Introduction to project planning, project management, and teamwork

Activity Overview

Most jobs in the design world require teamwork and will use project management and planning tools to ensure successful project deliver, especially to clients. In order for students to learn these important skills, use this activity to introduce the concepts and best practices used for project planning, production phases, project management and working in teams.

Note: Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: [1.1]

Activity Objectives

Project management skills

- Understanding the phases of web development
- Understanding the importance of defining purpose, goal, and audience
- Understanding how to manage and organize multiple tasks involved in design versus production
- Understanding roles and responsibilities
- Understanding how to define and prioritize tasks
- Understanding deliverables and meeting deadlines
- Understanding how to manage and organize multiple tasks involved in design versus production
- Understanding how to select and use appropriate applications
- Understanding how to organize into production roles
- Understanding how to manage tasks based on roles
- Understanding how to create and manage a project plan

Project Assets

Presentation: Design project production phases [1.3], [1.3], [1.3], [1.4], [1.5], [1.6]

Guide: Project management and teamwork best practices [1.3], [1.4], [1.3], [1.4], [1.3], [1.4], [1.4], [2.6], [1.5], [1.6], [1.6], [2.6]

Background preparation resources

Technical and content information

ISTE NETS*S Standards for Students

Adobe Certified Associate objectives

Activity Steps

1. Using the *Design project production phases* presentation, [1.3, 1.3, 1.3, 1.4, 1.5, 1.6] discuss and define the phases of a design project:

    • Define:

        • Determine product or service

        • Determine goals, target audience, content, and delivery requirements for the project

        • Client interview (if applicable)

        • Research

        • Create project plan

    • Structure:

        • Identify Information architecture for project

        • Create any necessary design documents

        • Create flowchart to portray the overall structure of the project, especially if web-based

        • Create wireframes (if applicable)

    • Design:

        • Create sketches and design of comps to provide detailed alternative designs

        • Review of comps with team and/or client to ascertain design preferences

        • Review and redesign based on feedback

        • Create storyboards and prototypes

    • Build and test:

        • Project production based on sketches, design comps, wireframes, storyboards, and prototypes

        • Produce images and graphics, write copy, create templates

        • Conduct technical and usability testing, recording bugs and design-change requirements

        • Revision based on test results

        • Technical and usability testing of revised site

        • Final presentation and final revision

    • Delivery and Launch:

        • Print delivery, web delivery, and video delivery

        • Project launch plan (if applicable)

2. Distribute the *Project management and teamwork best practices* guide [1.3, 1.4, 1.3, 1.4, 1.3, 1.4, 1.4, 2.6, 1.5, 1.6, 1.6, 2.6] and introduce aspects of project management, including how to work with clients.[1.4, 1.4, 1.4, 1.6, 2.6, 2.6] Suggested topics to cover include:

    • Identifying project roles—including identifying the person who serves as the liaison between the client and the group. Student collaborates freely with other students to provide feedback or assistance. Contributes equally to project work. Consults with other team members on major project decisions and voluntarily helps others build skills to complete the project.

    • Identifying the necessary project steps.

    • Creating a timeline with specific deliverables and due dates.
       Identifying common problems and issues in project management, such as scope creep (when the project gets bigger than originally planned) and overly ambitious design plans within time constraints.

- Understanding and clarifying client expectations.
- Communication and dialog with a client—students are encouraged to use e-mail, web conferencing (such as Adobe Connect), Adobe Acrobat, and other online collaborative tools to review design with their client.

3. Discuss the importance of project plans in the project management of projects, especially when working with a client. Some things to discuss include:
   - When the completed project is due
   - Reasonable time frames for each project phase
   - Setting due dates
   - Designating task owners for each task on their lists
   - Responsibility of the task owner, especially who is accountable for getting a task completed regardless of who actually works on the task

4. Utilizing the *Project management and teamwork best practices* guide [1.3, 1.4, 1.3, 1.4, 1.3, 1.4, 1.4, 2.6, 1.5, 1.6, 1.6, 2.6] discuss the concept of working as a team and roles in production projects. Explain to students that they are responsible for managing the tasks that fall under their assigned role; however, it can happen that you do work on several role or work across the roles. Depending on the type of project some roles to cover include:
   - Editors
   - Writers
   - Photographers
   - Designers
   - Producers

   Note: Depending on the project you may want students to have a particular role that they are the task manager (for example tracking quality and completeness based on their roles), but still work cooperatively on all tasks. You can combine or split roles as necessary to accommodate the number of members on a team.

Background preparation resources:

- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: http://edex.adobe.com/

Project management

- A general introduction to project management on the web: www.managementhelp.org/plan_dec/project/project.htm

ISTE NETS*S Standards for Students

This project is aligned to the ISTE NETS*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

ISTE NETS*S: Curriculum and Content Area Standards – NETS for Students:

4. Critical Thinking and Problem Solving

    Students use critical thinking skills to plan and conduct research, manage projects, solve problems and make informed decisions using appropriate digital tools and resources. Students:

    b. plan and manage activities to develop a solution or complete a project.

Adobe Certified Associate Exam Objectives

Adobe Certified Associate, Web Authoring objectives

1.6 Understand project management tasks and responsibilities.

2.6 Communicate with others (such as peers and clients) about design and content plans.

Adobe Certified Associate, Visual Communication objectives

1.3 Demonstrate knowledge of project management tasks and responsibilities.

1.4 Communicate with others (such as peers and clients) about design plans.

Adobe Certified Associate, Video Communication objectives

1.4 Demonstrate knowledge of the production planning and management process.

2.6 Communicate with others (such as peers and clients) about design and content plans.

Adobe Certified Associate, Interactive Media objectives

1.5 Understand project management tasks and responsibilities.

1.6 Communicate with others (such as peers and clients) about design and content plans.

Adobe Certified Associate, Graphic Design & Illustration objectives

1.3 Demonstrate knowledge of project management tasks and responsibilities.

1.4 Communicate with others (such as peers and clients) about design plans.

Adobe Certified Associate, Print & Digital Media Publication objectives

1.3 Demonstrate knowledge of project management tasks and responsibilities.

1.4 Communicate with others (such as peers and clients) about design plans.

For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: http://edex.adobe.com/.