

R H E D

P I X E L

180 South Washington Street Suite 210
Falls Church, VA 22046
T: 703.531.1325
F: 703.534.0245

How To Start a Project

Questions to Answer:

- Who is our customer?
- What is our purpose?
- How will we measure success?
- What do we want to say?
- What do we mean?
- Is the message clear?
- What resources do we have?
- What is the budget?
- Any deadlines?
- Customer requirements?

Planning

- Create work breakdown structure
- Create timeline with milestones
- Determine the critical path (allow slack)
- Time is (a lot of) money

Creative Session

- No wrong ideas!
- Distribute RFP / Review requirements
- Document all ideas
- Ensure equal participation
- Keep it fun

Gather Materials

- Stock Art & Original Art
- Logos with style guide
- Past projects
- Commercial Examples
- Other pieces from the Integrated Marketing Communication Campaign