Project plan

Team name: _____ Date: _____

Client name: _____

Think through the phases of your client project and identify the estimated time and the date when each task will be finished. Identify an owner for each task who will make sure the task is completed.

Define

Tasks	Estimated hours	Date due	Owner
Compile client interview questions			
Determine product or service			
Determine benefits of product or service			
Determine goals and target audience			
Define assets to be repurposed			
Determine content and style information			
Research product or service competitors			
Determine delivery method			

Design

Tasks	Estimated hours	Date due	Owner
Sketch layouts			
Design comps			
Add watermark to images			

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Tasks	Estimated hours	Date due	Owner
Present design comps to clients for feedback			
Review and redesign			

Build

Tasks	Estimated hours	Date due	Owner
Produce graphics			
Write copy			
Design layout			
Incorporate copy and design into layout			
Add watermark to design			
Prepare focus group presentation *(if applicable)*			
Do final revision			

Delivery

Print Delivery

Tasks	Estimated hours	Date due	Owner
Preview documents on printer before sending to print vendor			
Review paper, color, and print choices with print vendor			
Package for printing			
Generate file formats required for print vendor (either native InDesign files or PDF X1)			

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Tasks	Estimated hours	Date due	Owner
Review proofs			

Web delivery*(if applicable)*

Tasks	Estimated hours	Date due	Owner
Prepare files for web delivery			
Generate HTML and graphics files			

Video delivery*(if applicable)*

Tasks	Estimated hours	Date due	Owner
Package for video			
Generate image stills for video			

Total time:			**= Final deadline**

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