

To: Dr. Flammia  
From: Amy Toole  
Project Name: Progress Report: A Peacock's Life Promotional Brochure  
Report Date: October 28, 2020

A Peacock's Life (APL) lifestyle photography business will launch in 2021. The client and business owner, Lisa Peacock, contracted with me to design the initial piece of marketing materials. One of the first decisions between the client and me was whether to create a print or digital publication. While much of APL will live online, print materials will need to be made for occasional distribution. Before submitting the project proposal on 9/23, there were several phone calls with the client to discuss the expectations for the publication. A tri-fold brochure will showcase APL's photographic style and offerings and will drive traffic to the APL website and social media pages. As APL approaches its launch, the brochure format will serve as a guide for future business materials.

To aid in efficiency and transparency, I created and shared a Google Drive folder with Lisa. The folder includes project management documentation, such as the Gantt chart and project proposal, as well as documents to aid collaboration and conversation surrounding stylistic choices.

### **Progress from 9/23/20 through 10/28/20**

I began creating drafts of the brochure on Canva after submitting the proposal on 9/23. Determining the color and type was one of the first accomplishments. Lisa tagged fifty color options, and I narrowed this down to twelve for her review, then narrowed the options down to the final three colors to form the branding palette. The process for selecting type was similar. I collected script, serif, and sans serif options from the free version of Canva for Lisa to review. Once her preferences were noted I made the final selection of one script and one sans serif type.

Rough drafts of the copy text were also created, but after some conversations about the brochure layout, these blocks of text may not be needed for the final publication.

Lisa and I had several discussions about her vision for APL target demographics and marketing strategies. While the details of these discussions may not be seen directly in the brochure, understanding Lisa's goals guide my decisions when it comes to design and functionality. The ethos of the brochure should reflect that of the company: simultaneously sophisticated and approachable; stylized and candid.

I used Canva to create several versions of the brochure, then assessed each version to determine whether it matched the ethos of APL. One outer page and two inner page options were sent to Lisa for her review. Only one inner page is needed for the brochure, but all three pages will serve as templates for future publication pieces.

As of 10/28, Lisa and I have had four phone calls to discuss the progress of this project. I am roughly on schedule and maintaining a budget of \$0.

## **Anticipated Progress from 10/28 through 11/18**

Between 10/28 and 11/18, several additional tasks need to be accomplished. First, Lisa will upload a selection of photographs to the shared folder. These photographs will be the first examples of APL's skill and style. Once the photographs are uploaded, I will import them into the brochure.

Adjustments will also be made to the layout, color, copy, and logo to make the brochure more visually appealing. Lisa expressed adding more color contrast, and we agree that bullet points are more conducive than long text blocks for this publication. The bulk of these edits will be made in advance of the peer review on 11/2. I anticipate completing the final changes by 11/11, giving Lisa a week to review and send feedback before I submit the final document on 11/18.

## **Problems and Solutions**

Fortunately, there have been no problems to date. The biggest challenge is my inexperience throughout the process. Tasks such as creating a Gantt chart, writing memos, and using Canva are new for me, therefore everything takes longer than I expect it will in the future.

I have been using the project timeline as a guideline: some checkpoints are completed after the proposed date, but the Gantt chart is a useful tool to map all the tasks needing to be accomplished. Being able to visually assess my progress throughout this long-term process helps me to prioritize what task to work on.

With three weeks until the final due date, I can state with confidence that this project is on schedule and on budget.