

[Press Releases](#)[Case Studies](#)[Microblog](#)[Blog](#)

Creativity: form versus function

A new design brief lands on your desk. The attributes are the same for most design briefs. The common factor with any design brief is the requirement to be creative.

This creative element is the differentiator of success and failure, the ability to break from the norm, from a designer's point of view, the ability to meet all client requirements and still deliver an innovative and engaging design.

During the design process, there is a sliding scale, with structured and practical at one end, flexible, and aesthetic on the other. The first step for a designer is to gauge where your client wishes to be on this scale. This is identified by the various elements you can gather from the client's design brief or in a discovery discussion with your client.

Each time you establish your client's direction on elements such as target audience, industry sector, stakeholders and scope, the opportunity for creativity moves back and forth along the scale. For instance, public sector clients adhering to e-government guidelines and/or Accessibility Level AAA guidelines will require a design scope within which practicality and usability will be key requirements.

Once you understand where along the scale your client sits, you can then start to become creative. The real skill at this point of the creative process is working in and around the boundaries of the structured and the practical; taking what designers often see as restrictions, and being imaginative, in spite of the challenges set by the design brief.

Each client will have a set of objectives, the project mandate as you were, and the reason for the job in the first place. These objectives often translate into website features, processes a user must go through to reach a client's goal. These ideas should be driven by function, delivering the technical features required to meet the client's objectives and that will be suitable for the target audience.

Yet, this functionality still benefits from creativity, to deliver these functions in an interactive, exciting and engaging manner, which reflects innovation and originality, while considering the client's sector, stakeholders and adherence to guidelines and good practice. A designer's ability to brainstorm new creative ideas to deliver functionality that you see on websites everyday, can set apart your design from the rest or in a client perspective, its competitors.

A successful website is the result of this measured blend of the creative and the technical, the aesthetic and the practical. Only the correct balance will produce a successful project with the client's objectives and brief answered and fully considered, harmonised with the originality that differentiates a website from its competition.

 [Subscribe to blog comments RSS feed](#)

Search

via your interest

via keyword or phrase

Talk to us

Name

How would you like to be contacted?

Email Phone

Email Address

Site Links

[Sitemap](#)
[Terms & Conditions](#)
[Accessibility Statement](#)
[Privacy Policy](#)

RSS Feeds

[Announcements](#)
[Blog RSS Feed](#)
[Twitter Feed](#)

Site Validation

[W3C XHTML 1.0](#)
[W3C CSS 2.0](#)
[W3C Accessibility WAI-AA](#)

Accreditation

[ISO 27001](#)
[ISO 9001](#)
[Institute of IT Training](#)
[PRINCE2](#)
[Buying Solutions](#)

Partners



The Open Text
Web Solutions Group

