

COULD BE A MISUNDERSTOOD ISSUE

NEW OR PRE-EXISTING ISSUE?

DESIGN AGENCY BRIEFED

INTERNALLY DISCUSS PROVISIONAL TIMINGS

GET MORE INFORMATION FROM CLIENT

NGO / COMMUNITY SERVICES / PRIVATE

AGENCY CONSIDERS CLIENT'S NEEDS

2ND MEETING SET WITH CLIENT

MEASUREMENT CRITERIA SET

IS CLIENT CREATIVE OR NOT?

CLIENT EXPECTED ROI?

PROJECT FRAMEWORK

AND TIMING APPROVED

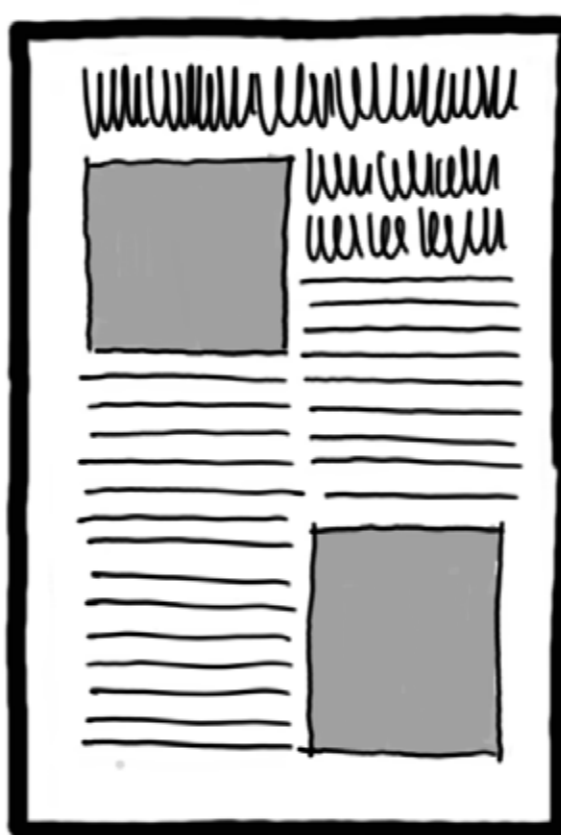
BUDGET APPROVED

IN THE NEXT STAGE YOU

MAY REQUIRE ETHICS APPROVAL

UNDERTAKE THE RESEARCH

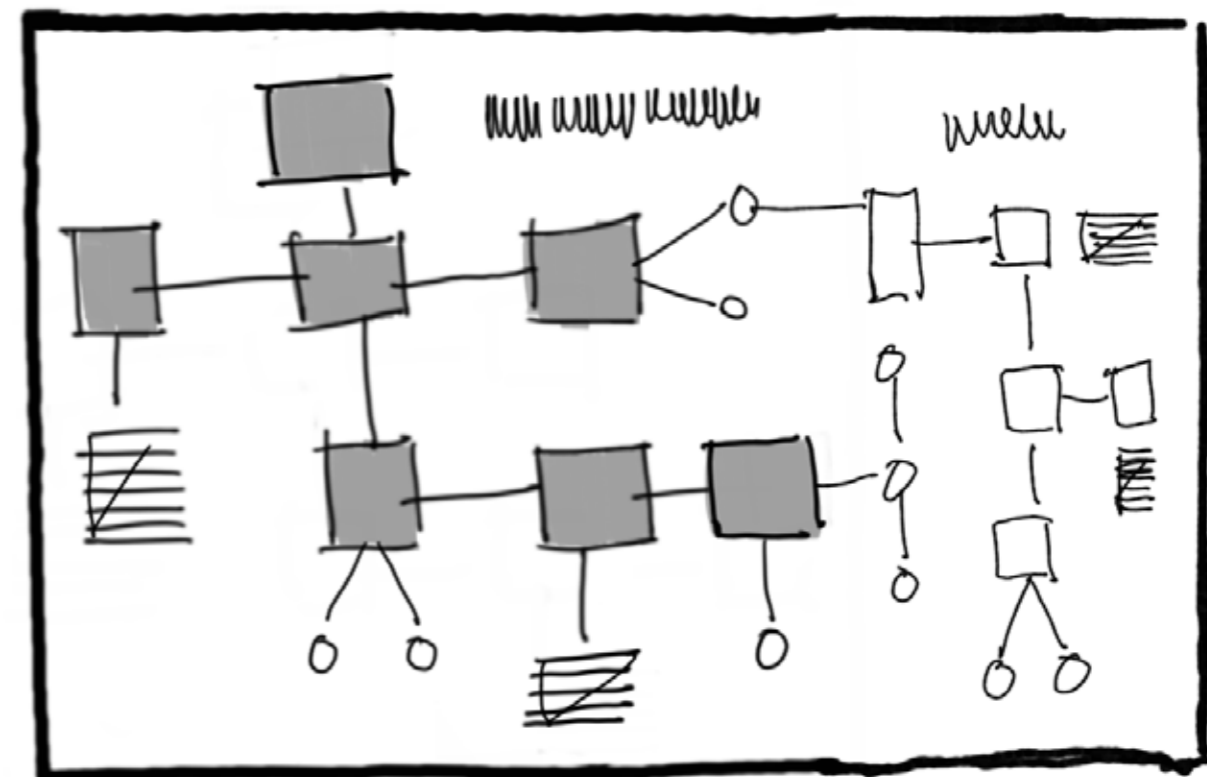
DETAILED PROJECT PLAN TO CLIENT



PROJECT

FRAMEWORK

DOCUMENT



PROJECT FLOWCHART

AGENCY TO PRESENT PLAN

* IN THE NEXT STAGE YOU

MAY REQUIRE ETHICS APPROVAL

UNDERTAKE THE RESEARCH

ISSUE IDENTIFIED ← BY RESEARCH
BY MEDIA OR OTHER ENTITY.

CLIENT MAKES CONTACT (INTRODUCTION)

START THINKING ABOUT A BUDGET \$

THINK ABOUT TEAM

NEED ANY SPECIALISTS?

AVAILABLE RESOURCES?



DESIGN TEAM DOES INITIAL

RESEARCH ON CLIENT AND ISSUE.

DO THEY WANT THIS PROJECT?

HOW WILL PROJECT AFFECT OTHER WORK?

TEAM BUILDING / TRUST / CONSIDERING

THE WORKING RELATIONSHIP

AGENCY PRESENTS PROJECT FRAMEWORK

INTRODUCES TEAM MEMBERS TO CLIENT.

THERE COULD BE A 3RD BUDGET MEETING

CONTRACTS PRESENTED: DEPOSIT PAID

: TERMS + CONDITIONS AGREED

AGENCY APPOINTED



INTRO