

## Learning outcome 4: Professional standard

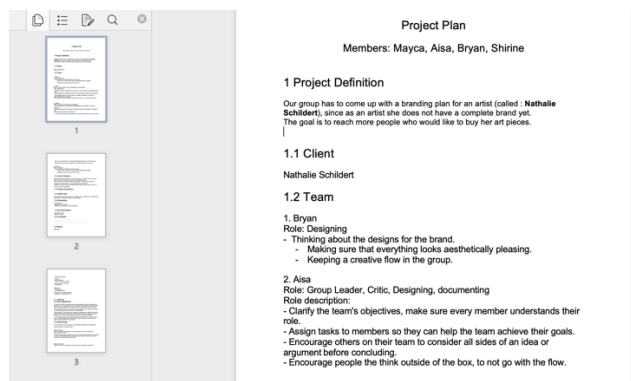
In the First Group Project in the 2nd Semester, I took the lead in executing the **project plan** and **content strategy**, including the development of the **MoSCOW plan**. Additionally, I **maintained regular communication with the client** on behalf of the group, ensuring alignment with their expectations and needs throughout the project.

WorkMap			
Shirine	Aisa	Mayca	Bryan
Team charter document	Writing the project plan	Designing a styles cape	research about social management
Writing, printing and delivering the survey for client research	Designing a styles cape	Thinking about a MOSCOW plan	Designing a styles cape
	Thinking about a MOSCOW plan	Designing logos	Thinking about a MOSCOW plan
	Designing logos	make the brand guide	Designing logos
conducting the interview			
Filling in the survey data	making a persona	instagram prototype	Prototype for an instagram page
Making a summary of the survey	reaching the client		Prototype for website
Making a persona	making the content strategy		
website prototype	designing a poster/flyer		
	making the final presentation		

*Making sure that everyone is happy with their work.*



*The Presentation that I made for the group.*

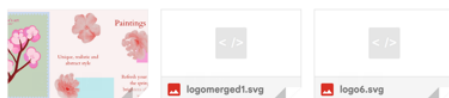


*The Project Plan for the group*

cimzett: nathalieschildert

Dear Nathalie,  
My name is Aisa Szakal from Fontys and since this is the last week working on the project of yours, I thought it would be great to contact you before the presentation.  
We finalized the style scape (with colours, fonts, style) and I would ask you if there is anything that you don't like about it.  
We also have the two final logos that we changed a bit since the last talk with you, so maybe if you could choose one that would be great (I attached everything below).  
Overall, I know we didn't speak with you that much, but it was nice to "meet" with you, see your work, and hear your story.  
I hope you will like the final product.  
Kind regards,  
Aisa Szakal (and team2).

3 melléklet • Megvizsgálta a Gmail



*Reaching out for the client, for the needed information.*

### 3rd WEEK's to-do

- ☒ Finalise styles cape MONDAY
- ☒ Finalise logo MONDAY
- ☒ Summary of the survey MONDAY
- ☐ (make instagram template)
- ☒ make a persona TUESDAY
- ☐ brand guide

### Planning week 1-2

- Week 1:
- Monday Start-up with client

*Making sure that the To Do List is updated every week.*