

Topic Area 2 – Factors influencing product design

2.2 Client requirements and how they are defined	
Content	Notes on breadth and depth required
Client requirements: • type of product • purpose • audience • client ethos • content • genre • style • theme • timescales Client brief formats: • commission • formal • informal • meeting/discussion • negotiated • written	To include: • How to recognise keywords and information in client briefs • Know the requirements in client briefs that inform planning • Why requirements in client briefs can constrain planning and production • How to interpret requirements in client briefs to generate ideas and plan • Know the different ways that client briefs are communicated