

To: Dr. Flammia
From: Amy Toole
Project Name: Progress Report: A Peacock's Life Promotional Brochure
Report Date: November 25, 2020

Brief Project Description

A Peacock's Life (APL) lifestyle photography business will launch in 2021. The client and business owner, Lisa Peacock, is building the brand in preparation for the launch and needs marketing materials. This publication, a tri-fold brochure, will be the first marketing document and will serve as a guide for future business materials. While much of APL will live online, print materials will be needed for occasional distribution. The brochure will showcase APL's photography style and packaging options. It will also be a valuable resource to drive potential clients to the APL website and social media pages.

Budget

The project successfully met the budget of \$0. The platforms used during this project, such as messaging services, Google Drive, and Canva, were either freely available or a previously existing subscription. Client communication and document creation was achieved without incurring expenses for the client or myself.

Future projects may include rates to offset the cost of subscription services, such as cloud sharing or document design. This would allow ample space on Google Drive storage, for example, or additional features on Canva.

Schedule

The Project Timeline Gantt chart included major deadlines: Project Proposal, Progress Report, and Publication Date. These deadlines were met on time. Milestones, such as creating a logo and reviewing the brochure draft, were added to the timeline with very granular tasks to ensure that each step was completed in a timely manner. The dates for the tasks and milestones served as a guide; these dates were not rigid, but they did help me pace my work so that everything did not "pile up" at the end. It was important to me to give the client plenty of time to respond; having a detailed timeline helped me to determine when to communicate with the client.

According to the Project Task Log (Attachment 1), the Project Proposal took the most amount of time—14.5 of the total 43 hours. Spending fourteen hours on one memo seems excessive, and there are a few factors that contributed to this task. The proposal was the first document for the project, and it was important to begin the project with a clear understanding of the client's expectations for the document's audience, purpose, and style. Researching ideas for the publication, creating the shared folders, and developing the timeline were a few steps that helped to establish the direction of the project.

Problems Encountered

There were no problems throughout the project. The biggest challenge, as stated in the Progress Report, was my overall inexperience in project management and document design. Everything from

writing memos to using Canva included a learning curve, and I do not anticipate these activities to take as much time to complete in the future.

Maintaining a task log revealed that some tasks took more time than I would have expected. This is partly due to inexperience and partly due to a high level of perfectionism. Seeing the breakdown of time spent on each project helps me to see that obsessing over details causes the minutes to add up quickly. I want to be more aware of the time I spend on any given task, being conscious not to sacrifice efficiency for perfection.

Plans for Future Projects

Regarding the APL brochure, I plan to make some minor formatting adjustments based on the feedback of Dr. Flammia. I will continue to be in touch with the client and will be available to develop future marketing pieces as needed.

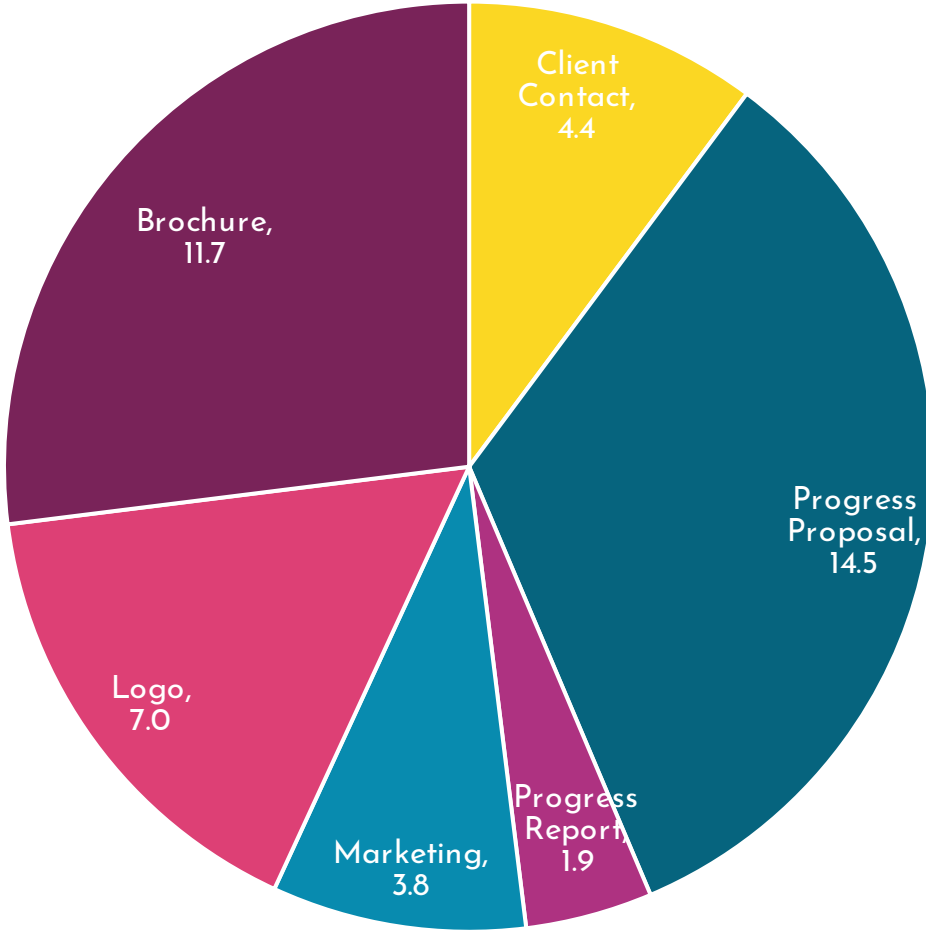
The most valuable I learned was how to manage a project from start to finish. Developing and maintaining a timeline, tracking hours, and managing client communications are incredibly relevant skills to practice. The client was easy to work with: Lisa was honest about her expectations for the project, upheld every deadline I set, and gave frank feedback throughout the process. It was important for me not to rush the client, and this was accomplished by providing an ample cushion for each milestone.

I thoroughly enjoyed the process of creating a document for a client. In addition to project management, I would like to develop my skills in document design. Canva is a robust tool that has much to offer, and I plan to use this tool more in the future. My other goal is to learn Adobe products, such as InDesign. Developing proficiency in the Adobe suite will be useful as I look to develop more publications either by freelancing or with a more traditional job.

Attached: Project Task Log

Summary

Hours Spent Per Task Category



Category	Hours	Category	Hours
Client Contact	4.4	Marketing	3.8
Progress Proposal	14.5	Logo	7.0
Progress Report	1.9	Brochure	11.7

Date	Hours	Task	Category
8/24/20	0.8	Initial phone call with client to discuss project.	Client Contact
9/1/20	1.0	Sketch logo ideas on paper.	Logo
9/14/20	1.0	Draw initial logo ideas in Procreate.	Logo
9/15/20	0.5	Prepare for phone call with client.	Client Contact
9/15/20	1.5	Create Gantt chart timeline.	Project Proposal
9/16/20	0.8	Discuss plan and expectations for project.	Client Contact
9/19/20	1.0	Review client's comments; brainstorm ideas for project proposal.	Project Proposal
9/20/20	1.0	Outline ideas for project proposal.	Project Proposal
9/20/20	1.0	Fill in dates and tasks on Gantt chart. Create and share Google Drive folder with client.	Project Proposal
9/20/20	0.5	Text with client to clarify proposal details.	Client Contact
9/21/20	0.3	Call with client to confirm project tasks and timeline.	Client Contact
9/21/20	2.5	Develop draft of the project proposal.	Project Proposal
9/21/20	0.3	Update Gantt chart to match agreed upon timeline.	Project Proposal
9/22/20	0.8	Review assignment requirements. Message professor for feedback regarding project idea.	Project Proposal

9/22/20	4.5	Make edits to project proposal.	Project Proposal
9/23/20	2.0	Make final edits to project proposal. Submit project proposal and share with client.	Project Proposal
9/28/20	1.5	Design the brochure layout using Google Sheets.	Brochure
10/7/20	1.5	Use client notes to gather branding options (color, type). Organize options for client review.	Marketing
10/8/20	0.5	Use Canva to work on initial draft of the brochure.	Brochure
10/21/20	1.0	Work on initial draft of the brochure.	Brochure
10/22/20	1.0	Work on initial draft of the brochure.	Brochure
10/23/20	0.8	Work on draft of brochure.	Brochure
10/23/20	0.1	Update Gantt chart.	Progress Report
10/23/20	0.2	Email draft of brochure to client.	Client Contact
10/23/20	0.8	Begin composing a progress report for the project.	Progress Report
10/27/20	0.8	Phone call with client to discuss progress.	Client Contact
10/28/20	1.0	Submit progress report and share with client.	Progress Report
10/30/20	2.5	Work on brochure design in Canva.	Brochure
11/1/20	0.8	Save and organize photos from client to use in the brochure.	Brochure

11/2/20	0.5	Make edits and adjustments to brochure.	Brochure
11/2/20	0.5	Begin working on a branding guide and business card design in Canva.	Marketing
11/3/20	0.2	Edit copy of brochure.	Brochure
11/3/20	0.3	Work on other marketing materials.	Marketing
11/8/20	0.3	Email with client regarding edits and adjustments to brochure.	Client Contact
11/11/20	2.0	Make edits to brochure according to client requests.	Brochure
11/11/20	0.3	Email updated draft of brochure to client, including final action items.	Client Contact
11/15/20	1.0	Make adjustments to primary logo design.	Logo
11/16/20	1.0	Develop supplementary logo designs.	Logo
11/16/20	2.0	Continue working on logo designs.	Logo
11/16/20	1.0	Finalize logo designs.	Logo
11/18/20	1.0	Make final edits to brochure design.	Brochure
11/18/20	1.5	Make final edits to branding guide and business cards.	Marketing
11/18/20	0.3	Upload final documents to shared Google Drive folder; email client to inform them of the finished product.	Client Contact