

# Types of client brief

The **client brief** is the document which tells you what a client wants

The exam board lists **six** types of client brief:

- commission
- formal
- informal
- meeting/discussion
- negotiated
- written

**Commission:** someone is employed by the client to produce the product – they are “commissioned” to do the job. This might include professional “pitching” to do the job first and then one being chosen

**Formal:** usually a written brief which aims to reduce the need for any additional discussion or negotiation. Everything should be specified at the beginning of the project so that the product produced is exactly as the client imagined

**Informal:** start with an idea and, usually after discussion and prototyping, the an outline for the project is agreed between the client and the designer. This might turn into a formal brief after discussion and negotiation. Can cause problems if a product is produced that the client didn't imagine, but allows different ideas to be considered, so the product may end up better as a result

**Written:** a brief that is written down, either as a formal brief or one that is negotiated after a meeting or discussion

**Negotiated:** a brief that is discussed by the client and the designer before being agreed. This might involve some changes being made to the brief and allows the designer to check what the client intends

**Meeting/discussion:** a way for the client and designer to check and confirm the client brief, sometimes making changes to it as a result