design brief	1.1 Correctly interpret the specifications of design brief 1.2 Establish and clarify user or client for the proposed product/service to inform design decisions 1.3 Identify and clarify specifications, parameters or constraints of design brief in consultation with relevant colleagues 1.4 Source and evaluate information pertinent to design brief
2 Explore and develop design concept	2.1 Generate ideas for design concept through research, exploration and experimentation 2.2 Develop initial design concept consistent with design brief

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>parameters</p> <p>2.3 Evaluate and explore options for refining concept to best meet design brief parameters</p> <p>2.4 Refine options and select approach which best meets design brief requirements</p>
3 Liaise with client	<p>3.1 Agree on communication process and frequency of communication with client</p> <p>3.2 Present concepts for work at appropriate stages during design process as required</p> <p>3.3 Present and explore different options and creative ideas with client when appropriate</p> <p>3.4 Proactively seek and act on client feedback</p> <p>3.5 Reach agreement on concept for work which complies with design brief</p>
4 Plan production of work	<p>4.1 Assess specific design production risks</p> <p>4.2 Identify all components required to produce a prototype</p> <p>4.3 Assess technical requirements for production against specified guidelines</p> <p>4.4 Identify and consult with support services required for production</p> <p>4.5 Produce a prototype and evaluate against design brief requirements</p> <p>4.6 Analyse prototype and determine any further adjustments to production requirements</p> <p>4.7 Finalise production specifications supported by accurate and complete documentation</p>
5 Complete production of work	<p>5.1 Collect and/or organise required components for the work</p> <p>5.2 Produce or monitor the production of work ensuring all parameters of design brief are met</p> <p>5.3 Accurately document work progress in a format appropriate to the nature of the design and requirements of design brief</p> <p>5.4 Seek client approval for work where appropriate</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1, 1.3, 1.4, 2.1, 4.3, 4.5	<ul style="list-style-type: none"> <li>Analyses textual information to accurately interpret job specifications</li> </ul>
Writing	1.3, 3.2-3.5, 4.4, 4.5, 4.7, 5.3, 5.4	<ul style="list-style-type: none"> <li>Uses specific industry-related terminology and appropriate formats to develop, document and amend workplace documentation</li> </ul>
Oral Communication	1.3, 3.1-3.5, 4.4, 5.4	<ul style="list-style-type: none"> <li>Actively participates in verbal exchanges of ideas and elicits the views and opinions of others by listening and questioning</li> <li>Uses clear language to clarify, explain and present information</li> </ul>
Numeracy	1.1, 1.3, 4.5, 5.3	<ul style="list-style-type: none"> <li>Interprets numeric data and applies mathematical calculations to produce prototype according to design specification</li> </ul>
Interact with others	1.3, 3.1-3.5, 4.4, 5.4	<ul style="list-style-type: none"> <li>Actively identifies the requirements of important communication exchanges, selecting appropriate channels, format, tone and content to suit purpose and audience</li> <li>Collaborates and negotiates with others to achieve joint outcomes</li> </ul>
Get the work done	1.1, 1.2, 2.1-2.4, 3.2, 4.1-4.3, 4.6, 4.7, 5.1, 5.2	<ul style="list-style-type: none"> <li>Takes responsibility for planning and implementing tasks required to achieve outcomes, including those times when interaction with others is</li> <li>Systematically analyses and evaluates information to aid in decision making and problem solving</li> <li>Applies some basic principles of lateral thinking to generate new or innovative ideas</li> <li>Understands and explicitly applies some basic principles of lateral thinking to generate new or innovative ideas</li> </ul>

## Unit Mapping Information

<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>

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BSBDES402 Interpret and respond to a design brief	BSBDES402A Interpret and respond to a design brief	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>