

Evaluating the written brief of a peer

'Having created a wireframe, evaluate the written brief of a peer'

Firstly, the aim at the top of the page is clear and concise, stating who the website is for (a freelance videographer) and what the purpose of the website is (an online portfolio of work). McCormack states that when people fail to be clear and concise then time, money and effort can be wasted by unintentionally giving longwinded, misleading information (2014).

Moving onto the objectives – he begins by stating 'the main objective'. Reading this, the instant emphasis should be for the designer to achieve this and use it as the core to build on. Cleardesignuk runs through the necessary steps in writing an effective brief – and part of writing the objectives is to answer questions without asking them, ultimately setting goals (2016).

The next two objectives are explaining the design. Scott does this effectively as it is short, descriptive and clear. Within them it is easy to see and picture what he has requested for the design – for example, by describing that simplicity is the main focus at the beginning of the objective. He has given instructions for text and video thumbnails, one solid background colour and no scrolling. Also, typewriter font all in capitals with no bold underlined or italics text with central positioning. Furthermore, there are also descriptions of the ingredients for the website, such as the text he wants people to read on the page.

A budget has been included for the designer which will give them an idea of what they can do with the money provided. A deadline has also been set for the designer with a single date, this shows that there won't be much wiggle room for any delay.

Overall, it is a solid and clear example of what a brief should be like. It is easy to read with well-defined instructions.

SCOTT MCKEOWN_BRIEF

CREATE A WEBSITE FOR A FREELANCE VIDEOGRAPHER CAPABLE OF BOTH FILMING AND EDITING TO WORK AS AN ONLINE PORTFOLIO OF WORK.

OBJECTIVES

THE MAIN OBJECTIVE IS TO PROVIDE AN ONLINE SPACE FOR POTENTIAL CLIENTS TO ACCESS SCOTT'S WORK ANYTIME - THIS MEANS THAT THE WEBSITE WILL SERVE AS A PART-PORTFOLIO / PART-CV SHOWCASED PURELY BY THE FEATURED VIDEOS ON THE PAGE.

SECONDLY, SIMPLICITY IS THE MAIN DESIGN FOCUS - ONLY TEXT AND VIDEO THUMBNAILS ON ONE PAGE - NO LINKS TO OTHER PAGES. ONE SOLID BACKGROUND COLOUR WITH EVERYTHING TAKING PLACE OVER ONE PAGE - NO SCROLLING.

THIRDLY, TYPEWRITER FONT IN ALL-CAPS THROUGHOUT. NO BOLD, UNDERLINED OR ITALICS TEXT. ALL TEXT CENTRED. PAGE WILL BE SET OUT AS -

- SCOTT MCKEOWN IN BIG FONT AT TOP OF PAGE

- 6 VIDEO THUMBNAILS IN MIDDLE OF PAGE ALL IN LINE AND SQUARED WITH EACH OTHER

- BOTTOM OF THE PAGE WILL READ
"MUSIC VIDEOS | CORPORATE PROMOTIONS | EVENT COVERAGE"
WITH EMAIL ADDRESSED UNDERNEATH THAT.

BUDGET
£50 / £70

DEADLINE
MARCH 1ST