

## Design Brief Template

Your design brief is an important point for your folio. It's a short written statement that outlines what your theme is about, who you are designing for (your audience), the main concept behind your work, and why it matters to you.

Use the below to help structure your design brief. This written section will go in the top left-hand corner of your first board. Keep it clear, focused, and personal.

### 1. Project Title

Give your project a clear and descriptive title.

*Example:*

*Boundless – A Youth Mental Health Initiative*

*The Theory of the Multiverse - Graphic Novel*

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### 2. Purpose / Problem

What issue, need, or idea are you responding to? Why is this important to you or others?

Explain the motivation behind your project – personal experiences/hobbies, cultural relevance, or societal issues.

**Sentence starters:**

- I was inspired to explore this topic because...
  - A problem I've noticed is...
  - This theme is important to me because...
  - I want to respond to the issue of...
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### 3. Audience

Who are you designing for?

*Example:*

*Teenagers in Aotearoa dealing with mental health challenges.*

*Young adult readers who are fans of fantasy, science fiction, and world-building.*

*New Zealanders of all backgrounds, especially those unfamiliar with Chinese culture.*

**Sentence starters:**

- My target audience is...
- I want to communicate...

- The design needs to appeal to...
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#### 4. Theme / Concept

What is the theme or idea driving your visual and conceptual decisions?

Include cultural, social, or personal relevance if applicable.

*Example:*

*The concept is about breaking down stigma and making support feel accessible, friendly, and real. I want to create a brand that feels like a safe space – something that reflects honesty, hope, and community.*

*Using a comic-book approach, I'll create characters and scenarios that mirror real-life screen habits and show the impact of tech addiction in an engaging, funny, but thought-provoking way.*

**Sentence starters:**

- My concept is based on...
  - I've chosen this theme because...
  - I want my work to express...
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#### 5. Cultural and Social Considerations

(If applicable) How does your project reflect or engage with cultural values, identity, or traditions?

This is a good place to acknowledge diversity, inclusion, or cultural connection.

*Example:*

*Mental health affects people of all backgrounds. I want to make sure my designs reflect diversity and inclusivity. This includes gender-neutral imagery, references to te ao Māori, and accessible language.*

*I want to include diverse characters and worlds that reflect different cultural ideas, not just Western fantasy tropes.*

**Sentence starters:**

- My project is influenced by...
- I want to highlight cultural aspects such as...
- I hope to represent...

## Broken down example:

**1. Project Title:** Disconnected – A Comic Series About Tech Addiction

**2. Purpose / Problem:** Technology addiction is affecting our ability to connect in real life. People are spending too much time on their phones and losing out on real-world interaction. I want to raise awareness and help people rethink how they use screens.

**3. Audience:** Younger audiences, especially teens and pre-teens, who are deeply involved in digital life.

**4. Theme / Concept:** Using a comic-book approach, I'll create characters and scenarios that mirror real-life screen habits and show the impact of tech addiction in an engaging, funny, but thought-provoking way.

**5. Cultural and Social Considerations:** I'll reflect relatable situations that speak to many different communities and avoid judgemental tones. It's important to be empathetic while still making a clear point.

## Examples:

### *Boundless – A Youth Mental Health Initiative*

Boundless is an organisation I created with the purpose of helping teenagers in Aotearoa with mental health issues, while also educating them about why they feel the way they do, how to help themselves and others around them, and where to access support if they need it. I was particularly influenced by the lacklustre and unappealing mental health organisations in New Zealand that don't resonate with me. Having struggled with mental health and suicide myself, I know first-hand how unapproachable and daunting current services can feel. Through my own experiences, I've come to understand how vital good mental health and education around it truly are. When creating Boundless, I wanted it to be fun, bold, relatable, and genuine.

### *Disconnected Minds*

People spend too much time on their phones, and it's making it harder to talk in real life. My project, *Disconnected Minds*, is a comic that shows how tech addiction affects us. I'm making it for young people like me who are always online. The comic will be funny but also make people think. I'll draw characters and situations that show how we use our phones too much – like checking notifications all the time or ignoring friends. I'll use simple drawings, bright colours, and speech bubbles to tell short stories. I want the comic to feel fun and easy to read, but still send a message. My aim is to help people notice their screen habits and maybe try to change them.

### *The Theory of the Multiverse - Graphic Novel*

This year, I have decided to theme my board around a novel. The novel I've chosen is personal to me, as I am currently writing it. My book explores genres such as sci-fi and fantasy, and the storyline follows the protagonist as she travels through different worlds within the multiverse. A key theme in the book is doors, which serve as portals to each world—I plan to use this concept as a central focus in my cover designs. Through design, I hope to help tell the story by bringing the characters to life and making the world within my book feel real.

### *2024 Chinese New Year - Year of the Dragon*

The theme I have chosen is the 2024 Chinese New Year, also known as the Lunar New Year or Spring Festival. It is the most important celebration in Chinese culture and is also celebrated by many other communities around the world. Chinese New Year marks the end of the old year and the beginning of a new one, bringing luck, joy, and prosperity. It is a time to honour ancestors, ward off evil spirits and bad luck, and bring families together to share in feasts and traditions. It also serves as a powerful reminder of cultural identity, allowing traditions to be passed down to younger generations. I chose this concept because I want to promote a New Zealand festival that educates people about “other” New Year celebrations—specifically the Year of the Dragon. My aim is to bring people together and encourage connection across cultures, reflecting the diversity and richness of beliefs in Aotearoa.