

MGMT 6160 Project Closure Report

Project Name	Joe Fresh Instagram Banner Design
Project Manager	Isabela Martins Afonso Coimbra
Client	Joe Fresh
Date	August 6, 2025

Project Summary

This project was initiated to address Joe Fresh's need for more engaging visual content on Instagram, moving beyond the traditional minimalist product shots to visuals that better capture attention on a fast-paced, visual platform. The objective was to create two high-quality Instagram banner mock-ups that integrated playful graphic elements while maintaining the brand's accessible and clean style.

The project scope included developing concept ideas, selecting existing photography from Joe Fresh's image library, applying graphic overlays, and preparing final deliverables, including mock-ups, editable design files, a mood board, and a written design summary. The work had to be completed within a two-week timeframe and approved by the Joe Fresh marketing team.

Project Deliverables and Completion Criteria

Deliverable	Completion Criteria	Deliverable Outcome	Who and How Deliverable was received	Date Completed
Instagram banner mock-up 1	Visually engaging design using brand imagery and graphic elements; formatted for Instagram; meets brand guidelines	Completed and approved after one round of internal feedback	Emailed final files and source documents to Marketing Lead	August 06, 2025
Instagram banner mock-up 2	Same as above, demonstrating a second creative concept	Completed and approved; included variation in layout and colour palette	Delivered through shared OneDrive folder	August 06, 2025
Editable source files	Photoshop and Illustrator files prepared and organized; correctly layered and labelled	Delivered with appropriate format settings	Included in shared folder with mock-ups	August 10, 2025
Mood board and presentation	Visual explanation of creative strategy, showing alignment with brand tone	Delivered as PowerPoint and PDF	Sent to Marketing Team via email	August 10, 2025
Written Design Summary	One-page PDF outlining the creative approach, Instagram format specs, and delivery timeline	Included rationale for design decisions and project overview	Attached to final deliverables email	August 11, 2025

Project Completion Acceptance

Project Role	Name	Signature (Electronic is acceptable)	Date
Client	Marketing Lead, Joe Fresh	MarketingLeadJF	August 13, 2025
Project Manager	Isabela Martins Afonso Coimbra	IsabelaCoimbra	August 13, 2025

Lessons Learned

What Worked / Didn't Work	Recommendation for next time
Clear internal planning helped keep the project on schedule	Maintain a well-defined task schedule and track daily progress using Gantt chart tools
Delay in receiving final photo selections from client impacted early design stages	Request all client-provided materials upfront before beginning concept development
One round of feedback was sufficient but required precise communication	Clarify scope to include only one revision round and document feedback in shared formats
Collaborative tools (OneDrive and Slack) improved communication and file sharing	Continue using cloud-based tools for real-time collaboration and delivery
High-quality brand photography saved time and enhanced final output	Prioritize projects that use pre-approved, brand-aligned photo libraries
Feedback was constructive but occasionally delayed	Set clear expectations for review timelines and follow up proactively
Strong alignment with brand guidelines ensured approval success	Keep brand guidelines at the forefront throughout the creative process
Creative check-in helped align vision before final designs	Schedule mid-project check-ins to avoid major revisions later