1. Project Schedule

Milestone	Task	Owner	Start Date	End Date	Dependencies	Resources Needed
Concept Development	Review brand guidelines	Isabela Martins	2025/07/29	2025/07/29	None	- Time - Brand Guide PDF
	Brainstorm creative directions	Isabela Martins	2025/07/29	2025/07/30	Review brand guidelines	- Time - Notebook - Reference Materials
	Develop initial design sketches	Isabela Martins	2025/07/30	2025/07/31	Brainstorm creative directions	- Time - Sketchpad or digital tools
Visual Design	Select photos from existing assets	Isabela Martins	2025/08/01	2025/08/01	Develop initial design sketches	- Laptop - Joe Fresh photo library
	Create graphic overlays and backgrounds	Isabela Martins	2025/08/01	2025/08/03	Select photos	- Adobe Illustrator – Photoshop - Laptop
	Design first banner mock-up	Isabela Martins	2025/08/04	2025/08/05	Create graphic overlays	- Adobe Suite - Laptop
	Design second banner mock-up	Isabela Martins	2025/08/05	2025/08/06	Design first banner mock-up	- Adobe Suite - Laptop
Internal Review	Submit mock-ups for internal feedback	Isabela Martins	2025/08/06	2025/08/06	Design second banner mock-up	- Email - Digital files
	Implement feedback (First revision)	Isabela Martins	2025/08/07	2025/08/08	Submit mock-ups for feedback	- Adobe Suite - Notes from marketing team
Finalization	Prepare final high-resolution files	Isabela Martins	2025/08/09	2025/08/09	Implement feedback	- Photoshop - Illustrator - Laptop

	Create mood board and presentation strategy	Isabela Martins	2025/08/10	2025/08/10	Finalize banner files	-PowerPoint - Canva - Laptop
	Write brief design summary (PDF)	Isabela Martins	2025/08/10	2025/08/10	Create mood board	- Word - Adobe PDF - Laptop
Project Submission	Submit final deliverables to marketing	Isabela Martins	2025/08/11	2025/08/11	All previous tasks completed	- Email - Final folders with mock-ups and documents
Approval Milestone	Receive final approval from marketing team	Marketing Lead	2025/08/12	2025/08/13	Submit final deliverables	- Review time - Internal meeting

2. Gantt Chart

PROJECT PLAN

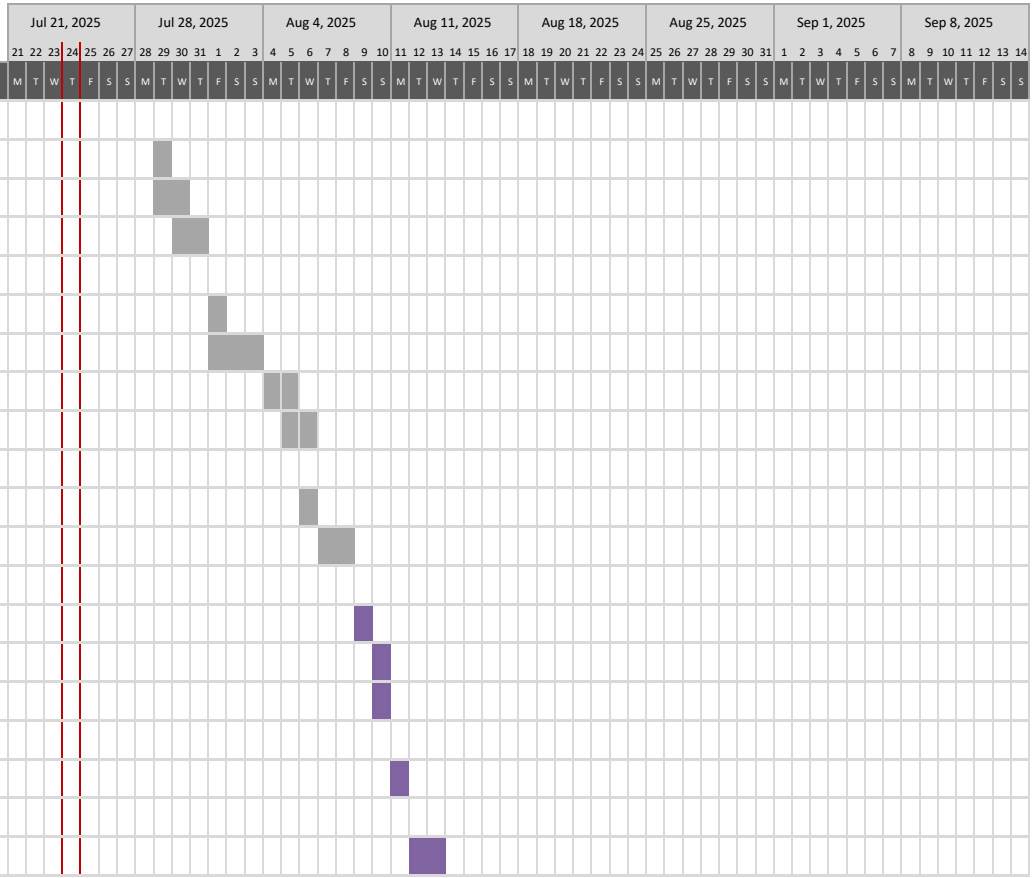
JOE FRESH
Project Lead

Isabela Martins

Project Start: Thu, 7/24/2025
Display Week: 1

SIMPLE GANTT CHART by Vertex42.com
https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html

TASK	Dependencies	ASSIGNED TO	START	END
Concept Development				
Review brand guidelines	None	Isabe	2025/07/29	2025/07/29
Brainstorm creative directions	Review brand guidelines	Isabe	2025/07/29	2025/07/30
Develop initial design sketches	Brainstorm creative directions	Isabe	2025/07/30	2025/07/31
Visual Design				
Select photos from existing assets	Develop initial design sketches	Isabe	2025/08/01	2025/08/01
Create graphic overlays and backgrounds	Select photos	Isabe	2025/08/01	2025/08/03
Design first banner mock-up	Create graphic overlays	Isabe	2025/08/04	2025/07/05
Design second banner mock-up	Design first banner mock-up	Isabe	2025/07/05	2025/07/06
Internal Review				
Submit mock-ups for internal feedback	Design second banner mock-up	Isabe	2025/08/06	2025/08/06
Implement feedback (First revision)	Submit mock-ups for feedback	Isabe	2025/08/07	2025/08/08
Finalization				
Prepare final high-resolution files	Implement feedback	Isabe	2025/08/09	2025/08/09
Create mood board/ strategy presentation	Finalize banner files	Isabe	2025/08/10	2025/08/10
Write brief design summary (PDF)	Create mood board	Isabe	2025/08/10	2025/08/10
Project Submission				
Submit final deliverables to marketing	All previous tasks completed	Isabe	2025/08/11	2025/08/11
Approval Milestone				
Receive final approval from marketing team	Submit final deliverables	Isabe	2025/08/12	2025/08/13



3. Communications Plan

COMMUNICATION PLAN					
Communication	**Purpose**	**Method**	**Frequency**	**Audience**	**Owner**
Kickoff Email	Confirm project start, scope, timeline	Email	One time	Marketing Lead	Isabela Martins
Weekly Progress Updates	Provide progress report and flag issues if any	Email Slack	Weekly on every Friday	Marketing Lead	Isabela Martins
Creative Check-in	Share initial concepts, get feedback	Video Call (Zoom)	Once on August 6	Marketing Team	Isabela Martins
Feedback Summary	Document and clarify marketing team's input	Email with PDF Summary	After internal review	Project Team / Marketing	Isabela Martins
Final Submission	Deliver all completed files and documentation	Email and Shared Drive	Once on August 11	Marketing Lead / Stakeholders	Isabela Martins
Approval Confirmation	Receive final decision/approval	Email or Zoom Follow-up	Once on August 13	Marketing Lead	Isabela Martins
Project Retrospective	Reflect on lessons learned and improvement areas	Email with Google Form	Once (Post-project)	Project Team	Isabela Martins

3.1. Risk Plan

RISK REGISTER						
	Risk	**Likelihood**	**Impact**	**Overall Risk Level**	**Mitigation Strategies**	**Monitoring and Communication**
R1	**Delay in receiving internal feedback**	Medium	High	High	Schedule the review in advance and confirm	Track feedback deadlines in the project timeline and send

					availability with marketing lead	reminders before each review date
R2	**Misalignment with brand identity**	Low	High	Medium	Constantly refer to brand guidelines and submit initial concept for early feedback	Review alignment during internal check-ins and confirm brand compliance with marketing
R3	**Technical issues with file formatting**	Medium	Medium	Medium	Use export presets for Instagram and test visuals on the platform before final submission	Test file formats during design phase and confirm resolution and compatibility before submission
R4	**Over-scoping of design elements (too complex)**	Low	Medium	Low	Reconfirm project exclusions with stakeholders at kickoff	Reassess project scope weekly and flag scope creep during progress updates
R5	**Miscommunication between team and marketing**	Medium	Medium	Medium	Use clear documentation after each meeting and recap decisions via email	Maintain a communication log and confirm key points in writing after every discussion

4. Change Management Plan

4.1. Change Identification

Changes during the course of this project may arise due to client feedback, internal creative development, or shifting priorities from the marketing team. To ensure every adjustment is properly managed, all change requests must be formally identified and documented. Anyone involved in the project, including the creative team or the marketing department, can propose a change. These requests must be submitted by email to the project lead, Isabela Martins, along with a clear explanation of the requested change, the reason for it, its level of urgency, and any suggested timelines. Once received, each request will be logged in a change tracking document, which will

record the date of the request, the description, its status, and the outcome of the approval process.

4.2. Change Impact Analysis

After a change is identified, the next step is to assess its potential impact. The project lead will evaluate how the proposed change could affect the overall project scope, the schedule, and the resources available. For example, if the change involves creating an additional banner or altering design elements beyond the original brief, it may impact the final delivery date or require reallocation of time and tools. These considerations are carefully reviewed to ensure that the project remains within its timeframe and does not exceed the available budget or staff capacity.

4.3. Change Approval Process

Once the impact is understood, the change request is presented to the marketing lead, who holds the final authority to approve or decline it. No changes will be implemented without this formal approval. The decision is typically communicated within one business day, and the change log is updated accordingly. In cases where the change is time-sensitive, it may be discussed directly via phone or video call, but written confirmation will still be required for documentation purposes.

4.4. Change Implementation

After a change is approved, it is promptly integrated into the project timeline. Tasks are updated, responsibilities are reassigned if needed, and the new schedule is shared with the design team. Because of the tight deadline and fixed scope, all adjustments must be managed with care to avoid delays or overextension. Any approved changes must be implemented using the tools and resources already available to the team.

4.5. Change Communication

To maintain alignment across all teams, weekly project update emails will include a summary of any new or pending changes, and the full change log will remain accessible to relevant team members via the shared drive. If a change significantly alters the direction or timing of the project, it will also be discussed during regular team check-ins or one-on-one meetings to ensure that everyone involved is informed, prepared, and able to adjust their workflow accordingly.