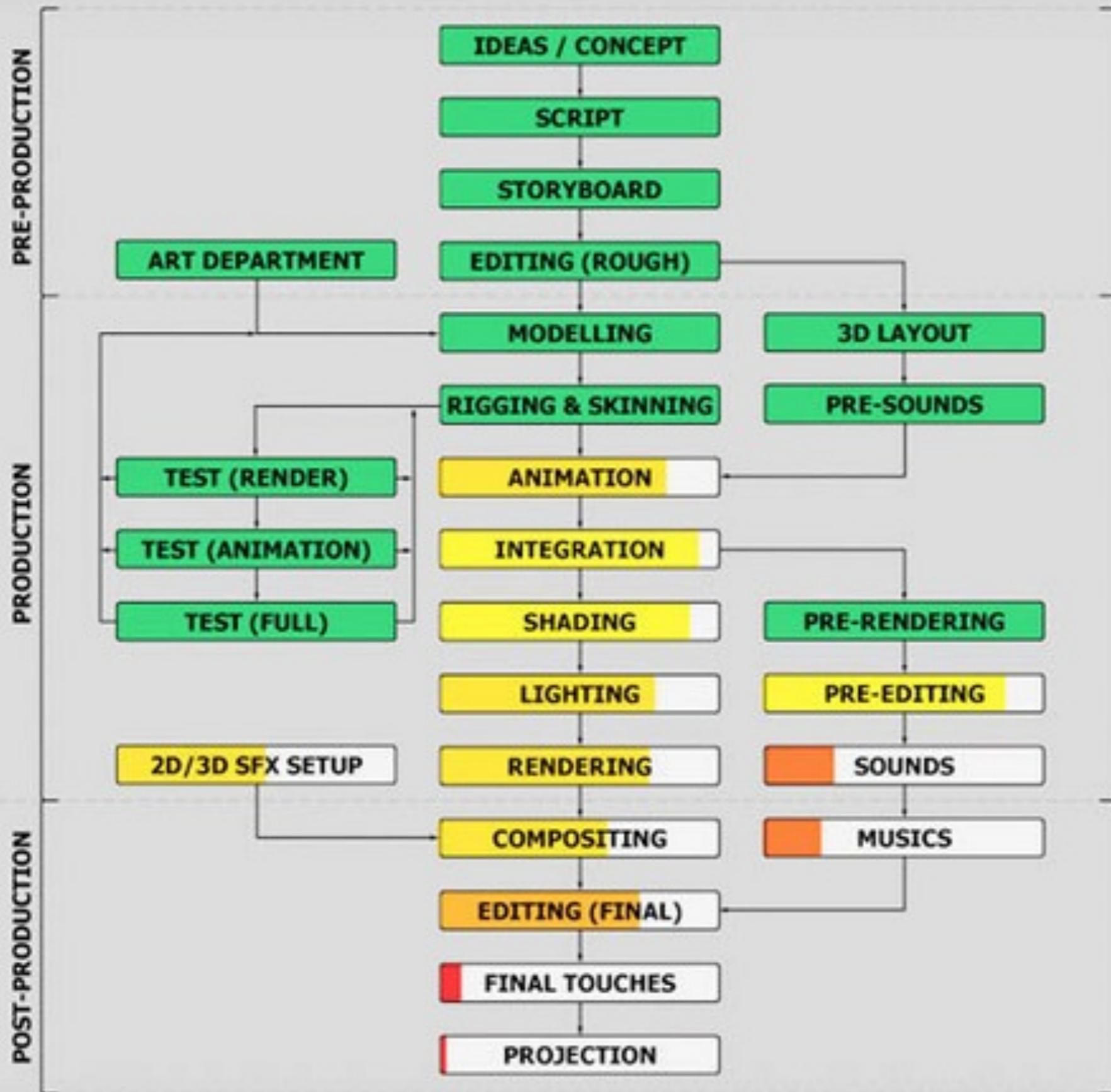


PRODUCTION WORKFLOW



FOUR CATEGORIES

1. Proposal
2. Milestones
3. Deliverables
4. Post Mortem

PROPOSAL

- What is it?

A film? A video game? An ad? An object?

- What medium will it be built in?

35mm? video? print? plastic?

- Who is the intended audience?

Children? Women? Lovers of sci-fi?

- What is it called?

Title/name of the product.

MILESTONES

Milestones are important markers that signify the completion of **crucial tasks** in the development cycle. A list of **what** needs to happen **when**. (Online Tool: [Tom's Planner](#))

DELIVERABLES

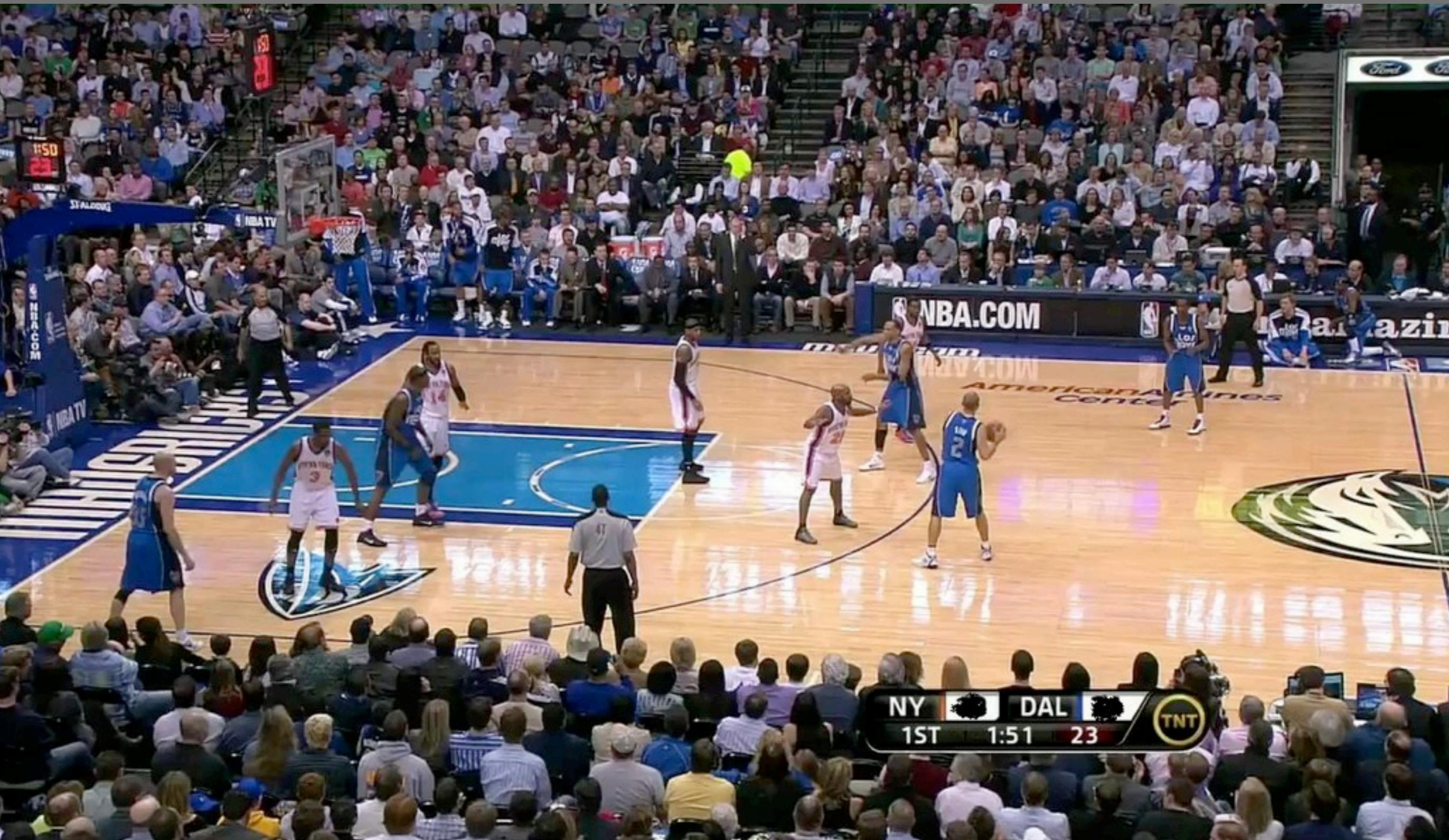
Deliverables provide the **evidence** that would indicate **successful completion** of a milestone.

Project phase	Phases	Date	Milestones	Deliverables	
Inception	I1	4 Dec '09	Draft Proposal Submission	<ul style="list-style-type: none"> Draft Project Proposal 	
		4 Jan '10	Proposal Submission	<ul style="list-style-type: none"> Project Proposal 	
Elaboration	E1	13 Jan '10	Admin User Interface Layout	<ul style="list-style-type: none"> Admin User Interface Layout 	
		E2	23 Jan '10	Work – In – Progress Prototype Demo	<ul style="list-style-type: none"> Presented Work – In – Progress Prototype for Supervisor and Sponsor Feedback
Construction	C1	10 Feb '10	End of Construction Iteration 1	<ul style="list-style-type: none"> Basic Search Function (Using 1 Search Engine) 	
		C2	26 Feb '10	Midterm Reflection Submission End of Construction Iteration 2	<ul style="list-style-type: none"> Midterm Reflection (19th Feb' 10) Basic Search Function (Using 2 Search Engine)
		C3	3rd Mar '10	End of Construction Iteration 3	<ul style="list-style-type: none"> Advanced Search Function (Audio File)
		C4	19 Mar '10	End of Construction Iteration 4	<ul style="list-style-type: none"> Advanced Search Function (Video Files) Supervisor and Sponsor Review
Transition	T1	27 Mar '10	Admin Interface User Interface User Manual	<ul style="list-style-type: none"> Admin User Interface User Interface User Manual 	
		29 Mar '10	FYP Poster Submission	<ul style="list-style-type: none"> FYP Poster Beta Test 	
	T2	30 Mar '10	User Acceptance Test	<ul style="list-style-type: none"> UAT Test Cases 	
		16 Apr '10	Final Presentation	<ul style="list-style-type: none"> Presentation Slides 	
		18 Apr '10	Final Reflection	<ul style="list-style-type: none"> Final Reflection Report 	

POST MORTEM

- A post mortem is an **assessment** of how a project went. The ultimate goal is “**lessons learned**” — a set of actionable ideas for **improving** the next project.
- It is generally conducted at the **end** of the entire project, but it is also useful at the end of each phase of a multi-phase project.

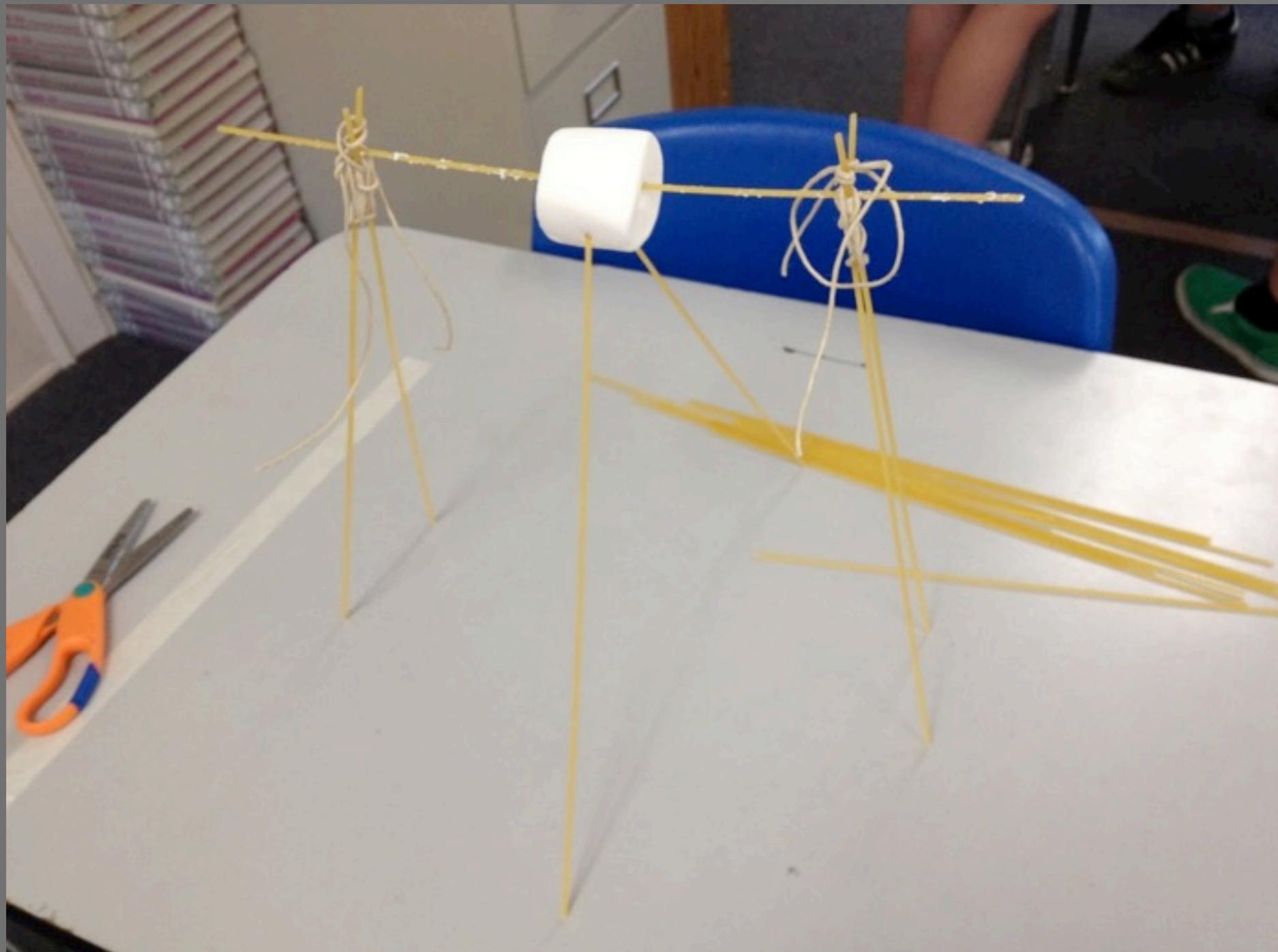
TEAM WORK



TIPS FOR WORKING IN TEAMS

- Getting to **know** one another
- Delineate your **goals**
- Create a **structure**

TOM WUJEC TED TALK



MOOD BOARDS

WHAT IS IT?

A mood board is a tool used by designers to help them get a good idea of **what their clients are looking for**. They are **collages** of items such as photographs, sketches, clippings, fabric swatches and color samples.

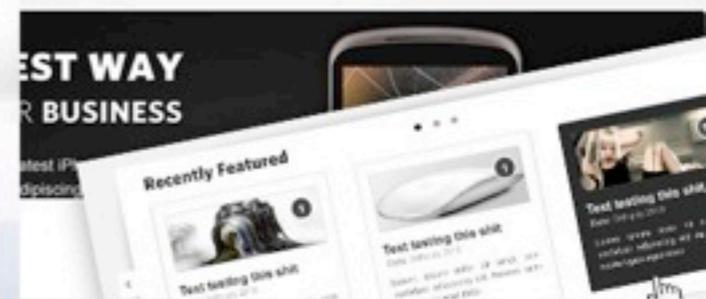


PLUGGIO

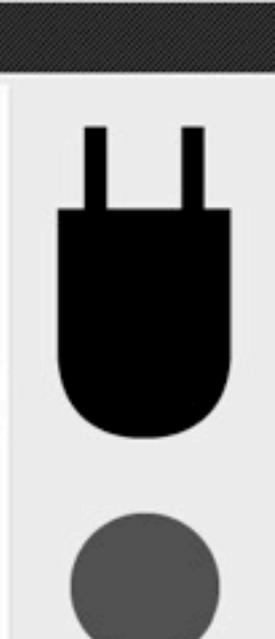


AUTENTICA*

Who we are Services Work Contact
This is who we are This is who we are Get in touch with us



LESS IS MORE. // LESS IS BETTER.



Mood Board for *Pluggio*, a Twitter management app



Mood Board for a personal blog

GATHERING IMAGES

- Create a **folder** for all the images you will gather
- Make sure you can correctly **attribute** the image (what is it? whose is it?).

ASSIGNMENT

DUE THURSDAY, SEPTEMBER 20

- In teams of two create a **Mood Board** for one of the following project:

- *a new bike helmet
- *a print ad for a new soda
- *a science-fiction film

You will have to create a **milestone spreadsheet** in Excel, conduct a **brainstorming session**, find **images** online, organize them into categories/folders, and **attribute** them. Finally, you will **assemble the images** into a Mood Board using **Photoshop**. Be prepared to present the final piece to the class on Thursday, September 20.

READINGS

BY THURSDAY, SEPTEMBER 13

- Read the article about **Mood Boards** at:
<http://boagworld.com/design/mood/>
- Read the article about **brainstorming** at:
<http://designshack.net/articles/inspiration/10-tips-for-effective-creative-brainstorming/>