

Writing a Design Brief

The information compiled should describe the project you have selected and explain your course of action.

Design Problem

Describe what you intend to design.

Target Audience or Client

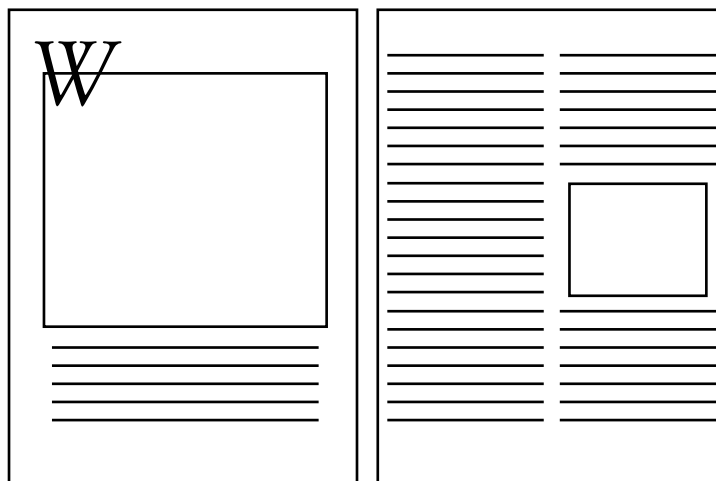
Outline who you are designing it for.

Solution

Analyze your solution to the problem. Record your thought process including ideas that were discarded or revised. This section should essentially be what you will present during critique. Thoroughly explain the specifications of the project and what the final solution to it is.

Application

Create a preview of the ultimate application of your design in the form of an in-context diagram, a mock layout, sample product, etc.



Two Page Magazine Spread

DESIGN BRIEF - OPEN PROJECT

BY DAVID FUNG

Design Problem:

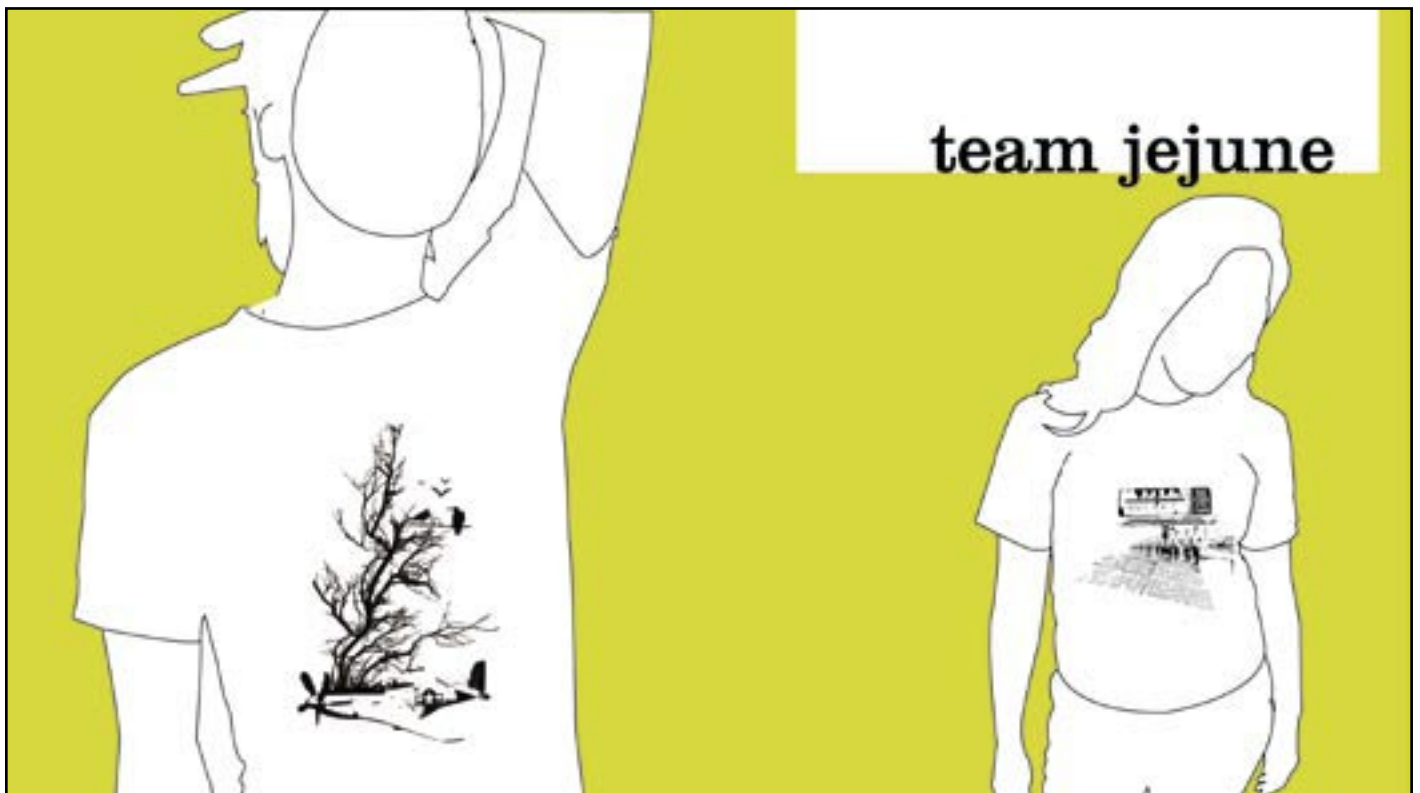
I tend to design an addition to my friend's art and collage oriented t shirt line, jejune.

Target Audience:

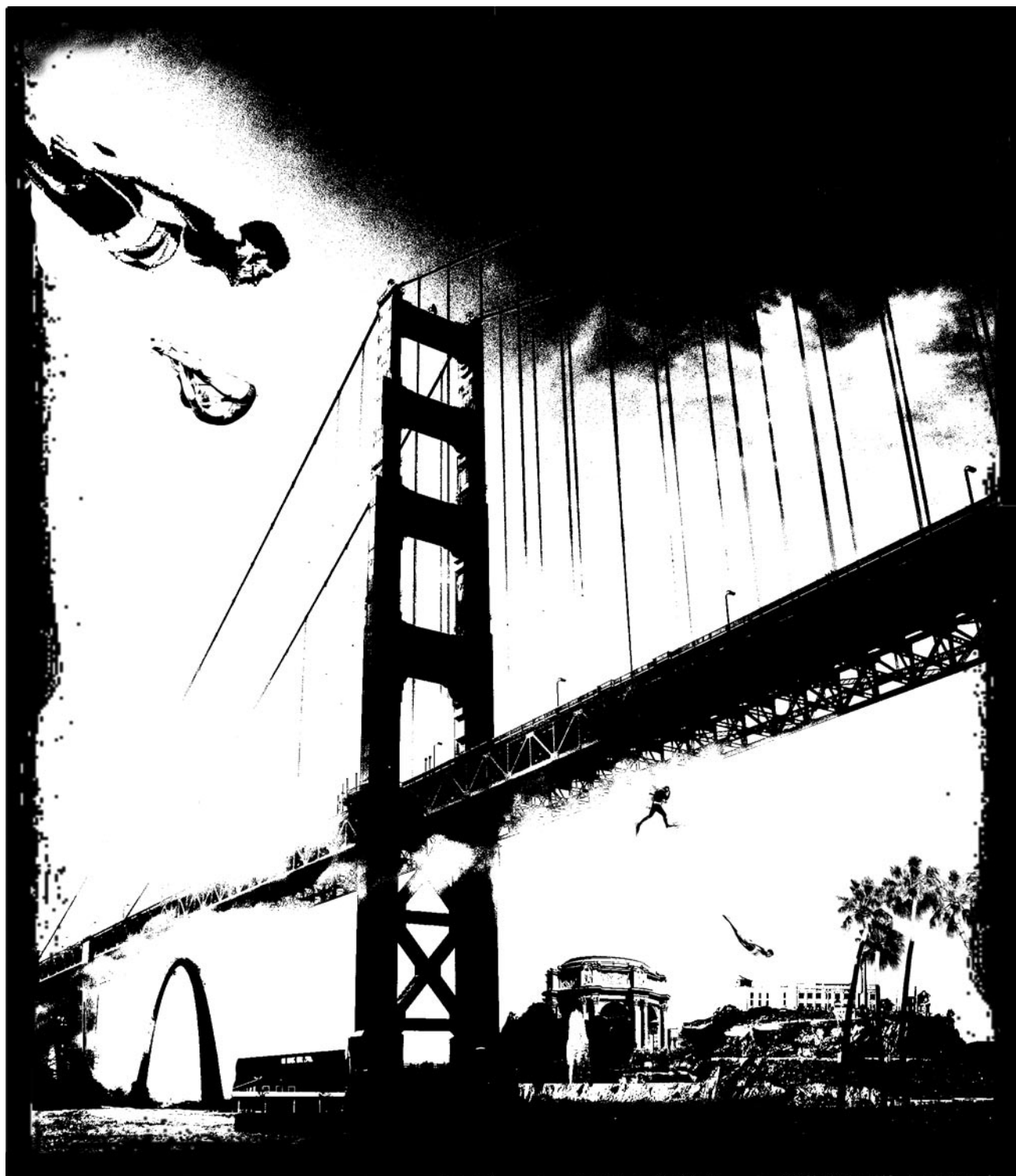
Within the age range of 15 - 30; the shirts are designed with a certain level of quality where price is not really an object. The shirts in the line are more like compositions than just a t shirt with a design on it. Sold at boutiques, and higher end department stores, Saks, Nordstroms, etc.

Design Solution:

To create a shirt that merges images seamlessly, and creates a unified, high contrast, and interesting product. The main objective is to create a visually appealing that's surreal and makes you look twice. It's not just a shirt, mainly because it's a shirt designed my designers.



FROM JEJUNE CATALOG





WORKING FROM THE ORIGINAL JEJUNE SHIRT
CONCEPT. HIGH CONTRAST COLLAGES THAT
APPEAR SEAMLESS, BUT HAVE SOME SORT OF
DISCONTENT WITHIN.



FIRST WORKING COMPOSITION.



FINAL

Open Project – Design Brief

Design Problem

Redesign the book covers for two popular books of modern philosophy – Michel Foucault’s “Power/Knowledge” and Friedrich Nietzsche’s “Beyond Good and Evil.” Cover redesigns should reflect the content as well as appeal to a younger audience.

Target Audience

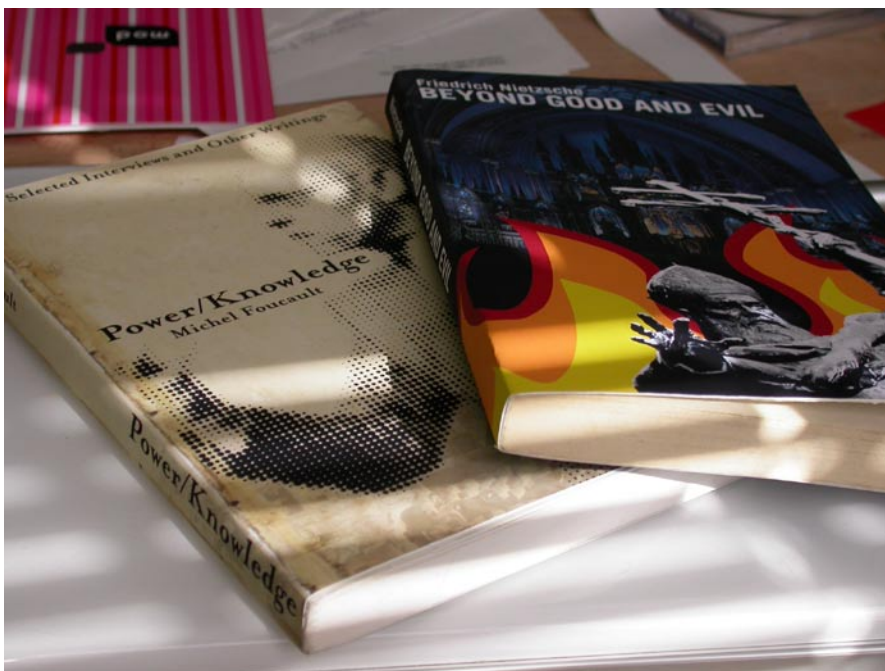
The intended audience for these book covers is a younger, university-attending crowd. Modern philosophy classes are increasing in popularity amongst college-aged adults, ranging from ages 18 to 25. These adults are more likely to read books assigned to them in class if the books actually look interesting, because everyone judges a book by its cover. These adults also wouldn’t go out of there way to read these types of books, but can be easily drawn in to something that appeals to there eyes.

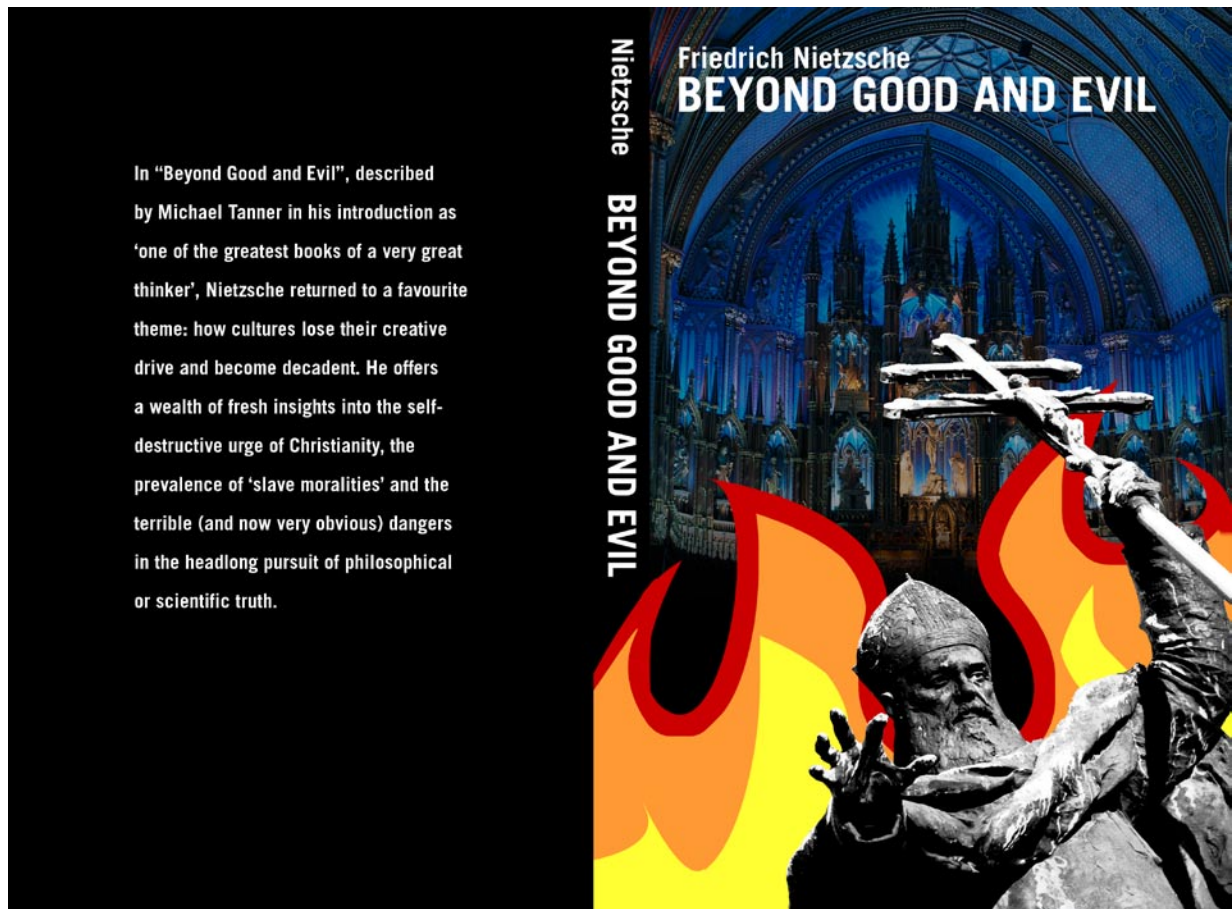
Design Solution

Since the previous covers to these books were heavily text based, they were actually quite bored to look at, and one could imagine, boring to read. The books themselves are masterpieces in modern philosophy, and I want their covers to reflect that. At the same time, I want them to appeal to the college aged crowd, because more often than not, that’s about the age of people who will read these books for the first time, so appealing to this group is at the utmost importance. At first, I wanted these books to maintain their classis appeal and just modernize them, but as I progressed in researching design elements, I decided that being a bit flashy is okay, as long as it reflects the contents of the book. That’s how the cover for Nietzsche’s book was born. In regards to Foucault’s book, since “Power/Knowledge” is actually a collection of his writings and interviews of his, I thought it would be appropriate to have a photograph of him on the cover. At the same time, I wanted the photograph to be abstract; the whole cover reflects one of Foucault’s most famous philosophical concepts, knowledge is power. The most difficult part of these designs was definitely trying to design something that would appeal to young people without being objective while still maintaining a clean look that would appeal to a potentially older audience.

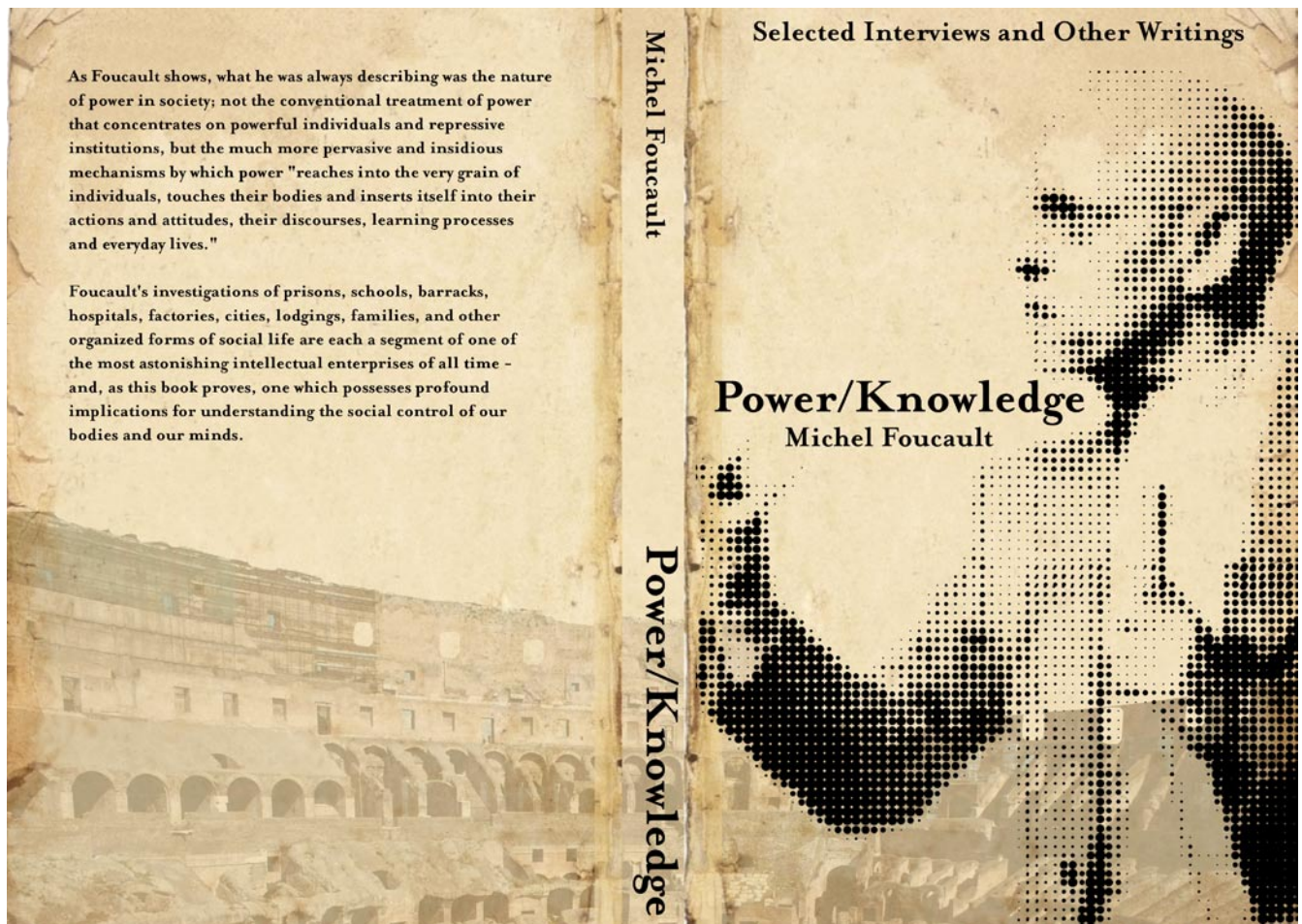
Application

After completing these designs, I mounted the covers on the respective books to get a feel of how it looks actually on a book, and what kind of curb appeal it might have in a bookstore or library.





In "Beyond Good and Evil", described by Michael Tanner in his introduction as 'one of the greatest books of a very great thinker', Nietzsche returned to a favourite theme: how cultures lose their creative drive and become decadent. He offers a wealth of fresh insights into the self-destructive urge of Christianity, the prevalence of 'slave moralities' and the terrible (and now very obvious) dangers in the headlong pursuit of philosophical or scientific truth.

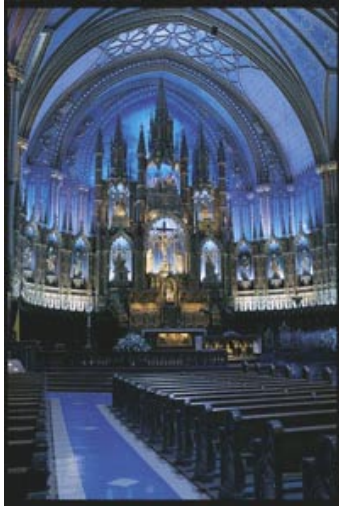


As Foucault shows, what he was always describing was the nature of power in society; not the conventional treatment of power that concentrates on powerful individuals and repressive institutions, but the much more pervasive and insidious mechanisms by which power "reaches into the very grain of individuals, touches their bodies and inserts itself into their actions and attitudes, their discourses, learning processes and everyday lives."

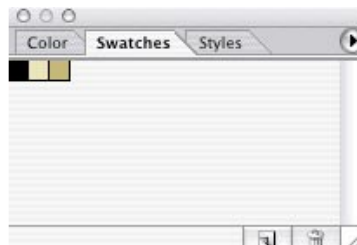
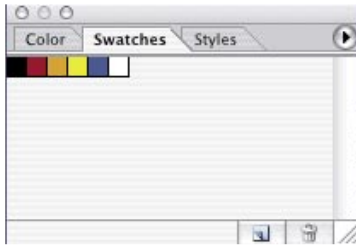
Foucault's investigations of prisons, schools, barracks, hospitals, factories, cities, lodgings, families, and other organized forms of social life are each a segment of one of the most astonishing intellectual enterprises of all time - and, as this book proves, one which possesses profound implications for understanding the social control of our bodies and our minds.

Process File

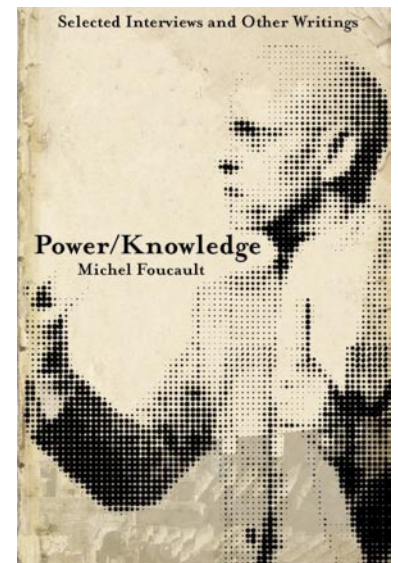
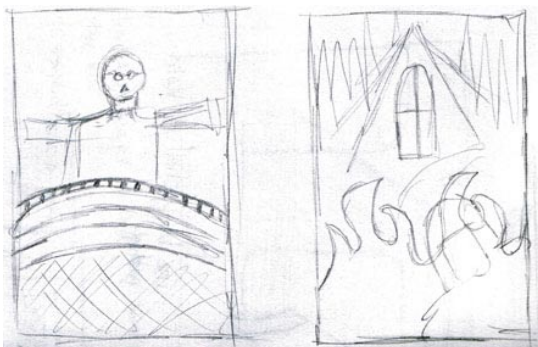
Reference Images (courtesy of Corbis)



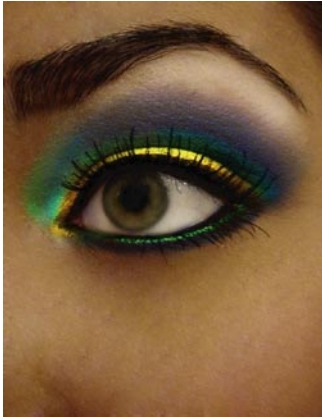
Color Palettes



Sketches & Final Covers



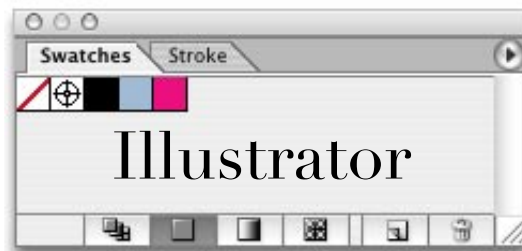
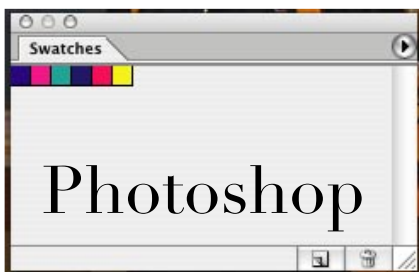
Design Brief



original



advertisement



Design Problem: An advertisement for a high end make up company that will be featured in magazines such as YM, Seventeen, and Teen Cosmopolitan.

Target: This ad is for male and female who wear make up at the ages of 15-25.

Solution: This advertisement gives the consumer a view of the product and its beauty in itself. The photo shows the make up lines vibrant color scheme as well as great pigmentation. All of which are essential when choosing make up.

Application: two page magazine spread





be
UNIQUE.