

## Creating The Perfect Design Brief How To Manage Design For Strategic Advantage

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

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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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Creating the Perfect Product Design Brief – Part 1. Welcome back to our blog series which aims to guide you 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

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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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creating the perfect design brief how to 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 there are few books which cover the topic peter l phillips shows how to create a

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