Objective 202.01

Understand project management concepts to create digital media.

Course Weight : 3%

Project Plan

Beginning a digital media project from scratch and carrying it through its final completion takes a combination of efforts from all parties involved.

To complete this process quickly and efficiently - with as little mistakes, arguments, and wasted time as possible - it is necessary to create a Project Plan.

Components of a Project Plan

✓ Project scope

   target audience, goals, and objectives for the project

✓ Client's criteria for the project

   the specific requirements as defined by the client (color scheme, fonts, etc.)

✓ List of project deliverables

   the final product(s) the client is requesting (a design, a website, an app, a video, etc.)

✓ Distribution of responsibilities

   which member of the team is doing which task

Components of a Project Plan

✓ ## Due dates for intermediate tasks
hard deadlines for when particular phases of the project will be completed

✓ ## Budget for the project
how much money the client is willing to spend and how much the designer charges for completing the assigned tasks

✓ ## List of necessary equipment
what pieces of equipment the designer will need to create the project

✓ ## Distribution requirements
the client's requirements for using and distributing the final project (file type, size, modification possibilities, etc.)