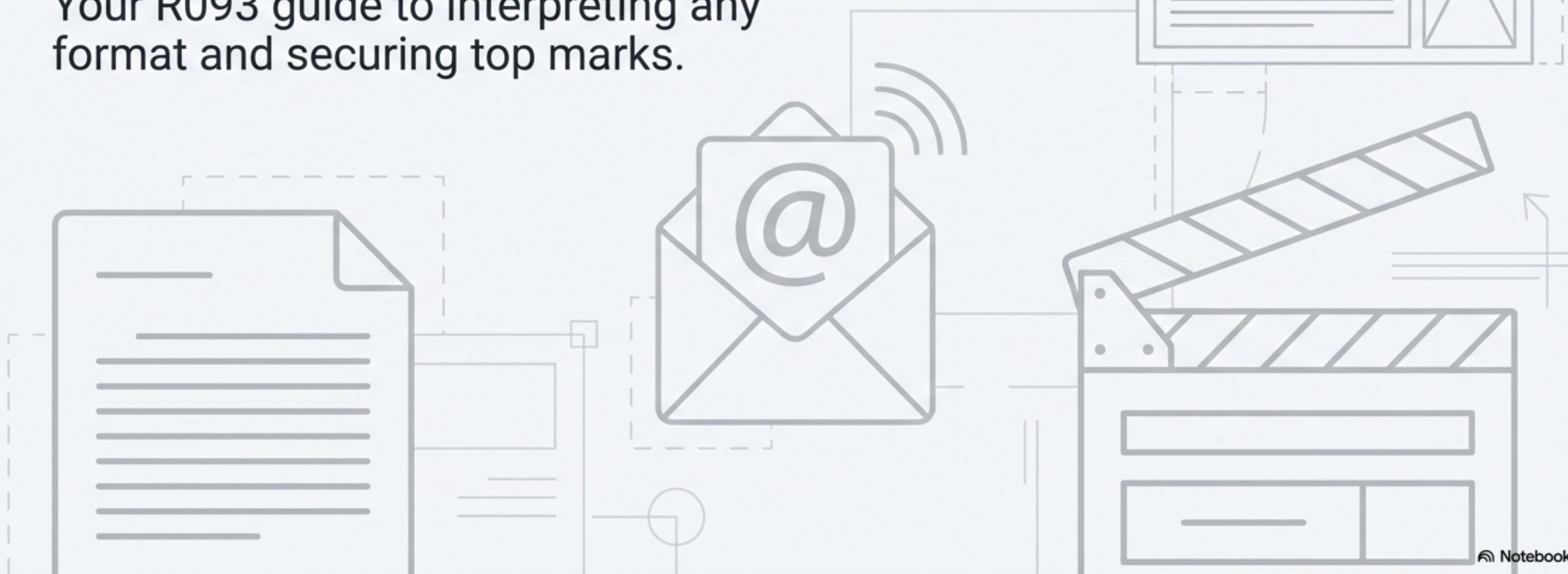


Cracking the Code of Client Briefs

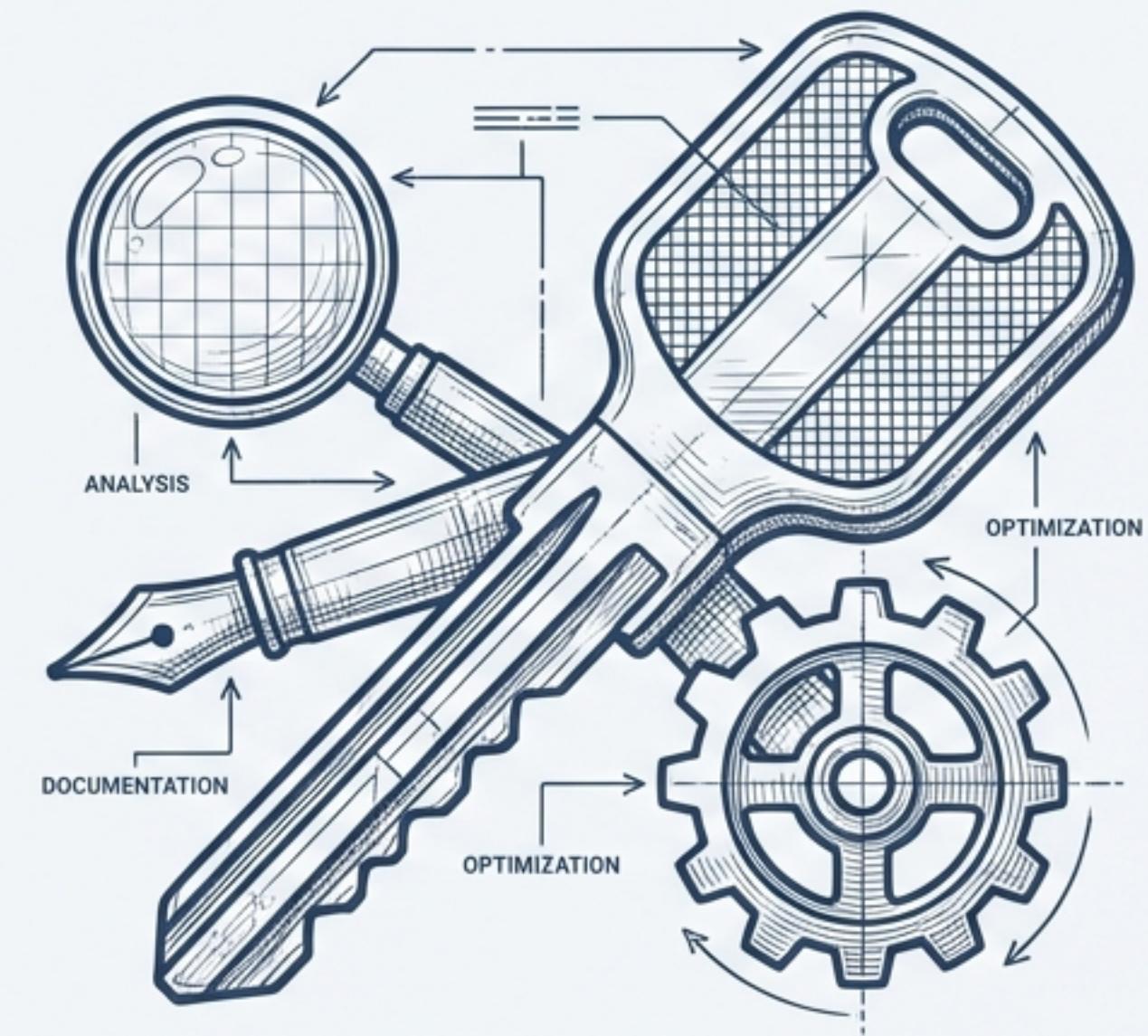
Your R093 guide to interpreting any
format and securing top marks.



Why Mastering Briefs is Your Secret Weapon for R093

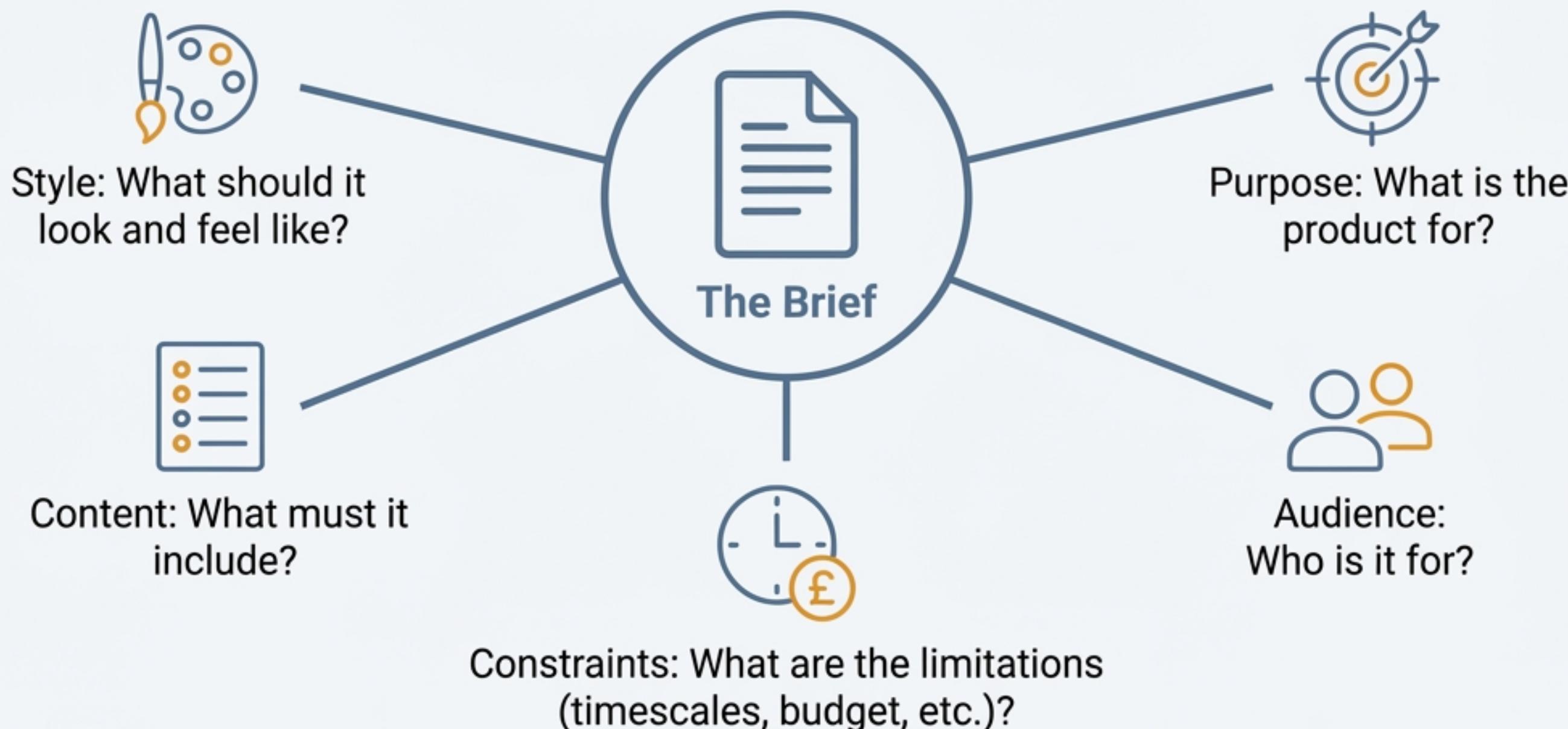
The exam will present you with a client's needs in one of many formats. Your ability to quickly and accurately decode these requirements is the difference between a good response and a great one. This guide will equip you with the tools to analyse any brief like a professional.

Every brief contains the same core information. Your mission is to find it, no matter how it's presented.



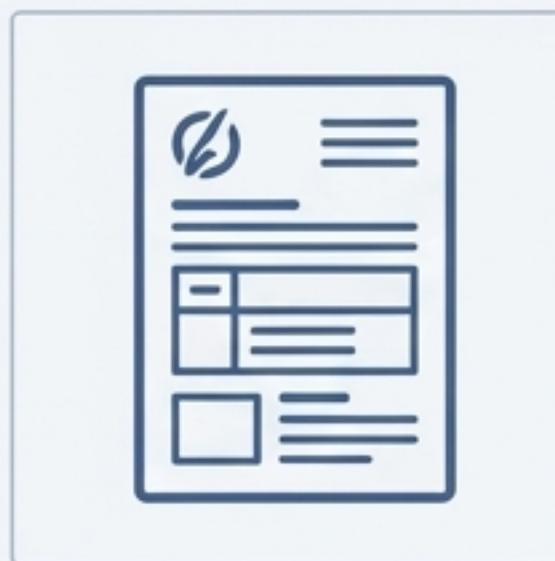
What Exactly is a Client Brief?

A client brief is simply how a client explains what they want. While the format changes, the essential content remains the same.



The Many Faces of a Client Brief

A client can communicate their vision in many ways. Your first step is to recognise the format you're dealing with. Each has its own clues.



Formal
Written Brief



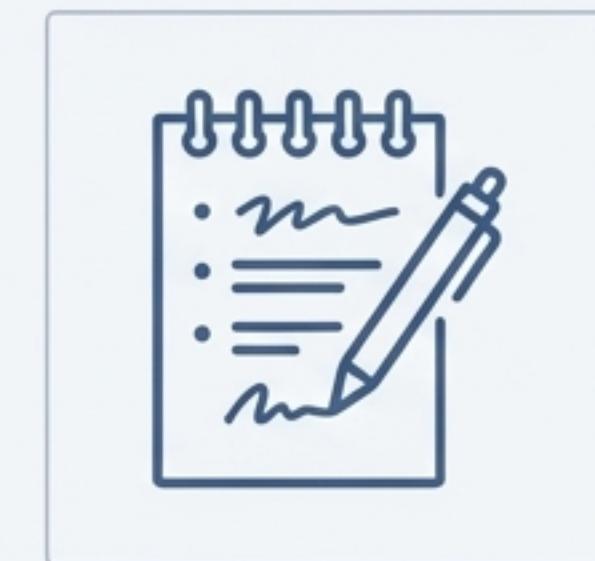
Informal
Email



Script or
Page Outline



Treatment /
Proposal



Meeting
Notes

Whichever format you see, your hunt for purpose, audience, content, style, and timescales begins.

A Closer Look: Spotting Clues in Each Format

Formal Written Brief	Informal Email	Script or Page Outline	Treatment / Proposal	Meeting Notes
Look for clear headings, bullet headies, bullet points, and a professional structure. The most organised format.	Less structured. Less structured. Find the core requirements within the conversational text. Check the subject line for clues.	Focus on visual information. Shows scenes, panels, or page layout instead of long paragraphs. Dialogue and stage directions are key.	A longer document pitching the style and approach in detail. Good for understanding the intended 'feel'.	Often uses bullet points or short phrases. Look for actions, decisions, and specific requirements captured from a discussion.

The Real Skill is Reading Between the Lines



Simply identifying the format isn't enough. Top-level designers (and top-scoring students) understand what's stated clearly and what's merely implied. This is the key to a truly successful interpretation.

Explicit: Stated directly.

Implicit: Hinted at or assumed.

Explicit vs. Implicit: The Two Types of Clues

EXPLICIT REQUIREMENTS

Clearly and directly stated in the brief.
There is no room for doubt.

“The final video must use our official company logo and brand colours.”

IMPLICIT REQUIREMENTS

Not stated directly, but are implied by the context, audience, or purpose.

“A brief for a children’s TV show implies the content must be suitable for children, safe, and age-appropriate, even if it doesn’t say so.”

How to spot them

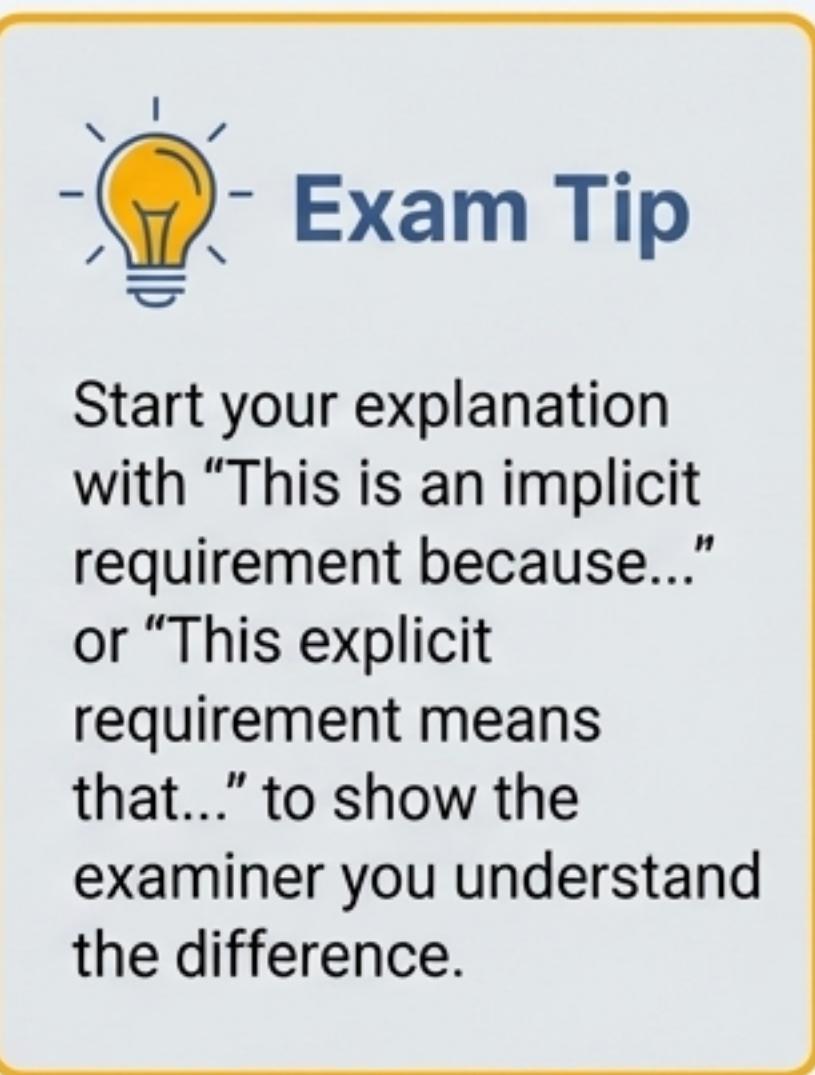
Look for direct commands like ‘must include,’ ‘the deadline is,’ ‘the budget is.’

How to spot them

Ask yourself: ‘Given the audience and purpose, what else must be true?’

The 3-Step Technique for Perfect Explanations

For any question that asks you to use the brief, follow this structure to ensure you get maximum marks.



Entering the Exam Arcade: Time to Apply Your Skills

You've learned to identify formats and decode requirements. Now, let's apply these skills to real exam-style questions, from quick 1-markers to the challenging 9-mark discussion.



2-Mark Engine



9-Mark Ninja

Deconstructing Short-Answer Questions (1-4 Marks)

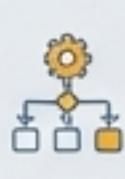
?

Q1 (1 mark): State **one format** that a **client brief** could be presented in.

 **Technique:** Give a simple, clear example: **formal document, email, or meeting notes.**

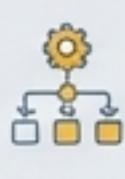
?

Q2 (2 marks): Explain **one** advantage of using a formal written brief instead of an informal phone call.

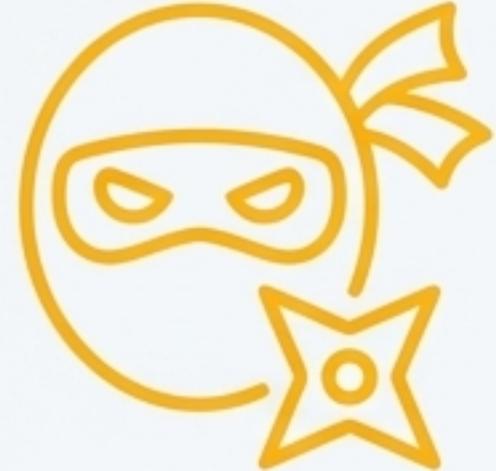
 **Technique:** Make a point (e.g., **record-keeping**), then explain its impact. Use the structure: **“A written brief is useful because... This means that...”**

?

Q4 (4 marks): Explain **two** reasons why meeting notes are useful after a client discussion.

 **Technique:** Give two separate reasons (e.g., **record of changes, reminder of deadlines**). For each point, explain how it helps keep the project on track.

The Final Challenge: Becoming a 9-Mark Ninja

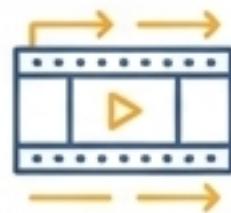


The 9-mark question requires you to bring all your skills together. You must analyse, synthesise, and justify your points clearly. Let's break down a typical question.

Question: A client has provided a storyboard and an email to explain their ideas for a short promotional video. Discuss how a media designer should use both formats to understand the client's requirements and plan the production. (9 marks)

Anatomy of a Top-Band 9-Mark Answer

A perfect answer is structured. Refer to what each format is good at, explain how they work together, and provide a justified conclusion.



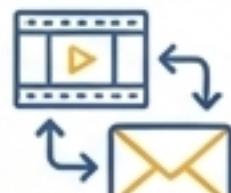
Paragraph 1: The Storyboard

Discuss its role in showing the visual flow, sequence, shots, and key visuals. It's the 'what it looks like' document.



Paragraph 2: The Email

Discuss its role in clarifying non-visual details: the purpose, target audience, timescales, and constraints (like budget). It's the 'why, who, and how' document.



Paragraph 3: Combining the Formats

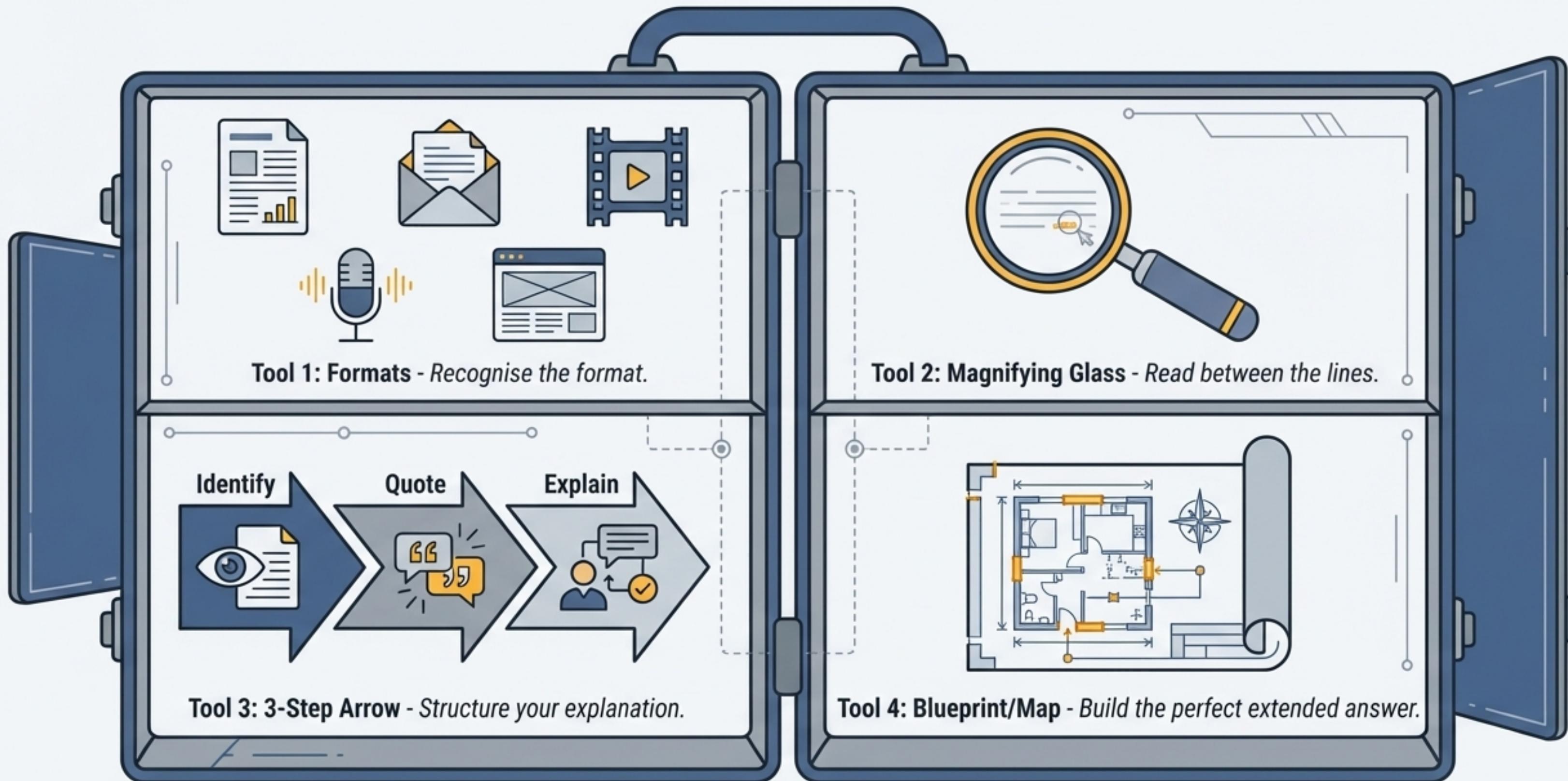
Explain how a smart designer cross-references both. Use the storyboard to visualise the ideas in the email. Use the email to add context to the storyboard. This shows a holistic understanding.



Conclusion: Justified Decision

Finish with a clear summary. Explain why using both formats together is essential and leads to a more accurate product that meets the client's full vision.

Your iMedia Genius Toolkit: A Final Review



Final Check: Are You Ready to Decode?

Before the exam, run through this final checklist. If you can do all three confidently, you are ready to master any client brief question.

- Can you list different formats a client brief might use?
- Can you explain the strengths and weaknesses of different brief formats?
- Can you use information from any brief to plan suitable media products and justify your responses?

You have the tools. Go build great answers.