

WORKFORCE FOR THE FUTURE - INSPIRING



HOW TO WRITE ENGAGING STUDENT BRIEFS TO ENSURE POSITIVE OUTCOMES

Colleges and universities often invite companies to set commercial projects for their students. We've put together a guide to help you to write student briefs. Always consult the college or university first as they may have their own project template guide for you to complete. If they don't provide one, we've created an editable project template of our own to accompany this guide. Stick to these SMART principles too:

- **Specific** - Setting clear goals and objectives for the project will help colleges and universities to understand what you hope to get out of the project so they can manage your expectations and ensure positive outcomes for both parties.
- **Measurable** - Set measurable goals where possible so you can review the results e.g.: What specific research must the students undertake to inform your decision-making? Will this project enable your staff to learn a new skill like setting a project brief or managing a research project?
- **Achievable** - Check that your project fits with the duration of the programme and ability of the students. There's real value to be had, but don't expect commercial standards just yet.
- **Realistic** - Understand that you'll need to be flexible as the brief needs to meet curriculum

requirements and student learning objectives. Find out what sorts of projects are more attractive and appealing to students and which ones tend not to get picked.

- **Timely** - Find out what times of year these programmes run. Ensure you have capacity at that time of year to contribute and maximise value for your company and the students.

Creative and technical briefs

If you've not set a brief for a website, app or other creative project before, then take advice from the college or university. They'll likely ask for your company background story, where you sit in the market compared to the competition, which audience you're targeting and with what key messages, what tone and feel will fit, what are your branding guidelines, if there's a budget and how many revision rounds you'll expect to make.

For technical briefs e.g., web apps there'll be additional info required relating to other technical staff involved, devices and accessibility requirements, any pre-work like wireframes to be provided, your functional requirements, testing and future development needs. App projects and animation/film reels can take a long time and a budget may be required.

Creative and technical briefs

Project Name	Your company name/website URL
Date	Date you submit this project brief
Project Client	College or university you will be working with
Company background	What your company does; what's important to the company; your current strategic focus and relevant product/service information
Project Overview	Concise description of the project to be undertaken e.g. <ul style="list-style-type: none"> ■ A Marketing strategy for launching a new product in the UK ■ A short creative video to promote our new course
Objectives (Success criteria)	List specific, measurable objectives – consider what you are hoping to get out of the project. E.g. <ul style="list-style-type: none"> ■ Market research to help make business planning decisions ■ Short video for our website to promote a product ■ Project management experience for our new marketing executive
Constraints	Are there any limits that may affect success? E.g. <ul style="list-style-type: none"> ■ How many hours/days you are available to support students ■ Facilities for meetings on/off site
Target Audience	Describe target audiences for the relevant products and/or services E.g. <ul style="list-style-type: none"> ■ 50+ affluent tech users across the UK
Budget (optional)	You may wish to contribute to student travel or other expenses. NB: some university project activities are chargeable e.g., animation
Timeline	When in the year you have capacity to run the project and any deadlines
Promotion	Ways to celebrate project success and learning outcomes e.g. <ul style="list-style-type: none"> ■ Blog on website, publicity on social media



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