

HOW TO BRIEF YOUR DESIGNER

OR WHAT WE CALL 'THE FUN BIT' AND HOW TO GET IT RIGHT...



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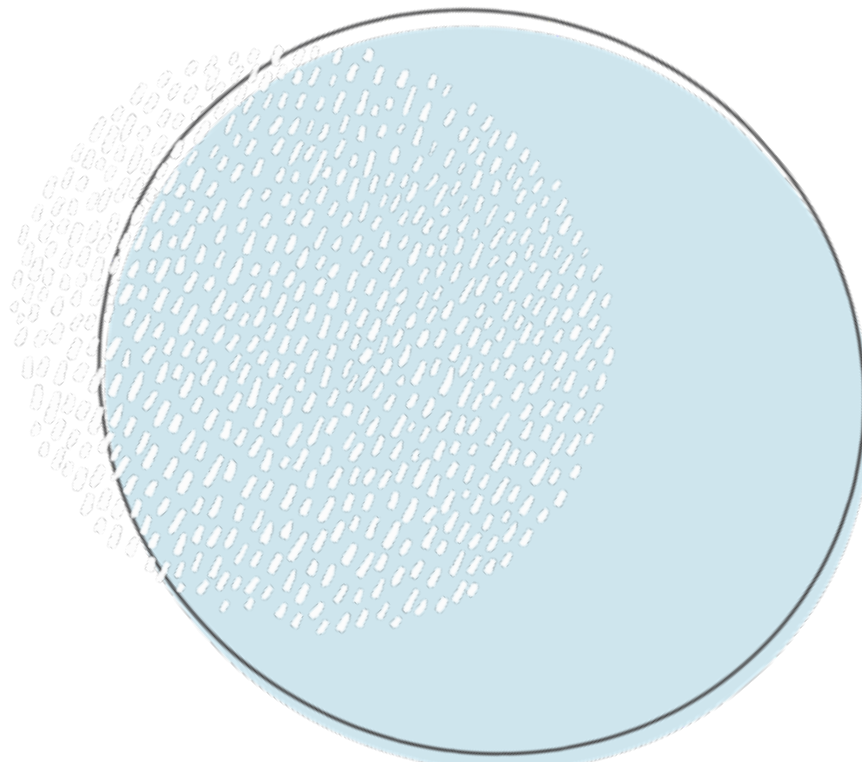
What to include in an interior design brief

LET'S GET STARTED!

The design brief is a vital piece of the design process that is essential to working with an architectural or interior designer. A design brief is a document that clearly outlines the budget, scope, strategy and core details of your project.

In regards to building or renovating a home, a design brief may include the budget, what needs to be built, the process by which the construction and changes will be carried out, as well as the floorplan, the interior design scheme, the architectural style and any sustainable, eco-friendly or material requests you may have.

A well-crafted brief ensures your design professionals know exactly what they need to do, and that you get exactly what you want.



STEP TWO

Choosing the right designers

The best outcome on any design project is achieved when a client allows themselves to trust the designer to put their expertise into practice and exercise design freedom within the brief, so making sure you chose someone you trust is certainly the best thing you can do for your project.



STEP THREE

What to bring to a briefing session?

Having a realistic expectation of budget and timeline is an excellent place to start the briefing process.

The best way to educate yourself on both these aspects is by speaking to friends, family or acquaintances who have been through the architectural or interior design process themselves.

You can never bring too much information to a briefing session. Collect all the things that are important to you, whether it's a notepad of ideas, a Pinterest board, some precedent projects that you love or hate, and your must-have/nice-to-have list that will generate collaboration and conversation,”





STEP FOUR

How to create a 'great' brief

A good design brief will outline the basics, such as the **budget**, required functionality, number of bedrooms and living areas, your wish-list items and your must-have features.

However, a great design brief will include personal information that will enhance your quality of living. A great design brief is created through in-depth conversations with your designer to uncover the intangible things that truly define the 'why' of your project.

The questions that are difficult to answer in a written questionnaire are usually the ones that come up naturally in discussions, so you should expect to spend some time not only discussing the basics of what you seek to achieve through your project, but also answering questions that are more personal to your unique household dynamic.

Some questions you should think about:

- How do you want to feel when you walk through your front door at the end of a long day?
- What time does your family wake up, and do you have breakfast together?
- Do you entertain often?
- Do you spend much time outdoors?
- How do you imagine spending your time during springtime afternoons?
- Do you want your bedroom to feel secluded or connected to the rest of the home?

STEP FIVE

What to include in an architectural brief

Once a foundation has been established, it's time to analyse other information that will shape the future of your home. Divide your desired features, such as pools, mud rooms, butler's pantries and other wishlist items into 'must-haves' and 'nice-to-haves'. This will determine what type of functionality and features are integral to facilitating the best lifestyle for you and your family at home, within your budget.

This will help your designer understand what is of the most importance to you and what takes priority when planning the design. Completing this step in the early stages will save you time, money and stress in the long run, and is a tool that can be used right from the planning stage through to construction, ensuring you are allocating your budget to the things that matter most to you.



STEP SIX

What to include in an interior design brief

Before briefing an interior designer, you might want to think about how you want to engage your interior designer and what you want their role to look like, and what they'll be responsible for.

Are you engaging other consultants directly or would you like your designer to handle that? Will they source, purchase and manage delivery of the goods on your behalf or just provide a plan of proposed finishes?

Think about the vision you have for your project, what do you want your space to feel like? How will you and your family inhabit the space? What other spaces inspire you?

Don't be afraid to share visuals of what you love and what you don't, this will help your designer to create a good insight into what you want for your space, and save time (and money) down the line.

GOT A PROJECT IN MIND?

Whether it's thinking about a new build, or how you can get your existing home to better fit your needs, then we're here to help.

Come, sit with us and have a chat. We'll listen to your crazy ideas and maybe throw in a few of our own. We'll help you to see the pitfalls and make it fun to talk about your dreams.

If you're lucky, we may even have cake in the studio that day! Most probably, we like cake.

At Frankly, we like to think that building a house, or undertaking a big renovation is like bread and butter, but taking the time to find out about you, how you live, and what you value, is like adding the sprinkles to fairy bread. The colourful little glimmers that turn a house into a home. Your home. The one that works for exactly how you live.

If you would like a free, one hour, informal chat about your big project idea, contact us today at studio@frankly.co.nz or call us on 021 237 0008.

GIVE US A CALL!



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