


12 TOP TIPS FOR THE IDEAL INTERIOR DESIGN BRIEF



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A critical part of the residential interior design process is the **Design Brief**. Your brief will form the foundation for your interior design project, encompassing not only your likes and dislikes but your hopes, dreams and expectations for your interior space. By creating a design brief, you and your designer will have a clear understanding of the requirements of your project. Committing some time and thought at the start of your project can save you a whole load of time, money and stress later!

Not sure what to include?

The pointers and questions included here are typical of how we approach a design brief for a new Honour Creative client. Use these to generate some ideas for your project, complete our handy template and your perfect interior design brief will be done in no time and you'll be ready to move on to the next step in your project: **finding an interior designer**.

Looking for guidance for a **commercial project**? The basic considerations are similar but the objectives for work or community spaces will obviously be quite different, so give me a call on 027 474 9194 to discuss.

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WRITING THE BRIEF

1. As with any project, let's start with your objectives; what do you want to achieve? Consider how you want the space to **look...** how it **works and functions** for you (and your family) and how it will make you **feel**.
2. Identify your interior design style. If you're unsure about what that is, think about other areas in your life where you feel more confident about your style. What do you like to wear? Where do you like to shop, eat out, relax? Homes, like our clothes, are an extension of ourselves and, like our clothes, the better they fit our true selves and lifestyle, the more comfortable and confident we feel in them. Are you a dedicated follower of fashion for example, an easy, breezy, comfy and relaxed guy/gal or do you prefer classic lines and tailored clothing?
3. Become aware of how you operate within your existing space; what does and doesn't work? Interior design encompasses the functioning of the space as well as how it looks and feels — and if there are aspects of how your space functions that inhibit or irritate you, your space will never feel right, no matter how great it looks!
4. How do you want the spaces to relate to each other? Should they feel distinct to emphasise a special use or should they tightly match to create a larger overall impression?
5. Does the scope of your brief include space planning? For example, the number and uses of rooms, who uses the spaces, at what times and for how long?
6. What words and emotions would you like to evoke in yourself and others when entering your home? Consider what would be the ultimate compliment to you when friends first see your new space.
7. Identify key places where you have felt truly happy. This may be holiday spots, previous homes, even work! What is/was it about these places that felt 'right'?
8. Find images that help capture the mood, contain a detail or feature a colour that you respond to. You might even identify some features you don't like! Being clear about what you don't like is just as important as identifying what you DO like.
9. What likes/dislikes are shared amongst all members of your household and what are you not in agreement about? The planning stage is generally the best time to tackle these inconsistencies.
10. Identify your heating, cooling and ventilation requirements and the impact of natural light on your space(s) — do you want more or less?
11. Budget. Be very clear about how much money you want to spend on your project.
12. Timeframe. When would you like the project to start? Is there a specific deadline for completion of the project or are you fairly relaxed about timeframe? Is there a specific reason for a deadline such as family visiting from overseas for example.

Finally, in the words of the song...

"Two out of three ain't bad." In my 20 years' experience in the field of design, when considering **time, budget and quality** you can realistically **only have two**. So please be wary of any interior designer who promises all three (tight timeframe, superior quality and low budget). You're likely to be disappointed.

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A DESIGN BRIEF TEMPLATE

SCOPE

The rooms or spaces included in this project are:

The features of those spaces are in scope are: *(For example: layout, lighting, heating, window treatments, flooring, fixed joinery, wall colours or finishes, appliances, technology, furniture.)*

FUNCTION

The people (and pets) living here are: *(Consider who is in the home permanently, now and in the future, temporary guests? How often?)*

These are the different ways we use the space/s in scope:

In our existing space/s the things that work well are:

In our existing space/s the aspects that don't work well are:

GOALS

What I/we would like to achieve with this new home or renovation is:

We plan to live in this house for:

My/our priorities, in order, are: *(For example, sustainable products and practices, time, budget, top quality and customised design features)*

I/we are most excited about:

I/we are most unsure or nervous about:

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AESTHETICS

When I/we enter our home I/we would like to feel:

Features I/we really don't like in our existing space/s are:

Places I/we feel comfortable in are:

Things that bring me/us joy are:

The colours I/we like to be around are:

RESOURCING

Our budget is:

The amount of time I/we expect to contribute to this project each week is: *(How available or flexible are you during the normal working week?)*

The specialist skills I/we intend to contribute to this project are:

Suppliers or other consultants I/we would like to work with on this project are:

TIME FRAME

I/we would like this project to be completed by: *(What is driving that deadline?)*

Other time related considerations are: *(For example scheduled holidays, other time pressures)*

Answering these questions, or being prepared with the answers for your first meeting, will allow your designer to better understand your needs. They will then be able to ask more specific questions relevant to your project.



ABOUT THE AUTHOR

FRANCES FRASER

“To me, a well-designed space should work well and feel great. We want our clients to love their new space every time they are in it, not just the first time they walk in. I’m someone who designs for people. I’m genuinely interested in who they are – what makes them happy, their aspirations, how they do things and what would make a real difference in their everyday life.

When things are done with heart, it shows.

My experience in the graphic design industry (before I trained as an Interior Designer) taught me how to blend creativity with discipline. It gave me the skills to manage a project through from start to finish and work to timelines and budgets. Creatively, it also showed me the power of establishing the core idea early on and staying true to it every step of the way. It’s an approach I bring to my interior design work.

We are all affected by our environments.

A space in harmony with the people that inhabit it, and the way they live, work or play, will always delight and endure beyond any current trends.

I’d love to work with you to create a space that works in harmony for you and your family!

Just email me your completed design brief to frances@honourcreative.com or give me a call on 027 474 9194.