

Task	Assignment	Date Due	Time Delivered	Completed	Late	Reason	Notes
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Summer Shorts Production Schedule

Week 1	Proj. Mgr.	Tech Dir.	Creat. Dir Art Dir.					
Assign Roles	Michelle			04.01.08	04.01.08	x		Needs to divide tasks evenly among group.
Subject and Goals Breakdown	Michelle			04.03.08	04.03.08	x		Write up and sent to group.
Assemble Powerpoint	Michelle			04.06.08	04.05.08	x		Needed to better understand what Claire was looking for.
Send Elements to Project Manager for PowerPoint		Aileen	Danny	04.05.08	04.05.08	x		On time and info very detailed.
Audience Characteristics								
Age, Culture		Aileen		04.05.08	04.04.08	x		
Economy, Education			Danny	04.05.08	04.04.08	x		
Interest, Life Style, Politics	Michelle			04.05.08	04.04.08	x		
Research and analyze: 5 sample sites	Michelle	Aileen	Danny	04.06.08	04.03.08	x		Included photos and text.
Send powerpoints to PM after modifications needed.		Aileen	Dannyl	04.01.08	04.04.08	x		All worked together to put info in powerpoint.
Process Site Setup		Aileen		04.03.08	04.01.08	x		Aileen was very efficient in getting this task done.
Brief Write Up			Danny	04.01.08	04.05.08	x		Danny's brief was detailed.

Week 2								
10 brand attributes		Aileen		04.13.08	4.14.08			Late due to many pieces of project to do. Ok that it was late.
10 identity sketches		Aileen		04.13.08	04.14.08		x	Late due to many pieces of the project to do. Ok that it was late.
Come up with group logo	Michelle			04.10.08	04.09.08	x		Everyone agreed on logo first time.
Update process site		Aileen		04.13.08	04.12.08	x		Asked for our opinion many times which is great.
Powerpoint for presentation			Danny	04.14.08	04.14.08	x		Made a large improvement from last weeks powerpoint.
10 identity sketches			Danny	04.13.08	04.14.08		x	Sketches all have elements client is looking for.
10 brand attributes			Danny	04.13.08	04.13.08	x		Included it in the powerpoint.
10 brand attributes	Michelle			04.12.08	04.10.08	x		Sent to Danny for PowerPoint on time.
10 identity sketches	Michelle			04.12.08	04.10.08	x		Made sketches to reflect clients needs (summer & films).
Modify Audience Characteristics Powerpoint	Michelle			04.12.08	04.14.08		x	Had trouble making modifications.
20 ethnography questions	Michelle	Aileen	Danny	04.08.08	04.08.08	x		Questions we all came up with worked well in interviews.
Strategy Plane Write Up		Aileen		04.14.08	04.14.08	x		Very detailed.
Ethnography Filming								
Find Employer Interviewee - Professional	Michelle			04.12.08	04.12.08	x		Trouble finding interviewer at first but found a great subject.
Find Student Interviewee-Student			Danny	04.12.08	04.11.08	x		Had great subject to interview on short notice.
Interviewer			Danny	04.12.08	04.12.08	x		Made interviewer feel comfortable and had nice segways.
Videographer	Michelle			04.12.08	04.12.08	x		
Notetaker		Aileen		04.12.08	04.12.08	x		Took in depth notes on every part of filming.
Photo documenter	Michelle	Aileen		04.12.08	04.12.08	x		Excellent photos taken of MAD and interviewers.
Ethnography Editing	Michelle			04.14.08	04.13.08	x		Editing a bit rough due to overlapping of questions asked.
Send link to process site to Client		Aileen		04.11.08	04.13.08		x	Late due to modifications needed to be made to better impress client.

Week 3								
Moodboard Image	Michelle			04.17.08	04.17.08			Adjectives: Creative, Happy, Stylish
Moodboard Image		Aileen		04.15.08	04.17.08	x		Done early
Moodboard Image			Danny	04.17.08	04.19.08		x	Moodboards describe summer shorts
New header & design for process site	Michelle			04.16.08	04.15.08	x		Waiting on Process site to be updated
Individual videos for process site (send to danny)	Michelle			04.17.08	04.21.08		x	Trouble Compressing
Decide final identity of project	Michelle	Aileen	Danny	04.17.08	04.22.08			

