Creative Production Management

Group - 4

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Project Overview

A centralized system for the regulation of creative content production

Client and cost management (ANUP)
Task delegation and assignment (ANUP)

Motivation

- The process involving the demand and production of creative content is very tedious and primitive

- No suitable platform uniting the client and the organization of content creators is available
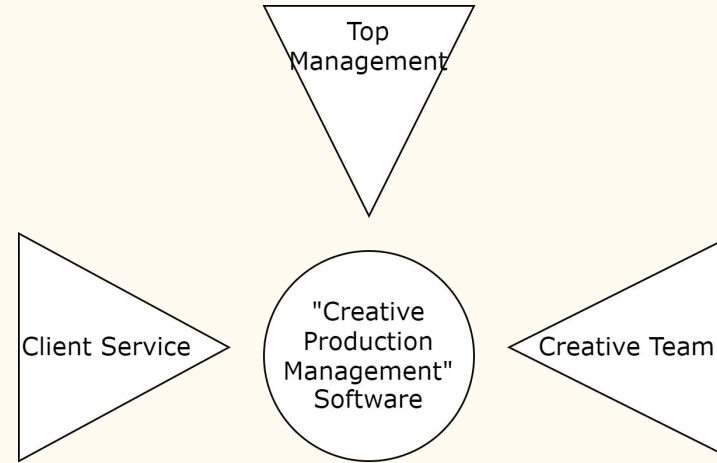
Modules

- Cost Estimation
- Task Management
- Archive Management
- Performance Analysis
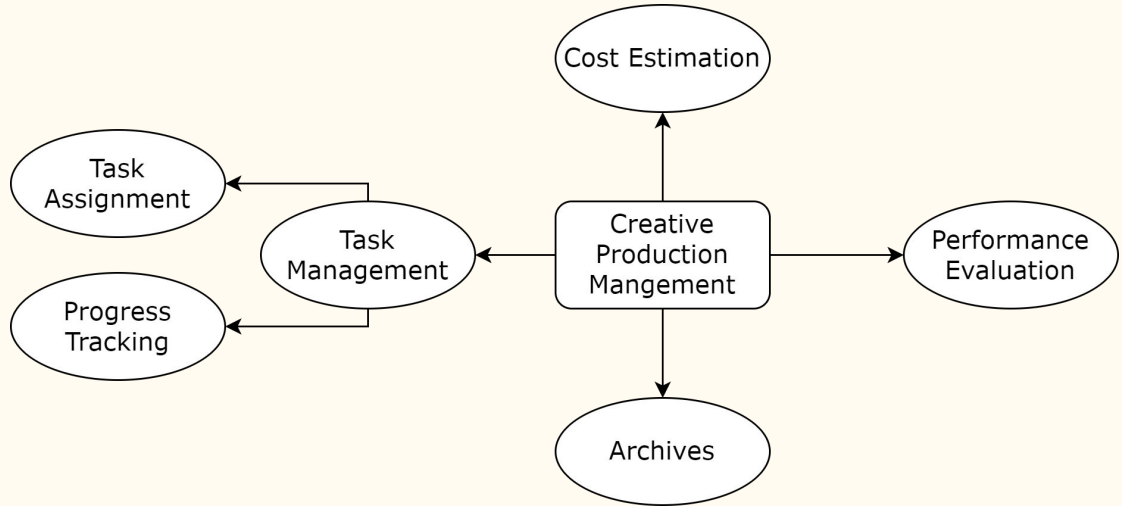
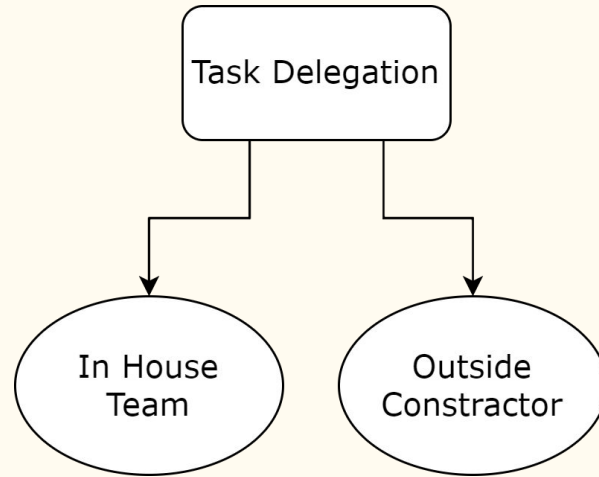# Roles

- Top Management
- Client Service
- Creative Team

Top
Management

Client Service

"Creative
Production
Management"
Software

Creative Team

Flow of Control

Order Received → Cost Estimation → Task Management → Archive

Task Delegation

Cost Estimation

1. In House Development
   - Requirements breakdown
   - Specific cost according to certain types of works
   - Manual cost input of new types of works

2. Vendors
   - Cost Estimation taken from the outside contractor

Costs would be finalized upon client's approval.

Cost Estimation

1. In-House Assignment
   - Requirements breakdown
   - Work-specific cost (with manual inclusion of new types)

2. Vendors
   - Cost Estimation taken from the outside contractor

Costs would be finalized upon client's approval.

Task Management

- In House Task Assignment
  - Client Service Officer would assign tasks based on the load of all designers and their expertise.
- Tasks assigned to Vendors
  - A work order will be generated mentioning the details of the task and the cost agreed by both the client and the vendor.

Task Management

- **In-House Task Assignment**
  - Assignment of tasks based on the load and expertise of the designers by Client Service.
- **Tasks assigned to Vendors**
  - Generation of work order according to prior agreement.
- **Progress Tracking**
  - Role-specific dashboards for tracking progress and deadline information.

Task Management

- Progress Tracking
  - A dashboard will be in place for keeping track of ongoing tasks with their deadline.
    - Top Management and Client Service can observe the progress of the ongoing tasks throughout the organization.
    - Members of the Creative Team can observe the progress of their own tasks.
  - Tasks outsourced to Vendors will also show up in the dashboard.
  - Tasks exceeding deadlines will be displayed in different color in the dashboard.

Task Management

- Progress Tracking
  - Role-specific dashboards for tracking progress and deadline information.

Archive Management

- Client Service Officers (CSO) are in charge of Archives.
- Upon receiving a content from the creative team, CSO will add that to the archives after inclusion of necessary metadata.
- CSO can rate the creative contents.
- Creative Team has the ability to search extensively through the archive for inspiration.

Archive Management

- Completed contents archived by Client Service for future references
- Archived along with important metadata regarding related task and rating

Performance Evaluation

- Top Management and Client Service will be able to see th evaluate the performance of the individual members of the Creative Team based on their volume of work against time required and the quality of work.

Performance Evaluation

- Review of performance according to work per time and quality of completed work
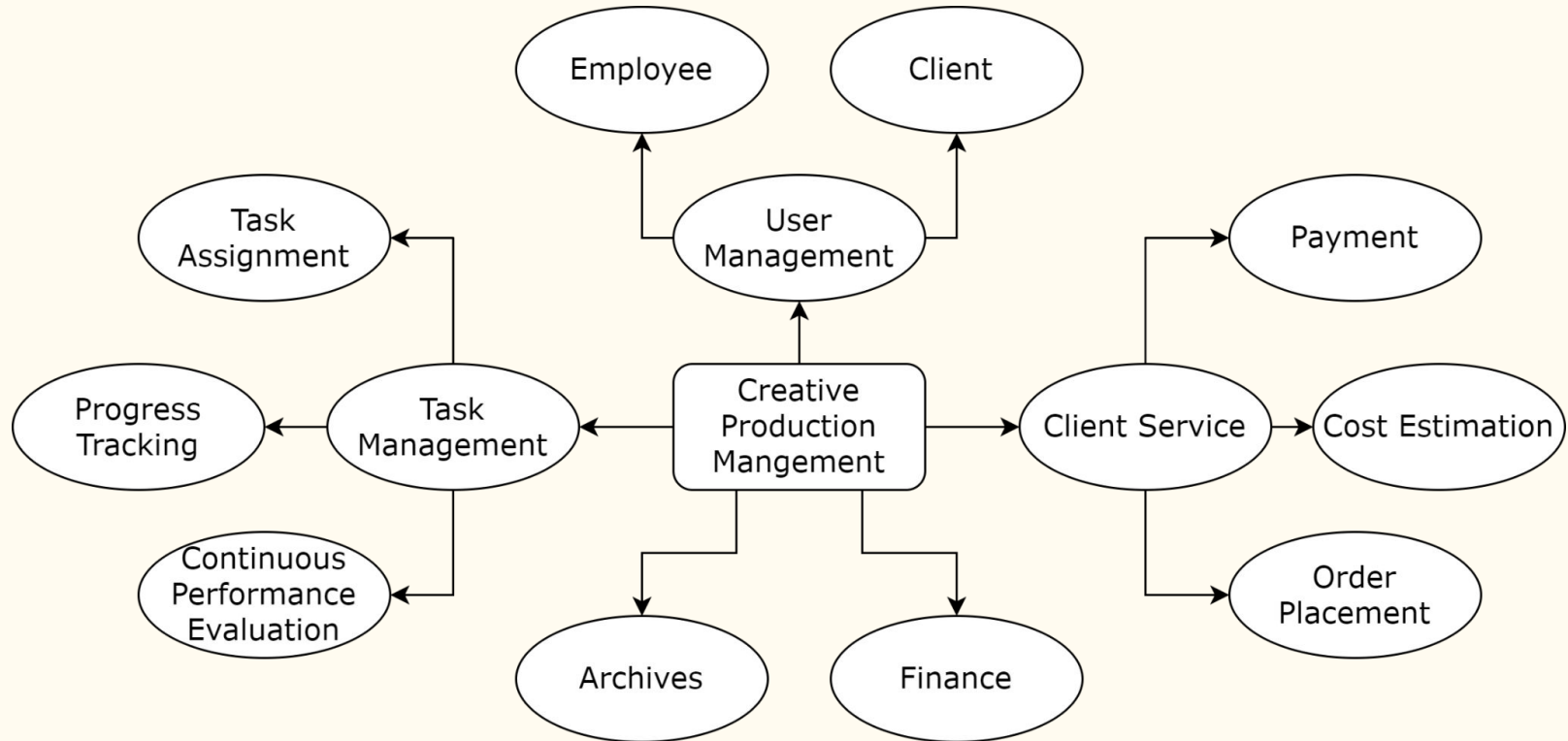
Related examples

Modules

Order Placement

- Taking orders from clients through a well defined form.

- Orders taken at different rates depending on the type of customers.

Payment

- Retainer clients would have a defined cards of standard costs and a personal discount per this type of client.
- Ad hoc clients would need to discuss his requirements and negotiate an amount up front or via email.
- A Payment Gateway will be in place for receiving payments (advance and final).

Finance

- Keeps track of
    - Payment of already delivered orders
    - Designers' salary
    - Suppliers' cost
    - Finalized orders with agreed cost
- Calculates
    - Net profit at the end of a month/year
    - Estimated profit at the end of a month/year

User Management

1. Client
   a. Retainer Client
   b. Ad Hoc Client
2. Designer
3. Manager