



Adobe Visual Design 1

Objective: 1.02



ADOBE VISUAL DESIGN
Abode Classes
Wake County Public Schools



Understand methods to communicate with colleagues and basic project management.

Project Management

Project Management

- **Project Management**

- Beginning a digital media project from scratch and carrying it through to its final completion. Project management takes a unified effort from all parties involved.
- Creating a Project Plan helps the process move forward quickly and efficiently. It helps the team avoid:
 - mistakes, arguments, tension within the team, wasted time.
- Project Plan
 - Helps move a project successfully to completion, includes deciding project scope, client criteria, project deliverables, and distribution of responsibilities.
- Client Goals
 - A client's aim or desired result of a project.

Project Management

- Four stages in project management process:



Stages of Project Management: Define

- **Defining**

- Defining a project is the opportunity to establish its elements and boundaries, so that the size and shape of the project and its outcomes are all understood and agreed upon before beginning work.

Stages of Project Management: Define

- **Some of the questions addressed include:**
 - What do you do first?
 - What should come next?
 - Who will complete each task?
 - What resources do you need?
 - How long will it take?
 - When will the project be finished?
 - How will we know we are done with the project?

Stages of Project Management: Define

- **The following items must be identified as they influence design choice:**
 - Project objectives
 - Target audience (Client Identifies)
 - Clients/Organizations Goals
 - Sub-phases
 - Tasks
 - Resources
 - Budget
 - Deliverables
 - Schedule
 - Project Scope

Defining a Project

- **Design Brief**
 - A written plan that identifies a problem to be solved, its criteria, and its constraints. The design brief is used to encourage thinking of all aspects of a problem before attempting a solution.
- **Sketches**
 - Rough drafts of a potential design showing the main features to communicate a look and feel of the design.
- **Specifications**
 - Technical requirements for the design for agreed on deliverables.
- **Drafts**
 - Rough designs or mockups that show the client the designer's intentions for the final product.

Defining a Project

- **Project Scope**
 - Defines the boundaries of a project. It spells out the expectations for what needs to be done.
- **Deliverables**
 - The agreed upon finished products that will be provided to the client.
- **Deadlines**
 - The latest time or date by which something should be completed.
- **Design Comps**
 - Multiple renditions of the design to show clients, provides a visualization of a product before it is professionally completed.

Defining a Project

- **Wireframe**

- A layout of a web page that demonstrates what interface elements will exist on key pages.

- **Prototype**

- A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.

- **Iteration**

- A design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process.

Stages of Project Management: Define

- **Target Audience**
 - A group of people, at which a film, advertising, or campaign is aimed at, defined based on their common characteristics such as demographics and behaviors.
- **Demographics**
 - Breaking groups or markets into segments according to age, race, religion, gender, ethnicity, income, education, or other statistically measurable data.
- **Scope Creep**
 - Incremental expansion of the project scope. Introducing features not originally planned. Delays project and adds cost.
- **Change Order**
 - An order that adds or deletes content from the original scope of work.

Stages of Project Management: Planning

- **Planning**

- Planning is an important step because the amount of time and energy dedicated to planning will correlate directly to how well the project stays on schedule, on budget, and how well it meets its goals.
 - File requirements
 - File management
 - Color scheme
 - Typography
 - Logos/images created or located
 - Sketches, Mockups

Stages of Project Management: Doing

- **Doing**

- The core of the project is doing, the execution—the implementation of the plans. In order to accomplish their goals, members will be monitoring their work, collaborating with team members, assessing their progress, and revising their project plans as necessary.
 - Create needed project elements
 - Compile and edit project
 - Monitor schedule and task completion

Stages of Project Management: Reviewing

- **Reviewing**

- Reviewing is the opportunity to focus on the effectiveness of the team's processes and the quality of the project deliverables. In this final stage, the focus is on assessing and celebrating the achievements of the entire project.
 - Preview **proofs**
 - Revise based on feedback
 - **Optimize files**
 - Publish in final format

Team Management

- **Establishing an effective line of communication and using active listening techniques will help ensure the project best meets the needs of the client.**
- **Active Listening**
 - A communication technique that takes place when the listener restates or paraphrases what they have heard in their own words. The listener confirms to the speaker that what has been said was acknowledged and understood.

Team Management

- **Parroting**

- A communication technique that takes place when the listener restates or paraphrases what they have heard in their own words.
 - “Let’s see if I am clear on this...”
 - “So, it sounds to me as if...”
 - “This seems really important to you.”
 - “I’m sensing that you are feeling that...”

Team Management

- **Collaboration**

- The action of working with someone to produce or create something. Using technology to assist the collaboration between the designer and client will result in a more efficient and effective workflow. Cloud storage allows a working document or project to be stored electronically and accessed by different parties simultaneously.
 - Examples include: Dropbox, GoogleDocs, iCloud, Box.net, etc.

Feedback

- **Feedback**

- Verbal or written responses containing information about a client's reaction to a designer's performance of a task. Feedback should be specific and offered during the construction of the project, as well as at the end. Performance feedback is used to shape the redesign process and improve the overall project.
- Gathering unbiased feedback is best achieved by sampling random or unassociated people.
 - "It was effective when you decided to..."
 - "The color scheme is a bit off from what we had discussed."

Feedback

- **Feedback Loop:**

- Two-way communication between the designer and the client where each round of feedback helps to guide the development of the design.

- **Redesign**

- Using feedback to make changes to the original project with the ultimate goal of meeting the client's needs. Can occur several times throughout the time span of a particular project.

Job on a Team

- **Writers**

- Responsible for writing all content.

- **Editors**

- Responsible for editing all content.

- **Photographer**

- Responsible for all photography.

- **Videographers**

- Responsible for shooting all videos.

- **Director**

- Responsible for making rough and final cuts of video production projects.

- **Designer**

- Responsible for designing the elements of layout; the look and feel of the project.

- **Project Managers**

- Responsible for keeping all members on task for a project. Usually the person who interfaces with the client.