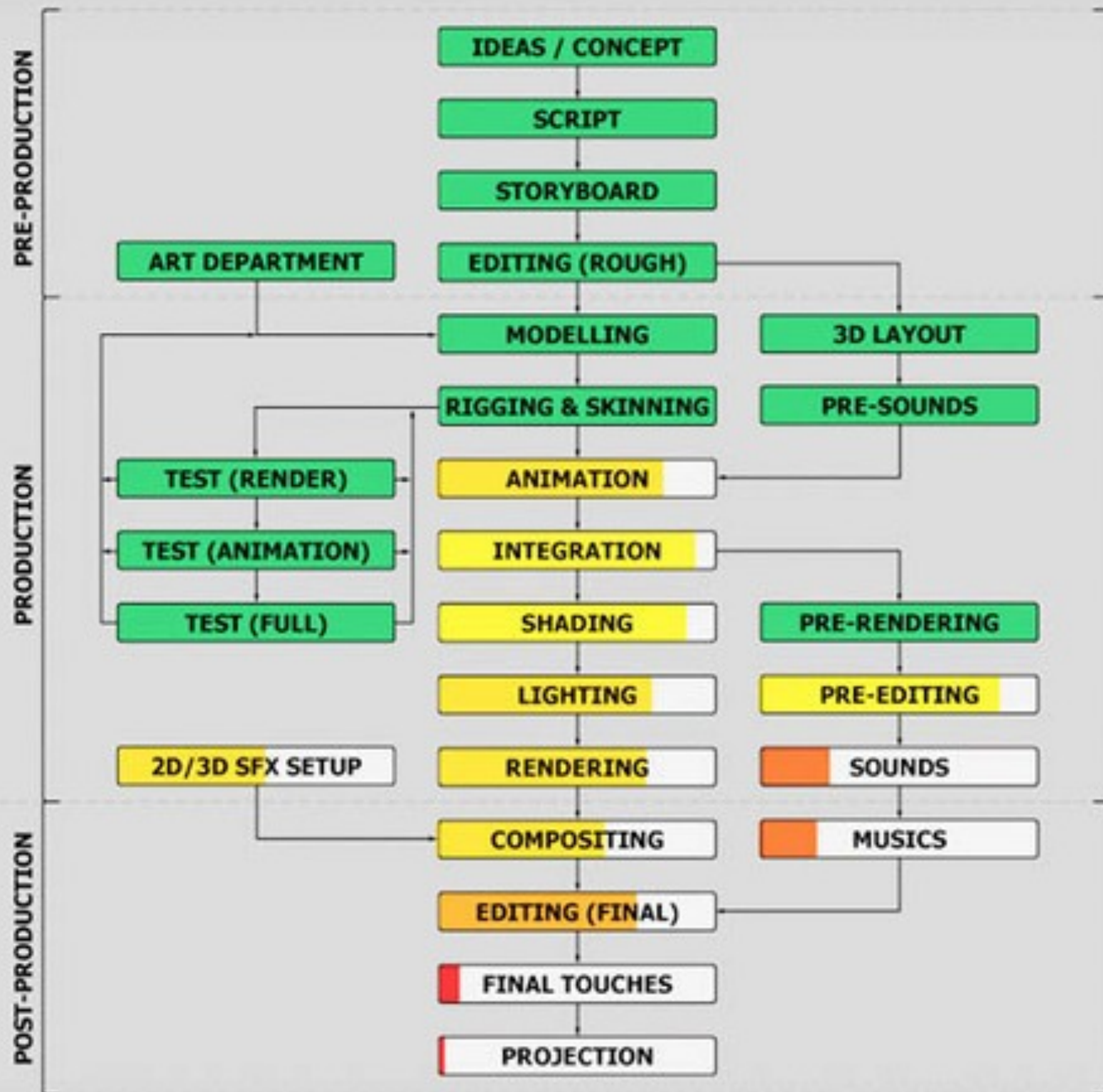


# PRODUCTION WORKFLOW



# 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.

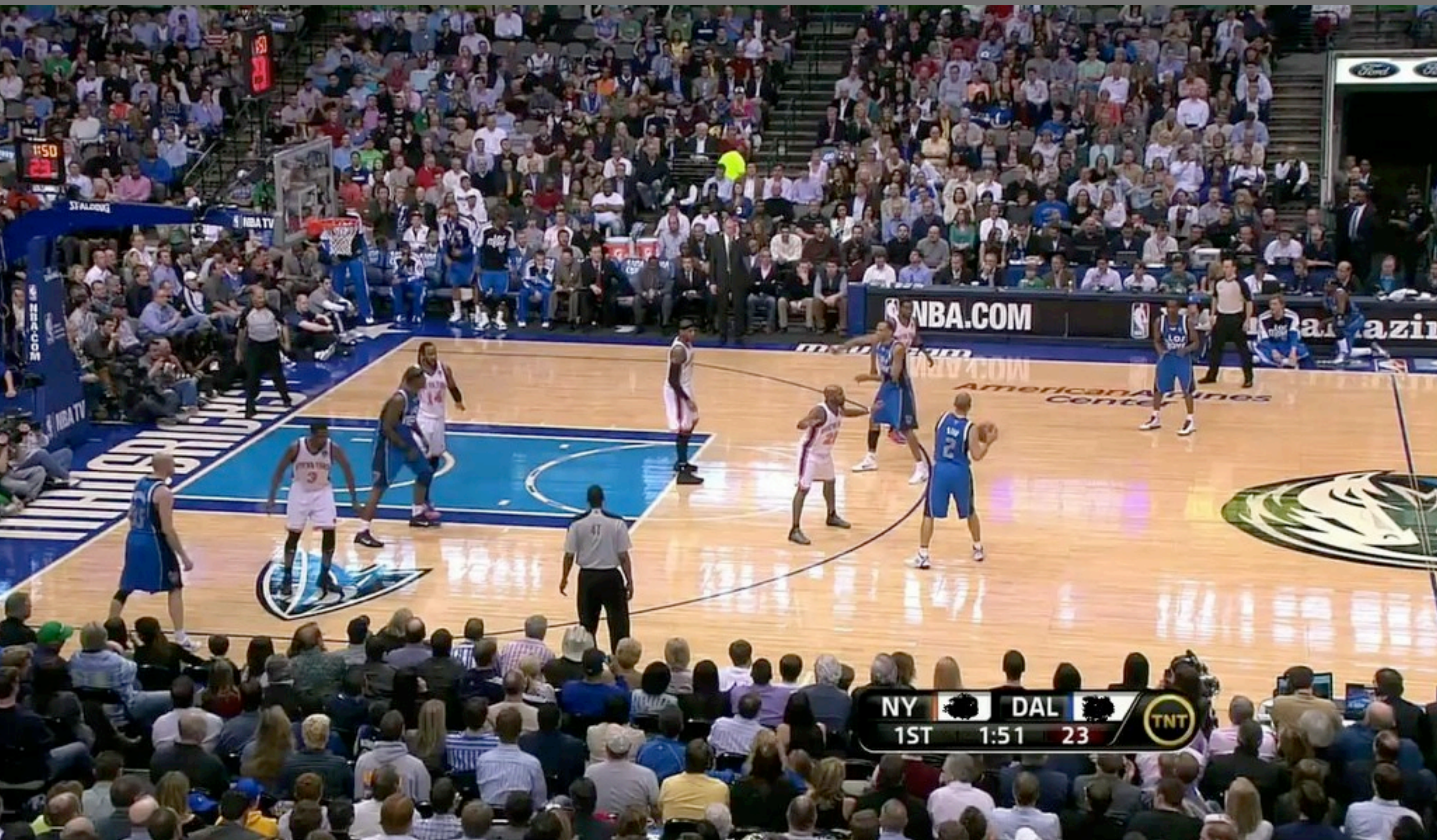
Project phase	Phases	Date	Milestones	Deliverables
Inception	I1	4 Dec '09	Draft Proposal Submission	• Draft Project Proposal
		4 Jan '10	Proposal Submission	• Project Proposal
Elaboration	E1	13 Jan '10	Admin User Interface Layout	• Admin User Interface Layout
	E2	23 Jan '10	Work – In – Progress Proto type Demo	• Presented Work – In – Progress Proto type for Supervisor and Sponsor Feedback
Construction	C1	10 Feb '10	End of Construction Iteration 1	• Basic Search Function (Using 1 Search Engine)
	C2	26 Feb '10	Midterm Reflection Submission End of Construction Iteration 2	• Midterm Reflection (19 <sup>th</sup> Feb' 10) • Basic Search Function (Using 2 Search Engine)
	C3	3rd Mar '10	End of Construction Iteration 3	• Advanced Search Function (Audio File)
	C4	19 Mar '10	End of Construction Iteration 4	• Advanced Search Function (Video Files) • Supervisor and Sponsor Review
Transition	T1	27 Mar '10	Admin Interface User Interface User Manual	• Admin User Interface • User Interface • User Manual
		29 Mar '10	FYP Poster Submission	• FYP Poster • Beta Test
	T2	30 Mar '10	User Acceptance Test	• UAT Test Cases
		16 Apr '10	Final Presentation	• Presentation Slides
		18 Apr '10	Final Reflection	• 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

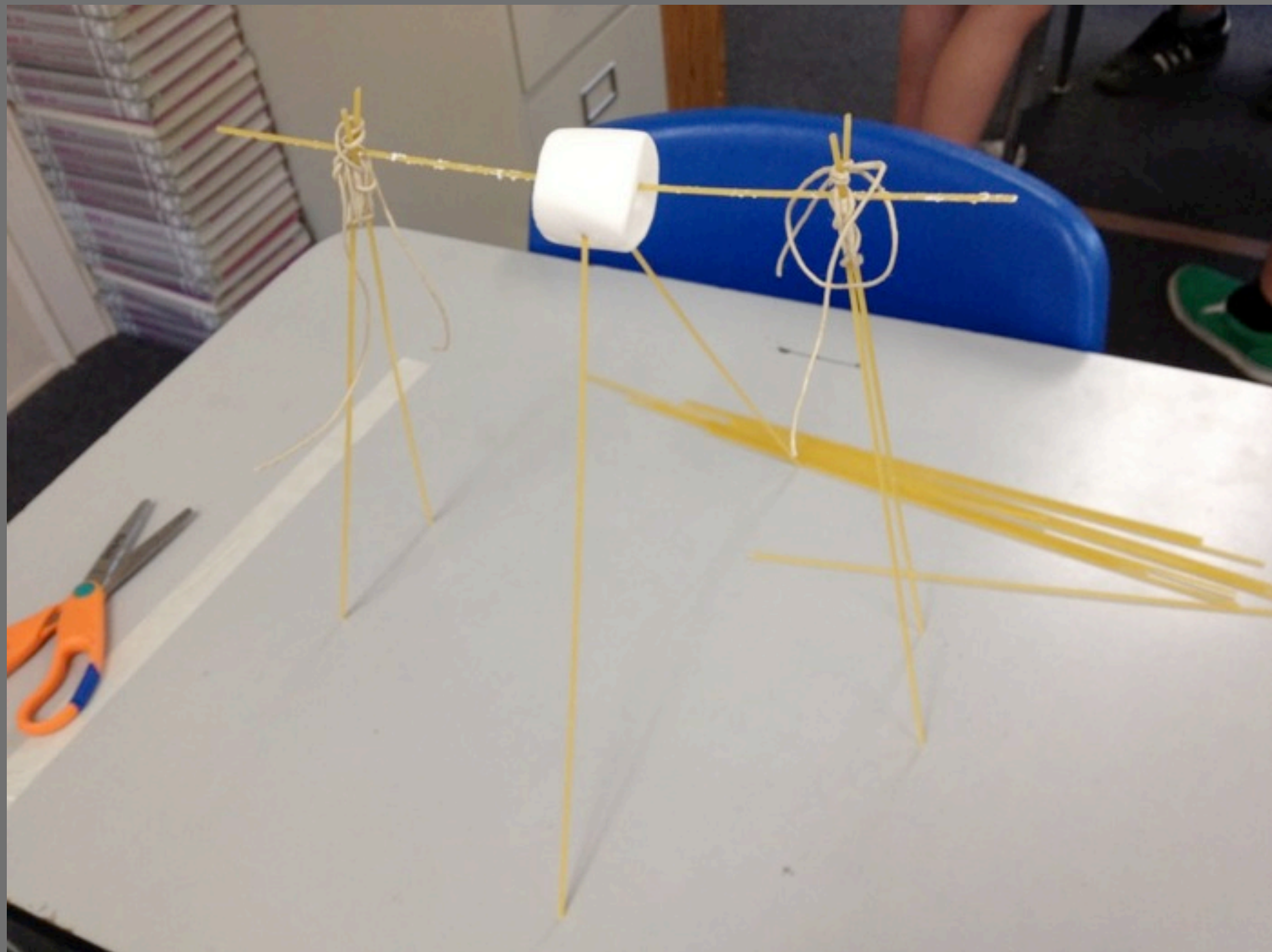




# TIPS FOR WORKING IN TEAMS

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

# TOM WUJEC TED TALK



# MOOD BOARDS

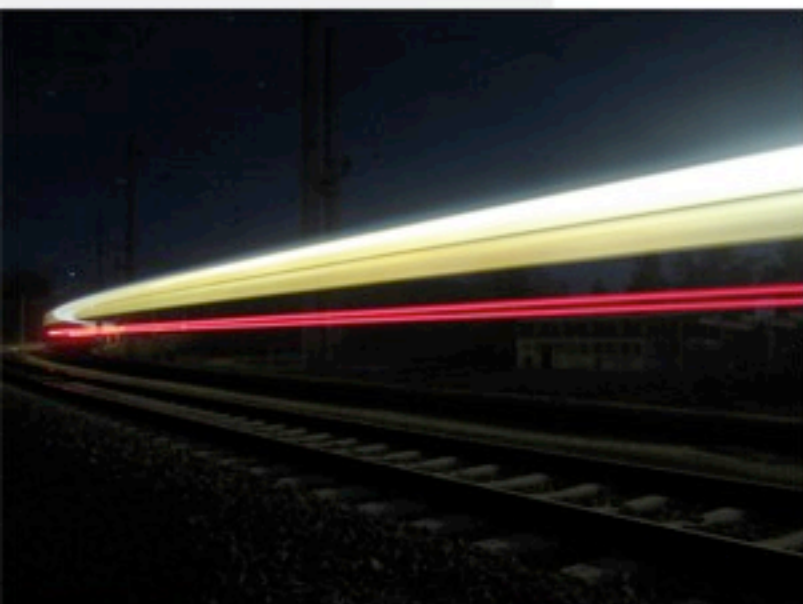
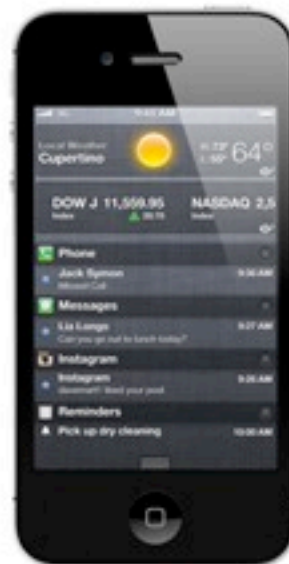
# WHAT IS IT?

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.

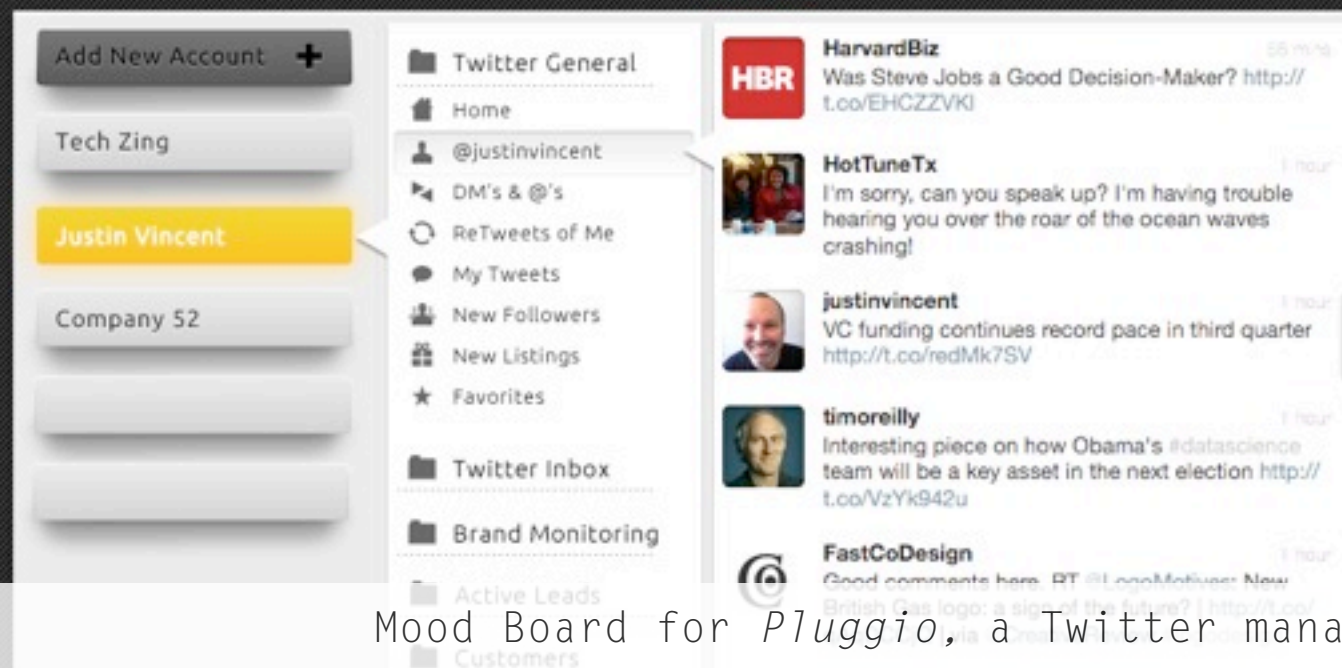




# PLUGGIO



LESS IS MORE. // LESS IS BETTER.



Mood Board for *Pluggio*, a Twitter management app











# 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/>