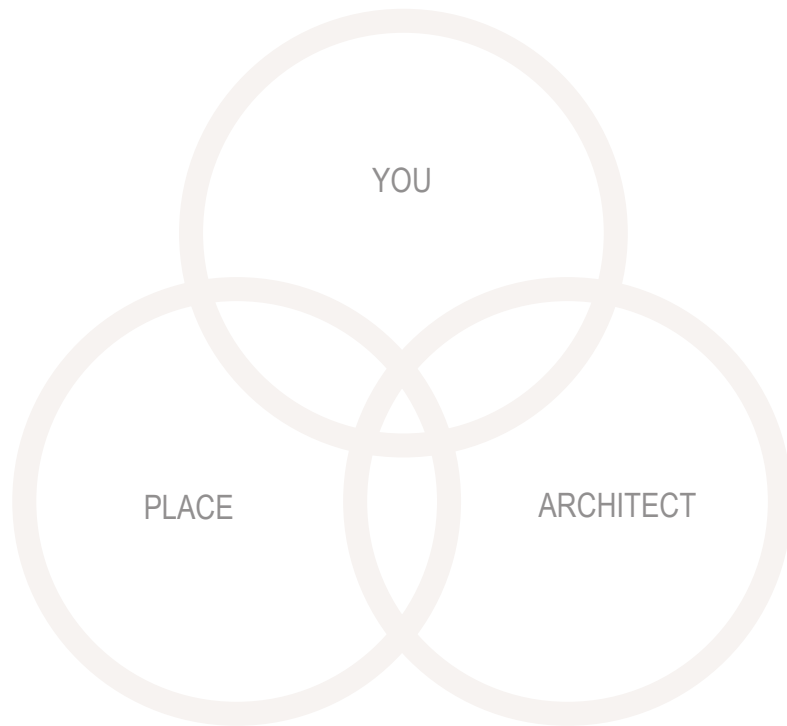


## What makes a good brief?



## THE OBJECTIVES

What's the point of a brief, let alone a good brief?

### *Your Journey*

By the time you engage an architect, it is likely that you will already have spent 2-3 years thinking and planning your project.

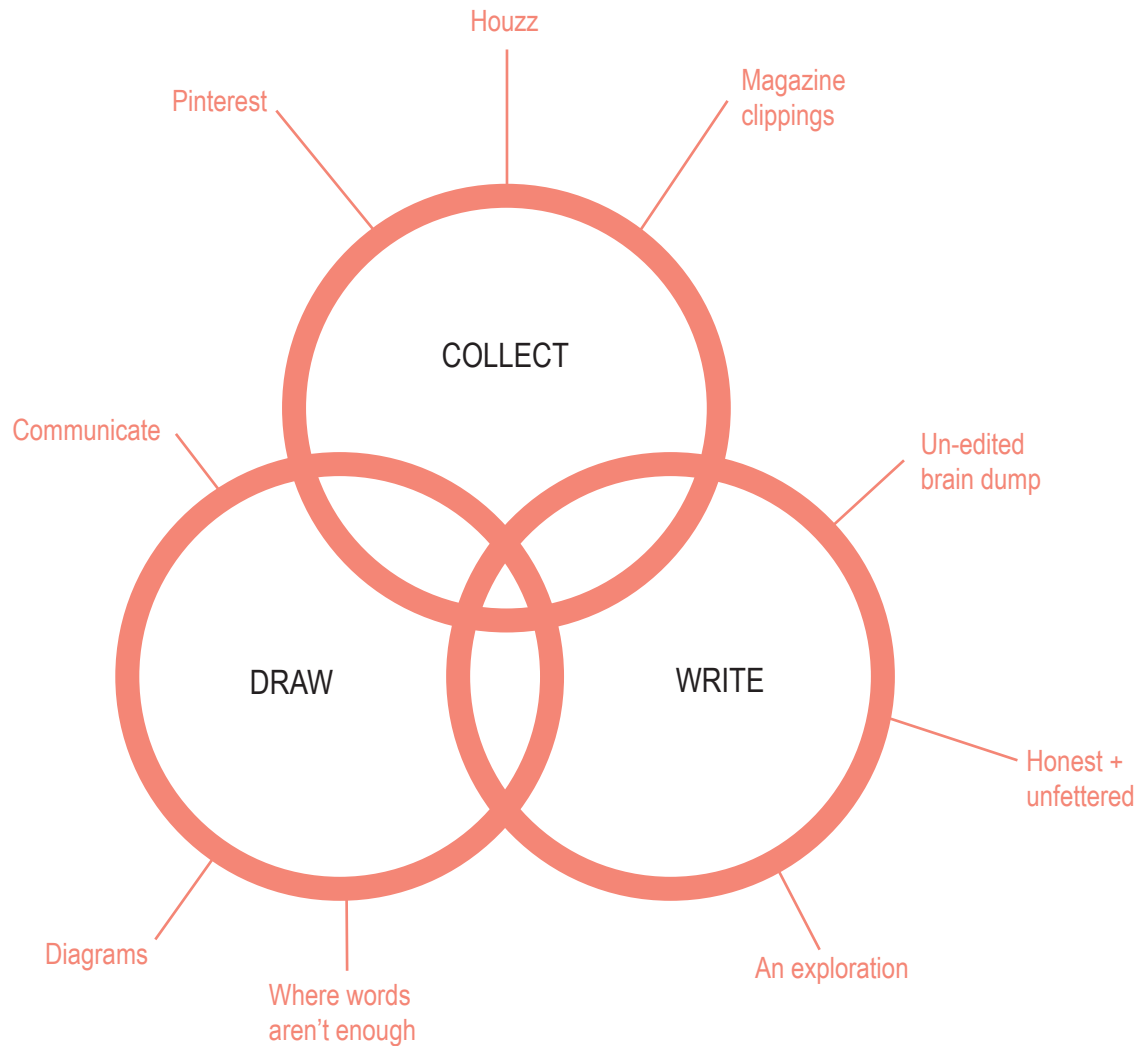
### *An Invitation*

A good brief is an invitation for your architect to travel the rest of the journey with you.

### *A Map*

However, they will need to catch up quickly. Your brief is a map to show them where to find you, and the more detail you provide, the faster they will join you.

## What makes a good brief?



## THE TOOLS

First of all, what are the tools for developing a brief for your new home?

### *Collect*

This has become easier through social media. Pinterest and Houzz. Or good old print media. Create boards and invite your architect to them. Or build a physical file with clippings. Expand your collection with material samples.

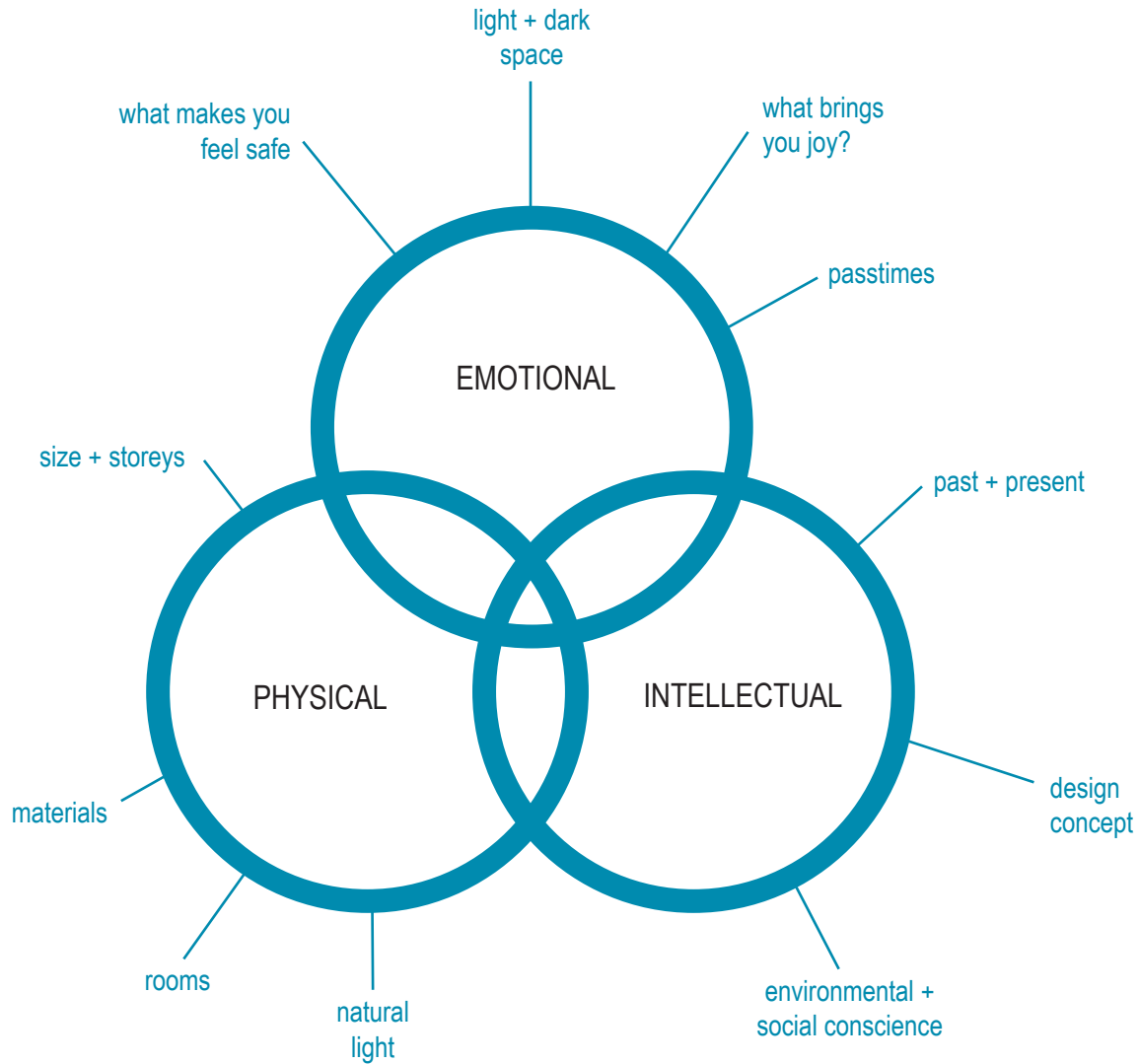
### *Draw*

You don't have to be good at art to create a communicative drawing. However, a quick sketch often cuts to the point, where words will struggle.

### *Write*

However words do have their place. Grab a glass of wine and get comfortable. Now start dreaming - and journal your thoughts. Unedited, unfettered. Write about those things that bring you joy. The rest will follow.

## What makes a good brief?



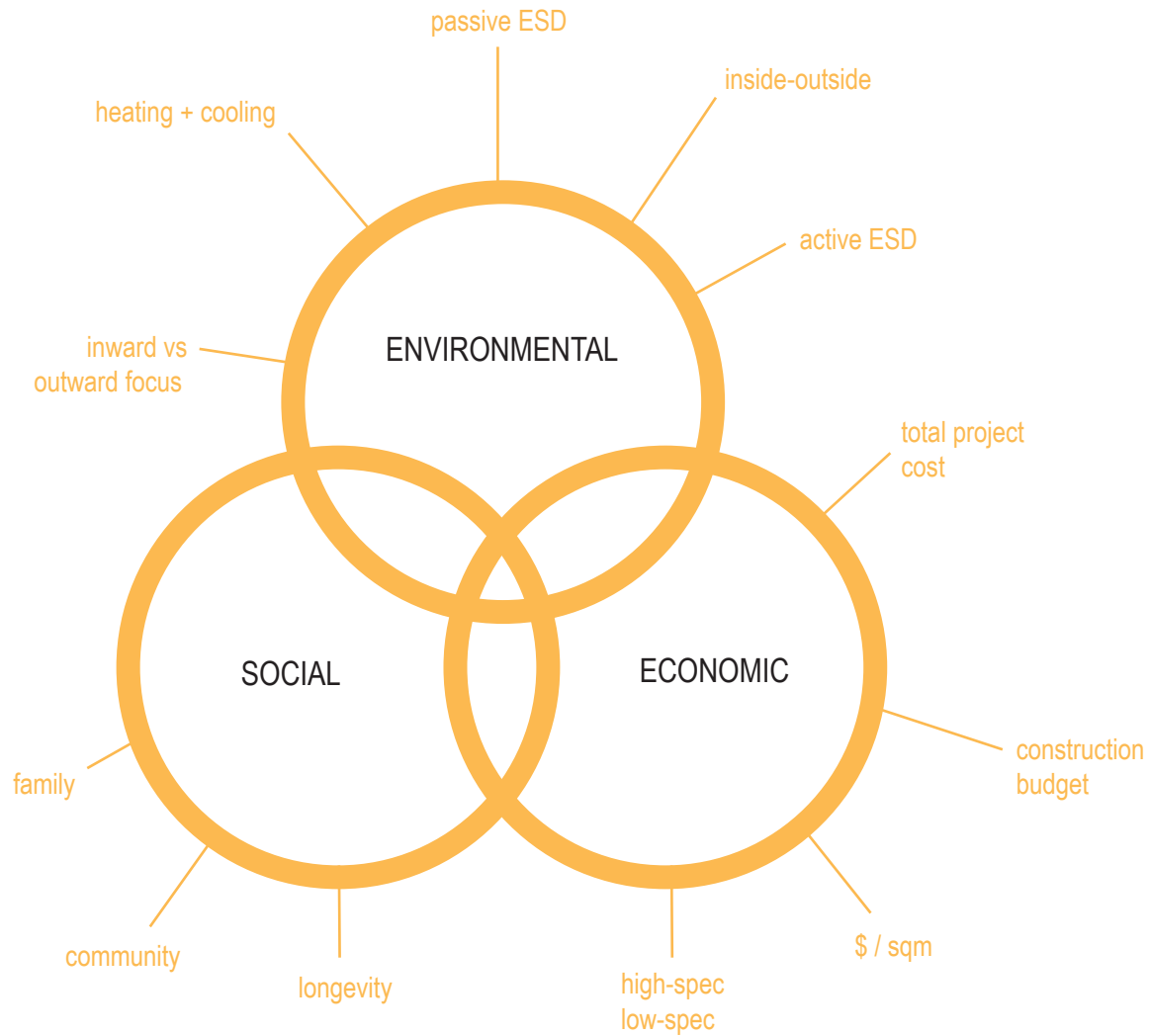
A new home needs to be designed to respond to you. The present you, the past you and the better you.

As human beings we operate on many levels -- the physical, the emotional and the intellectual. Arguably, also the spiritual.

If a home is designed only as a functional container, it invariably leaves the other parts of you feeling numb.

So, let's start thinking about how your new home might nurture your emotions and stimulate your intellect!

## What makes a good brief?



## THE CONTEXT

More obviously, these three spheres of life are also central to this discussion.

### *Environment*

Think about your relationship with the outdoors, with the sun, the prevailing weather, your neighbours.

### *Social*

Whether you are single, a couple or a family consider your place in the wider community as well as within your own four walls. Add to this equation the variable of time, and consider how your needs will change.

### *Economic*

The reality of money. You will need to consider costs ancillary to the construction of your home, such as consultants's fees and council charges, to build a Total Project Cost.

## What makes a good brief?



## BREAKING IT DOWN

A bite-sized way to think about your new home is in the following categories:

### *Room-by-Room*

Move through each room of the house and build a brief according to the 'spheres' from previous slides.

### *24/7*

Similarly, consider each day of the week. What would you like your Saturday to look like, first light through to last?

### *Season-by-Season*

Now consider how the above might be impacted by a change of season -- light, temperature, direction of prevailing weather.