



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 |

| ELEMENT | PERFORMANCE CRITERIA |
|-------------------------------|---|
| | <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.

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

Unit Mapping Information

| Code and title current version | Code and title previous version | Comments | Equivalence status |
|-----------------------------------|------------------------------------|----------|--------------------|
| | | | |

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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>