

Key role definitions:

- » Client – the client is the person or organisation that is requesting project work to be completed.
- » Designer – the designer is the person or team that actually completes the project work.
- » End User – the end user is the person/people that the project work is intended for; end users are the project's target audience.

How can clients **communicate** their project requirements to a designer?

Client requirements (what the client wants a designer to create) can be communicated in a variety of ways. The client could speak to the designer **over the phone**, write them an **email** outlining what is required or produce a **formal specification**.

What information might a **client's requirements** of a project include?

The first thing the client will state is exactly **what they want** to be created; is it a poster, website, DVD cover, video or animation, for example? Within their requirements, the client will then be more specific about **what they want the end product to look like** (design requirements), **what it should include** and who the **target audience** will be.

Designers must identify a project's **target audience** so that the work meets their needs and is suitable for who it was intended for. Each of the below attributes can be used to categorise a project's target audience...

- » Gender – this is whether the intended audience will be male or female.
- » Age – this is how old the intended audience is likely to be.
- » Ethnicity – where the audience is from (country/area).
- » Income – this is how much the target audience typically earns from their work/career.
- » Location – this is what area/country the target audience currently lives in.
- » Accessibility – this is whether the audience may require additional features in order to access the final product, like larger fonts for an older audience, for example.

Cambridge National in Creative iMedia Planning Stages Knowledge Organiser

What is a **Work Plan**? What is the purpose of a Work Plan?

A work plan is a document that breaks up a large project into smaller tasks (listed in order). The purpose of a work plan is to set tasks out in a logical order and to help ensure a project meets its overall deadline. A project may also be completed by multiple members of a team, so it helps keep them all on track.

The following are elements a **Work Plan** should/could contain...

- » Tasks – these are the smaller things that need completing as part of a larger project.
- » Timescales – how much time is devoted to each task.
- » Resources – the equipment needed to complete the task.
- » Milestones – smaller deadlines throughout the project, points at which certain elements of the project will be completed and when the client can be updated.
- » Contingencies – additional planned time in case tasks take longer than they should, further helping the overall project deadline to be met.

What is **Workflow**?

Workflow is how tasks are sequences within a project. Workflow is represented on a work plan as tasks are listed in the order they need to be completed and might state which members of a team are to complete particular tasks.

Before completing a project, **research** might need to be carried out. Primary or secondary sources can be used for this.

- » **Primary** Research Sources – Primary sources, like questionnaires, are methods that generate new data. They're more expensive and slower to gather research but do mean the results are tailored to the project itself.
- » **Secondary** Research Sources – Secondary sources, like using newspapers, books and magazines, are methods that involve using existing data. They're quicker to get research results but data may not be fully up to date.

What **risks** are involved in completing different projects?

There are risks involved in everything we do as humans! In a project that involves computer work, like designing a website, risks include **repetitive strain injury** from using a mouse/keyboard for extensive periods of time and **eye strain** from looking at a screen for too long. If it's a physical project, like filming a video, there can be many risks such as **tripping** or **party members getting lost**.

What is a **risk assessment**?

A risk assessment is a document that lists all potential risks that are involved with a project; a list of 'what could go wrong'. The document then states what will be done to reduce these risks. Some risk assessments also rate each risk (low/medium/high).

What is location **recce**? Why are these used?

Before filming at a location, a crew will often carry out something called a recce where they visit the location in advance of filming commencing. This is to work out their approach to filming and to identify any risks or issues they may face when filming actually gets underway.

What are **safer working practices**?

Safer working practices are documents that companies and organisations produce which state how people can stay safe and minimise risks to their own health whilst at work. Different industries and businesses will have different risks and so need individual documents which outline how workers can stay safe.

What is **intellectual property**?

Property is something owned by someone that can be seen or touched. Intellectual property refers to things that cannot technically be touched such as logos, sounds and images etc.

When sourcing assets like images and videos, designers must not break the law.

- » Copyright – designers must observe copyright law; they cannot use assets that do not belong to them without permission. Avoiding breaking the law is easy; designers could ask for permission from the owner to use assets, use 'royalty free' assets or even create their own assets.
- » Trademarks – brand names and product names are trademarks; they're owned by people or organisations. This must be acknowledged if using brands within a project and/or permission must be sought from the owners.