

# BDI Design Advisory Service

## Design Directory\_Search Tips



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## DESIGN DIRECTORY SEARCH TIPS

IDENTIFYING BEST QUALIFIED FIRMS

**Search tips for using the BDI Design Directory at [www.designdirectory.org](http://www.designdirectory.org) and [www.britishdesigninnovation.org](http://www.britishdesigninnovation.org)**

## DESIGN INDUSTRY CATEGORIZATION

DESIGN SECTOR CATEGORIES

The BDI national and regional design directory breaks down the design sector into the categories below. It should be noted that no judgment over creative ability has been applied as clients are the best judge or may seek recommendations through the BDI Design Advisory Service. It should also be noted that in some instances, commercial design firms might fall into or have offers in more than one category. And finally, that each of these categories is supported by specific design discipline sub-categories that complement the main category.

- Architect
- Design Agency (those translating strategy)
- Design and Manufacture
- Design Consultancy (those leading strategy)
- Design Engineering
- Design Studio (production-led, non-strategy)
- Design Freelancer
- Designer-Maker
- Fashion Designer
- Furniture Designer
- Futurologist/Strategist
- Individual Design Consultant
- Individual Design Engineer
- Individual Innovation Consultant
- Innovation Consultancy
- Interior Product Manufacturer

## VERY QUICK SEARCH USING THE DESIGN DIRECTORY

If you know the Design Company name simply enter it into the Company field. If they are BDI members and have opted to be published in the Design Directory their details will return. If you have no return for that agency, they may still be available through the BDI master database but have simply chosen not to appear in the Design Directory. Or they may not have updated their record for some time and thereby as part of our quality control procedure are not published live in the Design Directory.

You can email BDI to check the master database for their details.

[info@britishdesigninnovation.org](mailto:info@britishdesigninnovation.org)

## QUICK SEARCH USING THE DESIGN DIRECTORY

To ensure genuine users can identify design firms with offers most appropriately matched to their requirement we have categorized the design industry to assist you to identify the firm that best suits your needs.

Therefore selecting from the Organisation Type drop down menu, categories such as design agency, architect, fashion designer and so forth will enable you to pinpoint the most appropriately qualified firms. For most design buyer's location and size of firm is important and thereby these search fields assist you to narrow your search to right skills, right location, and right team.

Please also refer to BDI Identifying & Appointing a Design Agency, the Appointment Scenario Guide and Design Brief – documents and templates designed to help you professionally appoint. .

If you need assistance with identifying design firms to cover a multi-disciplinary offer or to assist you to build a roster of design firms across the design disciplines, you can utilize BDI's Design Advisory Service. Use the form on the web site, or email or call us on 01273 621378 to request assistance and recommendations.

## ADVANCED SEARCH USING THE DESIGN DIRECTORY

Once you have selected your agency type and results have returned, you have an opportunity to narrow the list down further by using the refine search option.

The refine search gives a detailed breakdown of the sub-category design disciplines provided by the firms in your search results. Select just the exact disciplines you require, such as structural packaging, and your list will reduce to those firms in right location, right size, right offering.

Please bear in mind that the design firms have selected the disciplines they offer from the sub-categories and thereby if you select a myriad of sub-categories these will only match to the design firms that selected all of those sub-disciplines. If you select too many you are likely to receive very few or even zero results as consultancies tend to specialize in specific disciplines. If you select mismatched disciplines such as product design medical and web design, you are likely to receive zero results.

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## PROFESSIONAL PRACTICE PROFESSIONAL PRACTICE DOCUMENTATION

BDI has available a suite of Professional Practice documentation to assist design buyers to contractually engage with Design Firms. The full suite is available for an annual license fee of £500 plus vat. The Design Brief is a template we have provided free of charge on the proviso that it is utilized to seek recommendations from BDI or that it is used to provide a Design Brief to agencies of your choosing but without removing any questions or BDI branding. Please observe BDI's copyright in this regard and should you wish to use the Design Brief for any other purpose you may contact us to seek agreement, which will not be unreasonably withheld.

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