



COURSE OUTLINE

PROJECT MANAGEMENT FOR DESIGN

When Wednesday, 3/10/10, 9am–4pm

Where 500 Aurora Avenue N, Seattle 98109

Contact 206-623-1560 info@svcseattle.com

Register www.svcseattle.com

Description

A good project manager helps create great marketing communications, produced on-time and on-budget without team members turning into ulcer breeders. In this workshop we'll show you how to get projects completed from the client input stage all the way to production and follow-up with silky smooth efficiency. We'll cover:

- Writing great scope-of-work documents for design and advertising projects
- Getting buy-ins from project sponsors
- Writing creative briefs that are actually useful for designers and writers
- Setting up communications expectations for clients and co-workers
- Maintaining production schedules
- Successful client and team meetings
- Building relationships that lead to satisfied clients and more business.

Who should take this class?

This workshop is made-to-order for project managers, account coordinators, and anyone else who needs to get design projects finished on time and on budget.

Cost

\$265. Refreshments and lunch included.

Prerequisites

None

Instructor

Matt Diefenbach is a founding partner and business director at Turnstyle. When he's not breakdancing, he manages new business development, fosters and maintains client relations, runs projects and oversees Turnstyle's administrative activities. Matt occupies a key role in developing and maintaining Turnstyle's client relationships, and works with the design team to ensure that the creative solutions are on target with the client's expectations. Matt has led a wide range of branding and design projects including DRY Soda, Microsoft, Nissan, Precor and Swedish.

Prior to starting Turnstyle, Matt spent six years in account management and business development at Fitch:Seattle, a global design and branding firm. Matt graduated from Seattle University with degrees in Psychology and French. Matt's a Ballard native so long as the locals don't realize that "Diefenbach" is not Scandinavian.

Topics & Schedule

Stage 1: Project clarification

- Tips and techniques for tightly defining project scope
- Defining deliverables, developing schedules and budgets
- Class exercise: asking the right questions
- Project clarification summary

Stage 2: Creative brief development

- Tips and techniques
- Format examples
- Class exercise: asking the right questions
- Message briefs—approaches for gaining focus for long form
- deliverables

Stage 3: Design development

- Kicking off project
- Evaluating design work in progress
- Presenting design work effectively

Stage 4: Production

- Creating a project plan document
- A word on schedules
- Effective meetings
- Mini-briefs

Stage 5: Evaluation

- Questions, answers, final class exercise