



Australian Government

Department of Education, Employment and Workplace Relations

BSBDES502A Establish, negotiate and refine a design brief

Revision Number: 1

BSBDES502A Establish, negotiate and refine a design brief

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to work pro actively with a client or commissioning organisation to develop and negotiate a design brief. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit 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. This unit builds on BSBDES402A Interpret and respond to a design brief, which focuses on working with an established brief. 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 response to change and new ideas is crucial. In practice, this unit supports and is supported by other units describing the specialist skills and knowledge required by specific design disciplines.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
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. Pro-actively seek, review and act upon information needed to inform constructive communication with client 1.6. Build trust and respect between self and client through effective use of communication skills and demonstration of professional integrity
2. Develop and refine design brief	2.1. Develop concepts and ideas for inclusion in design brief that take 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 the 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 and seek specialist advice in developing, formal agreements or contracts where

ELEMENT	PERFORMANCE CRITERIA
	appropriate

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication, presentation and negotiation skills to work with clients to establish and refine design briefs
- creative thinking skills to generate and develop concepts and ideas for the design brief, including responses to situations where parameters may be quite broad and open or very restrictive
- literacy skills to research and evaluate a wide range of source materials for the development of ideas and concepts
- numeracy skills to develop realistic costings for realisation of design concept
- planning and organisational skills to guide and coordinate the process of negotiating and finalising a design brief
- problem-solving skills to pro-actively identify and develop effective solutions to complex challenges of a varied and unpredictable nature
- self-management skills to take responsibility for driving and guiding the brief negotiation process.

Required knowledge

- copyright, moral rights and intellectual property issues and legislation that impact on design in the relevant work context
- legal issues that affect negotiations and contracts in the relevant work context
- scope, nature and potential variations within design briefs relevant to a specific context
- sources of information that inform the development of design concepts within a specific industry context.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- practical demonstration of skills through the development and finalisation of at least two design briefs for a specific industry purpose
- effective collaboration and communication skills to work with others to develop and refine a design brief
- knowledge of the design process within the specific industry context/design discipline.

Context of and specific resources for assessment

Assessment must ensure:

- access to appropriate equipment and media to communicate and present ideas and concepts
- access to sources of information relevant to the industry context
- interaction with and involvement of others to reflect the collaborative nature of the work, and the communication and negotiation skills required.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- evaluation of a design brief in which the candidate has played a significant development role
- evaluation of reports prepared by the candidate detailing the processes undertaken for establishing and refining the design brief, including challenges faced and lessons learned for the future
- observation of discussions and negotiations with client and other stakeholders
- oral or written questioning to assess knowledge of the process and issues surrounding legislation, industry context, sources of information
- evaluation of candidate response to different

EVIDENCE GUIDE	
	scenarios to assess ability to adapt approach to different client requirements and contexts.
Guidance information for assessment	The design process does not occur in isolation. Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • any specialised design unit.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant stakeholders in addition to the client may include:

- authorities such as local council for outdoor event design
- creative specialists
- other designers
- others involved in the project
- production teams
- technical specialists
- venue managers

Information and references relevant to the design project may include:

- environment
- financial information
- legislative and regulatory requirements
- music and/or film/video
- oral history
- organisational information
- photographs and other artworks
- project team members
- promotional material
- technical reports/data
- texts and other written references
- work of other designers/artists

Critical analysis may involve:

- considering how ideas may be adapted
- considering how ideas may be challenged
- drawing links between references and potential designs
- evaluating work of other designers
- making judgements about potential ideas in relation to the budget and available resources
- making judgements about relevance of information and ideas

Overall objectives and parameters may relate to:

- audience
- availability of materials, tools, equipment and human resources
- budget constraints

RANGE STATEMENT	
	• conflicting competing demands • environmental sustainability • organisational vision • presentation venue/context • sponsorship • timeframe • triple bottom line (people, planet, profit)
<i>Appropriate format/medium</i> for presentation of ideas may include:	• checklists • digital presentation • drawings • electronic presentations • graphic formats • models • paintings • photographs • plans • prototypes • verbal description/oral presentation • video • visual diagrams
<i>Terms and conditions</i> may relate to:	• conceptual parameters • contracts • deliverables • legal and financial issues such as processes to be used • ownership and copyright • reporting • technical requirements • time lines
<i>Organisational and professional standards</i> may include:	• industry-accepted fee schedules • industry standards for written agreements • requirements for written agreements
<i>Organisational requirements</i> for confirming agreements may include:	• approval and ongoing communication processes

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Design - Design Process
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Co-requisite units

Co-requisite units		