

Online Library Creating The  
Perfect Design Brief How

To Manage Design For  
Strategic Advantage

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**write a design brief for a design project** ~~Creating The Perfect Design Brief~~  
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Phillips' *Creating The Perfect Design Brief* is an informative book giving insight into how to create more awareness, value and results with/in design projects. This book brings

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strategy and creative together. And, presents clearly through examples and information how this union is necessary for any company dealing in design.

~~Creating the Perfect Design Brief: How to Manage Design ...~~

*Page 11/32*

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To ensure unique visuals, the clients should provide a precise design brief to designers. When writing a design brief most clients just scramble some lines and leave the rest to the designer's imagination. But a creative designer simply hates it when a client fails to give precise information.

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step by step on your journey to creating your product. Our first article in this series focused on Sourcing a Product Design Consultancy, so congratulations if you've found your dream product design partners; that's the first step taken in bringing your concept to life!

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Creating the Perfect Design Brief By  
Peter L. Phillips 192 pages, softcover,  
\$19.95, co-published by Allworth  
Press and the Design Management  
Institute, [www.allworth.com](http://www.allworth.com)



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Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage, is a practical, hands-on guide for both the design practitioner as well as the student of design.

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manage design for strategic advantage by peter phillips design briefs are most commonly used in industrial package and graphics design but share many characteristics with software and product requirements although every design project starts with some type of brief



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