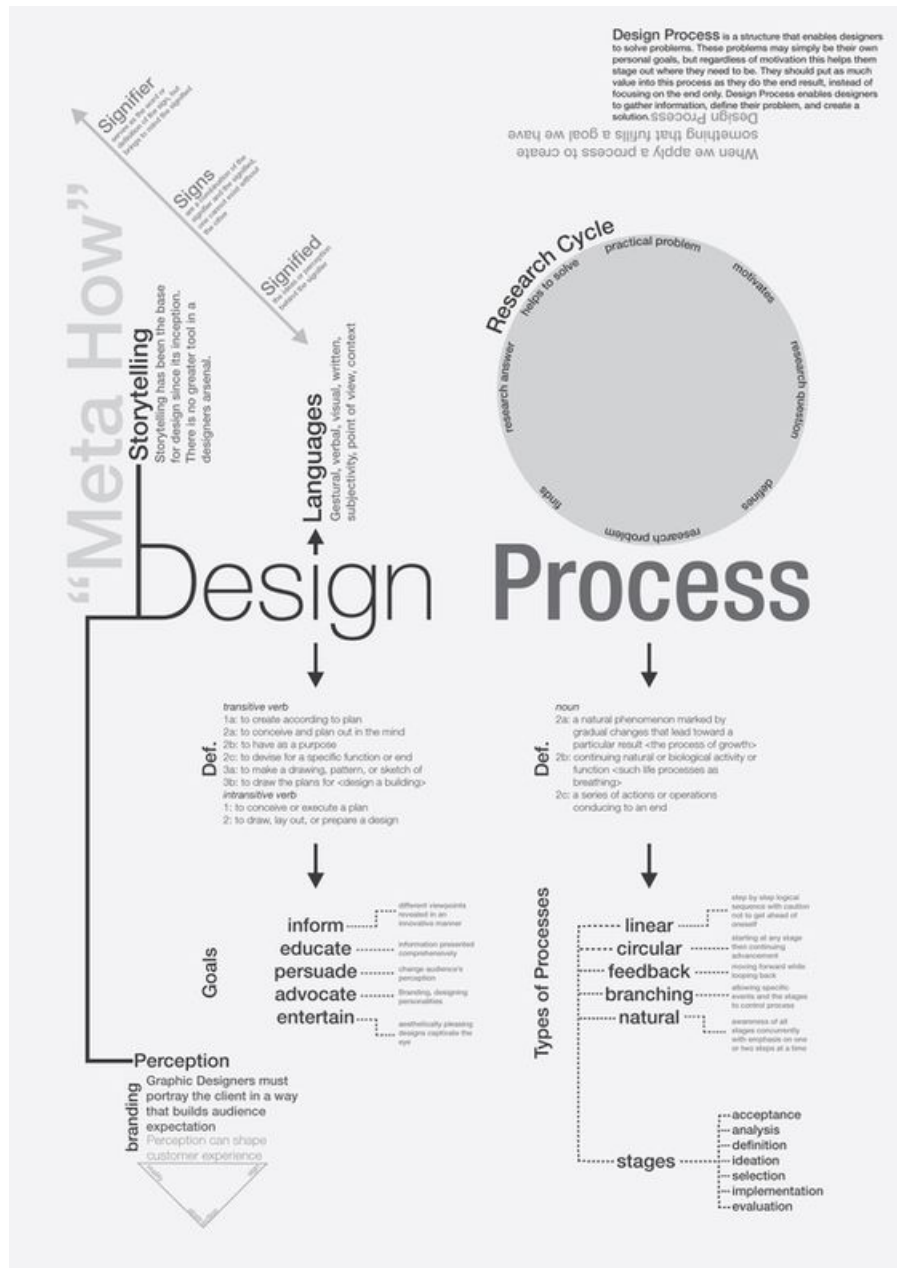


Advanced Practice/ Your Brief. Your Way.



brief

verb

UK

/bri:f/ US

/bri:f/

to give someone detailed instructions or information:

*We had already been briefed **about/on** what the job would entail.*

A design brief is a written explanation - given to a designer – often **outlining the aims, objectives and milestones** of a design project. It is used to give **guidance and focus**.

It can be punctuated with images to help visually articulate and stimulate ideation and thinking. It might consider constraints (like a global pandemic?)

In this instance, your Advanced Practice design brief is *your* written explanation to *yourself*. ***Your ambitions for you and your work development this semester.*** Own it.

Your brief should be a working document – it will move and shift as your work progresses – but is a good checking point should you down a rabbit hole and not be able to see your way back.

Task:

Taking into account how a brief might be constructed and how this might engineer some self-imposed caveats, you might like to consider:

What do you aspire to achieve within your Advanced Practice?

What are the ideas and concepts driving this brief? What's the backstory? Working title?

What problems are you solving (if any?)

Who are your audience and what is your context?

What is the tone/ mood/ feeling you are hoping to set?

What are your aims for this significant body of work? And how will you measure this?

What milestones do you want to check off?

Taking into account all of the above ideas, observations and plans you have dreamed of, lets start, rework and redraft the beginnings of your Advanced Practice project brief.

Lets spend 10 minutes re-defining the core idea (concept) that you would like to explore within your Advanced Practice, taking into account the observations and ideas you have identified above.

Be honest; consider it a personal and honest love letter to yourself. It doesn't necessarily have to be coherent at this stage (but it could be).

Pitch it – make me believe in YOUR vision. 5mins to sell me your ideas, ambitions, and vision for the project ahead. GO GO GO.

Mini-milestone and due dates.

Consider the time and space that you have available. How will you focus your efforts and target your time to deliver on your ambitions?

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
30 JAN ASSIGNMENT BRIEFING	31	1 FEB	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	1 MARCH	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31
EASTER HOLIDAY				

