

# Knowledge Organiser (LO2): Client Briefs

You must be able to produce a work interpretation from a client brief, and then create a plan which fully meets the client requirements

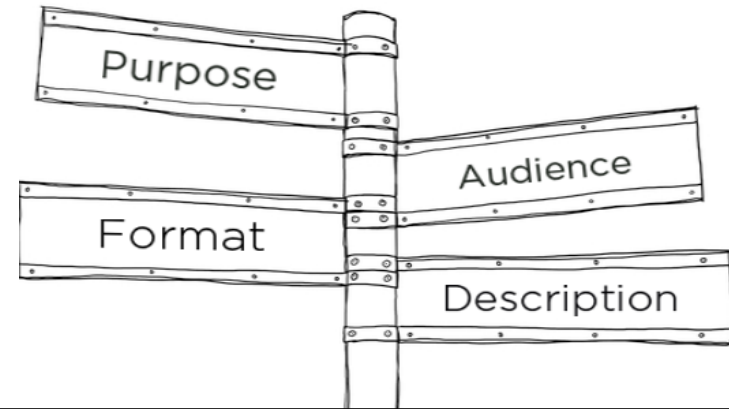
## Client Briefs and Work Plans

A client will release a document that clearly describes a product or service that a client would like someone to produce or create for them. A client brief might be made available to many production organisations or people who could compete to win the project for the client. For example, many programs that are broadcast by the BBC, Sky or ITV have been produced by companies employed by the broadcaster to create the radio or TV programmes for them.

A client brief is an essential document that will contain all the elements of a multimedia product that an organisation requires in a product they want. It will detail precisely and clearly the specifications to inform the producer of the multimedia of important and useful information about such things as; who the target audience is, what must be included in the product, the duration of product and the costs for producing the product.

Client **requirements** in the brief must all be achieved to satisfy the client. The client brief is agreed at the beginning of a project and between you and your client. An accurate client brief will produce a product that more accurately meets the clients needs. It is from the client brief that all other tasks will follow, such as planning, deciding what resources are needed, the costs of the project, e.t.c. All subsequent activities must be focused on meeting the clients requirements and must not add too or miss out any elements from their requirements.

Once you have agreed to become a producer of a multimedia product from a client, and you have agreed the requirements from the client specification, then the next step will be for you to produce a clear and detailed **work plan** for the creation of the multimedia product. The plan must be fully compatible with meeting the needs of the client and the target audience.



### Thoughts for Interpreting a Client Brief

- Start by describing the topic of the project, summarise what is needed to make the purpose of the project clear at the outset.
- What is the audience that you are trying to reach? What would be appropriate styles, colours, and illustrations that would be suitable for this audience. Are you addressing a social group, age group or a wider audience. Is there something specific that they'd be expecting from you?
- What would be the most appropriate size of the multimedia? Is it for print, web or both? How will this affect the choices you make for hardware and software needed to produce this? What image types, video size and resolutions are appropriate?
- Is there specific branding requirements that define which colours, fonts and logos that must be used? If so, are there any special rules for the use of a house style, such as where items must be placed in a document?
- What freedom do you have to influence the design without missing all the clients requirements?

# Knowledge Organiser (LO2): Work Plans

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Work Plan		
Task	Duration	Resources
<b>RESEARCH</b>		
Research video technique	1 hour	Computer, Internet, Keyboard, Mouse
Research existing videos	1 hour	
<b>PLAN</b>		
Plan initial ideas for video	30 mins	Computer, Microsoft Word, Keyboard, Mouse
Create a storyboard		
List equipment needed	30 mins	Computer, Microsoft Word, Keyboard, Mouse
Target audience analysis	1 hour	Computer, Survey Monkey, Keyboard, Mouse
<b>CREATE</b>		
	2 hours	
Import footage to computer	30 mins	Video Camera, Computer, Adobe Premiere
Review video footage		
Edit video footage	2 hours	
Add titles to video		
Add music to video		Computer, Adobe Premiere, Keyboard, Mouse
Export final video		Computer, Adobe Premiere, Keyboard, Mouse
<b>REVIEW</b>		
Test the video	30 mins	Computer, Microsoft Word, Keyboard, Mouse
Get feedback from client	1 hour	
Review the video		

Work Plan Content	Items to consider
<b>Tasks</b>	List all activities in chronological order would be expected to complete the project. Such as, adding slide transitions, creating a script, hiring equipment.
<b>Activates</b>	Consider all activities that are needed to complete the tasks. Such as, setting up the studio, researching the internet, taking additional photos, creating photoshop images or logos.
<b>Resources</b>	What additional equipment is needed and what additional costs might this introduce? Maybe you don't have the right lens for a video camera or DSLR. Do you need to involve more people? If so, how any and when?
<b>Workflow</b>	What order do things need to be done? Producing the plans (Gantt Chart) before starting the project. Capturing images before editing. Do you need a storyboard or visualisation diagram first? What time is needed to do this?
<b>Timescales</b>	When does the project need to be finished and how much time does this give you for each task. Which tasks can cause others to be delayed too much?

## Gantt Charts

A Gantt chart is a visual representation of a project plan **schedule**. It graphically shows the duration of each task in the order that they have to be completed. It gives a clear representation of the time needed to complete each stage and will show if the project can be completed on time. It can also allocate work to different people or groups.

## Other considerations

**Contingency planning** - You must consider planning for the unexpected; do you need more time, more cost, what if there are unexpected delays?

**Schedule** (definition): A plan of tasks with associated time for each task.

