

# Project Plan - Thread

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## Executive Summary

### Project Overview

Thread is a new clothing brand/store aimed at females between the ages of 15 and 25. The style is based from alternative and indie looks with an added pinch of vintage and diy aesthetics.

### Project Objectives

Create a clothing brand and create relevant collateral relating to that clothing brand.

## Market Research

### Target Audience

The main target audience for Thread is females between the age of 15 and 25.

### Competitors

Competitors include all retail stores. The most important competitors are clothing brands with the same styles or indie and alternative.

### SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>•</li></ul>	<ul style="list-style-type: none"><li>• New</li><li>• Nobody knows about it</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Room to grow and improve as time progresses</li></ul>	<ul style="list-style-type: none"><li>• Overpowered by bigger retail companies</li></ul>

## Project Scope

### Deliverables

- A1 Poster
- Business Card
- Social Media Banner and Icon - Facebook
- Website Mockup
- Letterhead
- Swing tag/label
- Packaging
- Shopping Bag
- Short video
- Photography
- Shirt design (with logo)
- Style/Look Book - 8 pages

### Desirables

Social Media Banner and Icon - Instagram

Animated Logo

### Out of Scope

Making the website mockup into a full working website.

## Project Management Methodology

Waterfall Methodology.

Waterfall methodology is being used for this project as it is a methodology that goes in steps. plan, design, integration, testing and then finally publishing and/or printing etc.

I believe this methodology will work best for this project as it will have to be done in steps from planning to creating etc.

# Schedule

## Milestones

13/10 - Logo Completed

1/11 - Packaging Completed

14/11 - Photography Completed

18/11 - Video & Animation Completed

10/11 - Collateral Completed

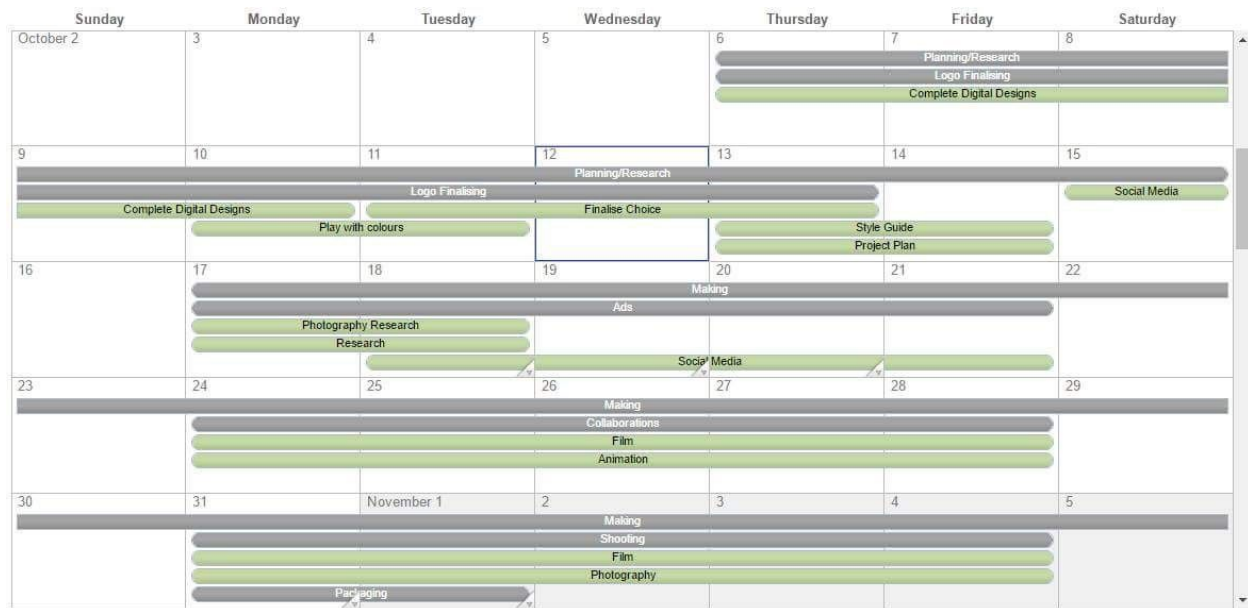
9/12 - Final Prints

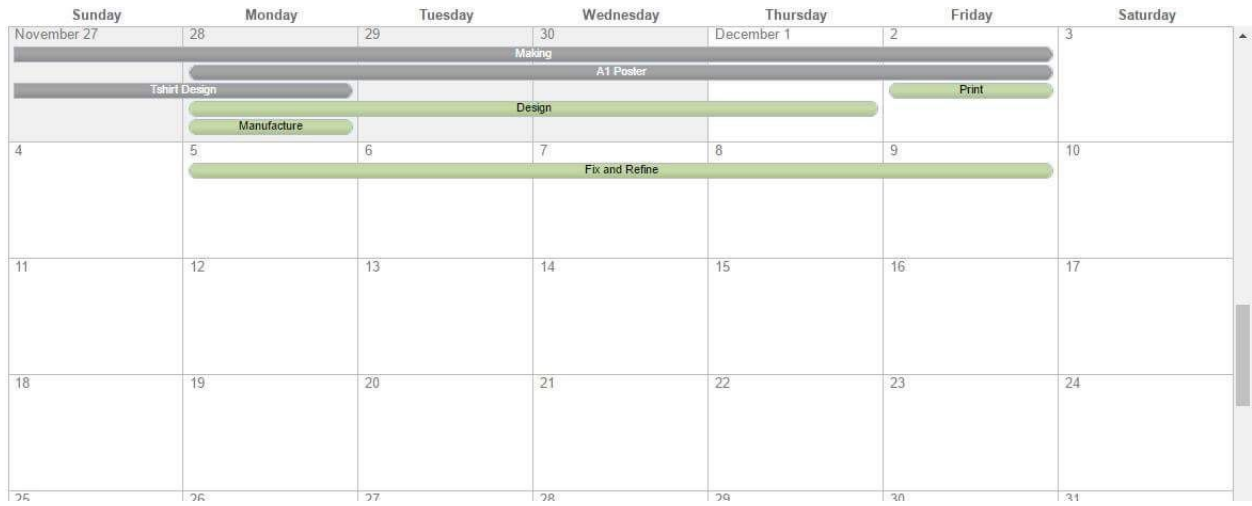
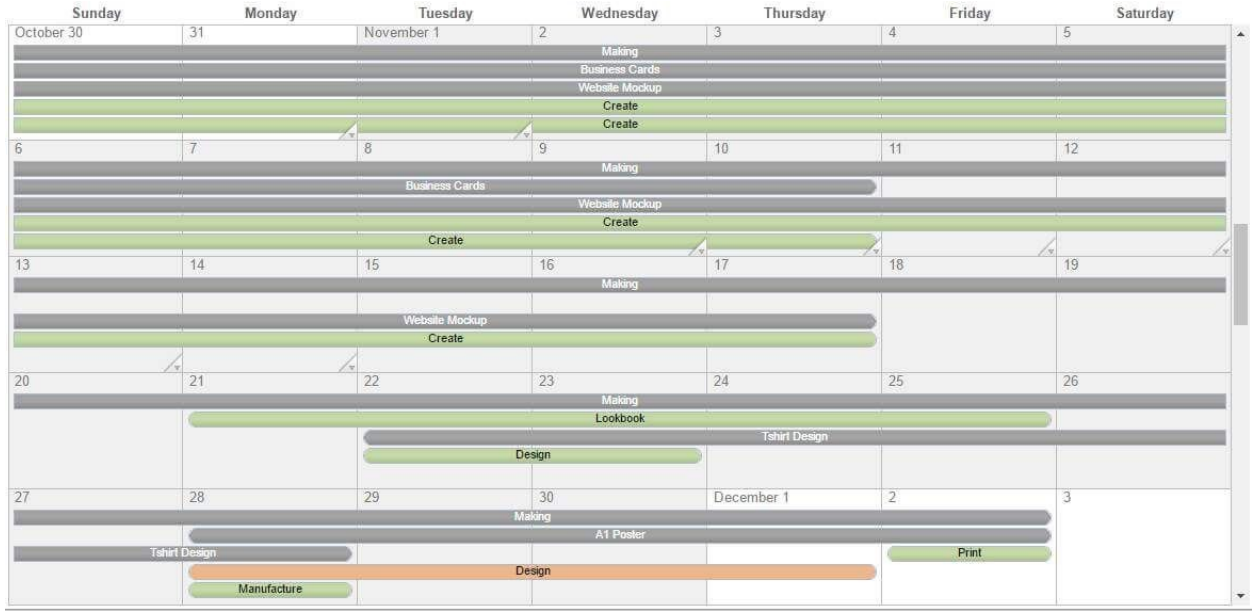
## Tasks

Task Name	Duration	Start	Finish
<b>Planning/Resea</b>	7d	06/10/16	15/10/16
* Logo Finalising	6d	06/10/16	13/10/16
Style Guide	2d	13/10/16	14/10/16
Project Plan	2d	13/10/16	14/10/16
Social Media	1d	15/10/16	15/10/16
<b>Making</b>	35d	17/10/16	02/12/16
Photography Re:	2d	17/10/16	18/10/16
Video Plan/Story	3d	18/10/16	20/10/16
<b>Ads</b>	5d	17/10/16	21/10/16
Research	2d	17/10/16	18/10/16
Print	3d	18/10/16	20/10/16
Social Media	4d	18/10/16	21/10/16
* Collaborations	5d	24/10/16	28/10/16
* Packaging	2d	31/10/16	01/11/16
* Shooting	5d	31/10/16	04/11/16
<b>Business Cards</b>	4d	07/11/16	10/11/16
Research Desi	1d	07/11/16	07/11/16
Create	3d	08/11/16	10/11/16
<b>Letterheads</b>	4d	07/11/16	10/11/16
Research Desi	1d	07/11/16	07/11/16
Create	3d	08/11/16	10/11/16
Editing images	4d	09/11/16	14/11/16

[-] Website Mockup	4d	14/11/16	17/11/16
Research Desi	1d	14/11/16	14/11/16
Create	3d	15/11/16	17/11/16
Editing film	5d	14/11/16	18/11/16
Lookbook	5d	21/11/16	25/11/16
[-] Tshirt Design	5d	22/11/16	28/11/16
Design	2d	22/11/16	23/11/16
Manufacture	1d	28/11/16	28/11/16
[-] A1 Poster	5d	28/11/16	02/12/16
Design	4d	28/11/16	01/12/16
Print	1d	02/12/16	02/12/16
Fix and Refine	5d	05/12/16	09/12/16

## Detailed Schedule







## Risk Management Strategy

### Risk Analysis

Files corrupting/ Loss of data - 1	Multiple backup versions of all work should be placed within usb and hard drives as well as the google drive
Becoming Sick - 2	As this is a solo project it is easy to take my work home with me. In the unlikely event that I become sick to the point of being unable to work, there is extra time allocated at the end of the project timeline to catch up and fix anything that needs fixing.
Work not being completed on time - 3	Ensuring that I stay on track with my timeline ensures that work will be completed on time. If there is some delays within the project, the extra allocated time at the end of the project should be enough to complete whatever is not finished.

### Contingencies

Risk	Insignificant	Minor	Moderate	Major	Catastrophic
0 - 25%					
25% - 50%			1	3	
50% - 75%					
75% - 100%		2			

## Communication Strategy

### Client Communication

Client communication will happen weekly with small updates on work being completed.

# Technical Documentation

## Hardware

Windows and Apple based computers

## Software

Adobe Photoshop CC 2015.5

Adobe Illustrator CC 2015.3

Adobe InDesign CC 2015

## Version Control

Each version name will be named after the item it is naming followed by the date going from year, month and then day.

e.g. swingtag\_161201

Swing tag, last edited on the 1st of December, 2016

## Backup

There should be multiple backup points on computers, usb's and hard drives and should be uploading work to the Google Drive folder on a regular basis to ensure no work is lost.