



Australian Government

BSBDES502 Establish, negotiate and refine a design brief

Release: 1

BSBDES502 Establish, negotiate and refine 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 work proactively with a client or commissioning organisation to develop and negotiate a design brief.

It applies to individuals working in any industry or design context where the designer plays a key role in determining the scope and nature of work required. Establishment, negotiation and refinement of a design brief requires the integration of highly-developed creative thinking, communication and planning skills in a process that may not be linear. Adaptability and effective responses to change and new ideas are crucial.

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 Establish design requirements	1.1 Identify and make appropriate contact with relevant stakeholders for the design project, in addition to the client 1.2 Identify and source information and references relevant to the design project 1.3 Undertake critical analysis of sources and extract key information to inform the design project 1.4 Liaise with client and other key stakeholders to determine overall objectives and parameters for the design project 1.5 Proactively seek, review and act on information needed to

ELEMENT	PERFORMANCE CRITERIA
	inform constructive communication with client 1.6 Build trust and respect between self and client through effective communication and demonstration of professional integrity
2 Develop and refine design brief	2.1 Develop concepts and ideas for inclusion in design brief, taking account of overall objectives and parameters 2.2 Undertake own analysis of concept and challenge ideas and approaches taken to ensure responsiveness to project needs 2.3 Present ideas in an appropriate format/medium and seek feedback from key stakeholders 2.4 Use effective communication techniques to generate discussion, debate and critical analysis 2.5 Re-evaluate and refine options based on own analysis and discourse with others 2.6 Establish and agree on final nature and scope of design brief with client and accurately document details
3 Negotiate terms and conditions	3.1 Negotiate and agree terms and conditions of brief in accordance with relevant organisational and professional standards 3.2 Clarify, agree and document roles and responsibilities of those involved in the project 3.3 Confirm agreements in writing in accordance with organisational requirements 3.4 Identify the need for specialist advice when developing formal agreements or contracts, and seek appropriate assistance

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	1.2, 1.3, 2.2, 2.5	Identifies and interprets textual information from various sources to develop ideas and concepts
Writing	1.1, 1.3-1.5, 2.1-2.3, 2.6, 3.1-3.3	Develops a range of documents using appropriate vocabulary, context and formatting for different audiences

Oral Communication	1.1, 1.4-1.6, 2.3, 2.4, 2.6, 3.1, 3.2	- Participates in discussions to elicit views of others by asking questions and listening to responses - Presents ideas and seeks feedback from others using appropriate tone, vocabulary and language structures
Numeracy	1.2-1.4	Interprets and applies numeric information relevant to design brief
Navigate the world of work	1.2, 1.3, 3.1, 3.3, 3.4	Identifies and adheres to organisational policies and procedures, industry standards and legislative requirements during planning and design of design solution
Interact with others	1.1, 1.4-1.6, 2.3, 2.4, 2.6, 3.1, 3.4	- Uses appropriate communication conventions and protocols to seek information from stakeholders - Uses a range of collaborative techniques to clarify and refine ideas and negotiate agreeable outcomes with others
Get the work done	1.1-1.3, 1.5, 2.1, 2.2, 2.5, 3.2	- Sequences and schedules complex activities, monitors implementation, and manages relevant communication - Applies formal problem-solving processes when responding to unpredictable issues and challenges that arise during the testing process - Makes a range of critical and non-critical decisions in relatively complex situations, taking client and organisational requirements and possible constraints into account - Generates new or innovative ideas or concepts through exploration, analysis and critical thinking

Range of Conditions

This section specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Information and references relevant to the design brief must include consideration of:	- legislative and regulatory context - financial/budgetary information - organisational materials - technical reports/data.
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBDES502 Establish, negotiate and refine a design brief	BSBDES502A Establish, negotiate and refine a design brief	Updated to meet Standards for Training Packages Minor edit to clarify meaning of PC 3.4	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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