Project Management

• What is a project?
• An undertaking with a definable beginning and an end
• Finite in nature
• Star Wars!

Nature of Projects

• Require resources for a limited time
• Each project has different resource requirements
• You may have core skills, but need outsourced services
Project Lifecycle

- Using visual symbols to represent the process of a job or task
- Think of a map
- You find the best way to get from point a to point b

Mapping

- Work Breakdown Structure
- Lists all tasks in a hierarchical format
- From an WBS, tasks can be mapped chronologically

WBS
Start Big

• Start with an overall understanding of the project
• Map out the major steps and break into tasks
• Each task has its own procedure

Flowchart

• A graphical representation of a process or a workflow
• Uses symbols to represent logical steps to
• Define a specific logical sequence of events

Common Flowchart Symbols
Important - be consistent and make your symbols understandable

Software for Flowcharts

- At this point in time….
- Adobe
- Microsoft Office
- Omnigraffle
- And there are many more….

Scheduling

- A good map leads to good scheduling
- Schedules have concrete dates and accurate costs estimates
- It handles - logistics!
Gantt Chart

- Typically each activity takes up one row
- Tasks occupy the horizontal axis

Managing the Project

- 1) do a WBS - write up all the tasks
- 2) Develop a FlowChart - a map to understand the chronology -
  - Use process & Task Logic
- 3) Develop your Gantt Chart - set up scheduling
Process Logic

The Big Picture

Task Logic

Detailing one task out of the whole project (photography)
Scheduling Terms

- Item – a task within a project
- Depends – indicates an item dependent on an earlier item
- Duration – the amount of time the item will take
- Resource – An individual who is in charge of accomplishing a given item
- Milestone – a significant event in the project that is easily identifiable and completes a phase within the project

The Client….

- Clarity - above all!
- The three C’s:
  - Clear
  - Concise
  - Consistent
- Ask the right questions

Your Estimate

- Time spent
- Expenses
- Production
- Meetings
- Delivery
- BE CONCISE
  - Free from all elaboration and superfluous detail
Terms
• Who is billed?
• When is payment due?
• Advances?
• Rights and Ownership?
• Kill Fee?
• Signed Approval!

Management
• Not the most creative
• But the most important in being successful
• Work smart

Resources
• The Graphic Artist Guild
• AIGA - http://www.aiga.org/
• ASMP - http://www.asmp.org/