

Design Team Final Report

The final report is written by the account manager, but should be approved by the entire team before it is submitted.

INFORMATION ABOUT THE CLIENT

An overview of who the client is, who they serve and where they are located. Include information about current branding, web and other materials that you worked with, improved or redesigned

DESCRIPTION OF THE PROJECT

Describe what you did this quarter. Where did you start, how did the design progress, where did it conclude? Include sketches, screenshots and final designs.

RESEARCH AND COMPS

This material can also be included in the appendix. Examples of the visual solutions to your clients design problem. Include information about target market and competition.

OVERVIEW OF TEAM ACCOMPLISHMENTS

This should be a summary of what you did this quarter. Talk about team meetings, the group process, what you accomplished and what didn't go well. Make suggestions for improvement and share what you learned working for a client.

APPENDIX

Client presentations, email communication and meeting notes to support the information provided in the report. This could also include a bibliography of research sources, meeting calendars, notes from the client, etc.

DUE WEEK 11 (submitted digitally)