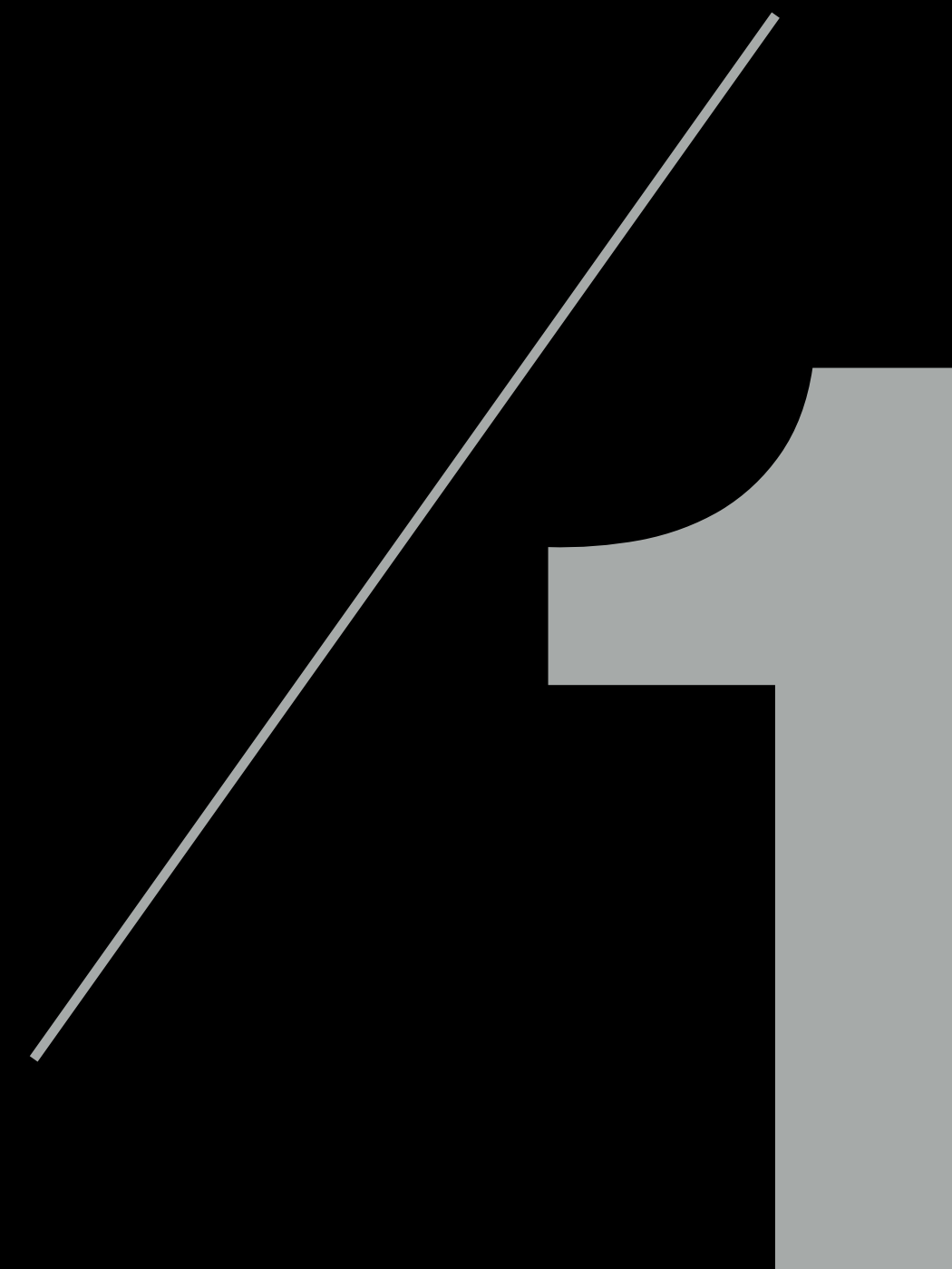


The Practical Project Management Approach

Our Approach



Our approach is a hybrid model of Waterfall, Scrum, and Kanban.

Don't be worried if none of those terms make sense. We'll explain.

Our approach is based on “**chunking.**”
Taking something really big and breaking
down to smaller and smaller pieces.

Projects break down into **phases**.

Phases break down into **weekly sprints**.

Weekly sprints break down into **tasks**.

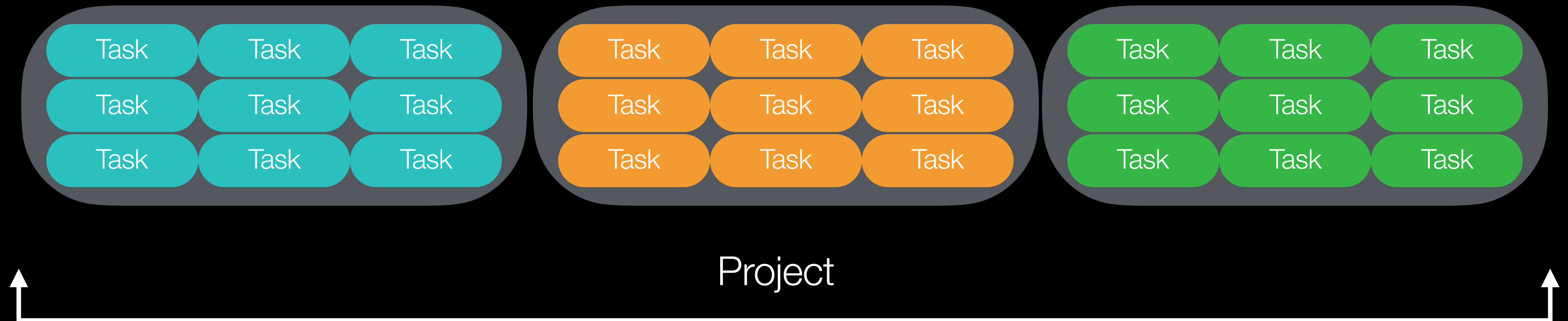
A project broken down into phases

Projects can have more than 3 phases, but for illustration purposes, we're breaking down this project into 3 phases.



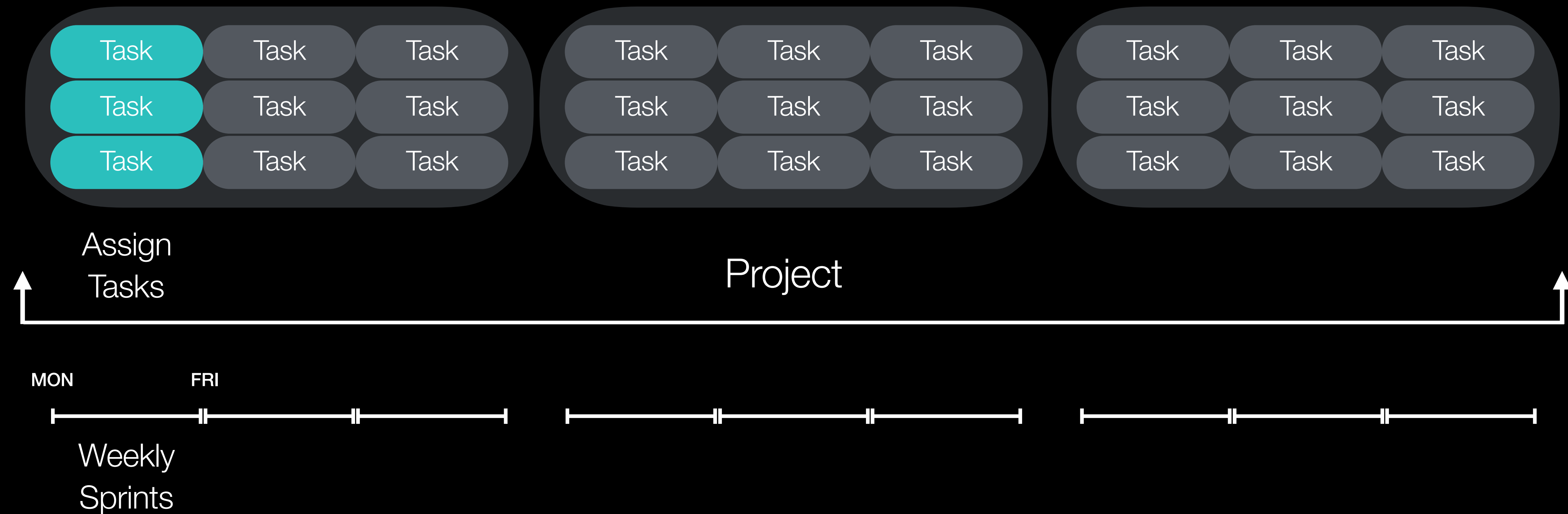
Phases broken down into tasks

Each phase can be broken down into individual the tasks that are needed to complete each milestone in your project.



Weekly tasks are assigned to the team

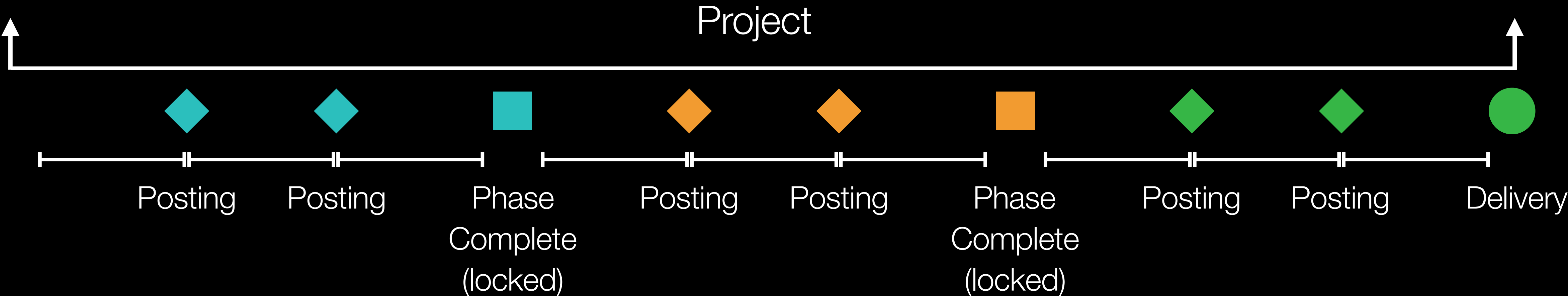
We assign tasks to the team at the beginning of each week– a “Weekly Sprint.” Every consecutive week, we revisit if the tasks have been completed, and assign new ones to reach our next milestone/posting.



Post to client for review, roughly once a week.

With each post, you are crossing off a milestone off of your list (like a round of revision). Once the phase is completed, it's locked and you shouldn't go back.

Each phase is contingent on completing the previous one. When every phase is complete, you deliver the project to your client.



Examples



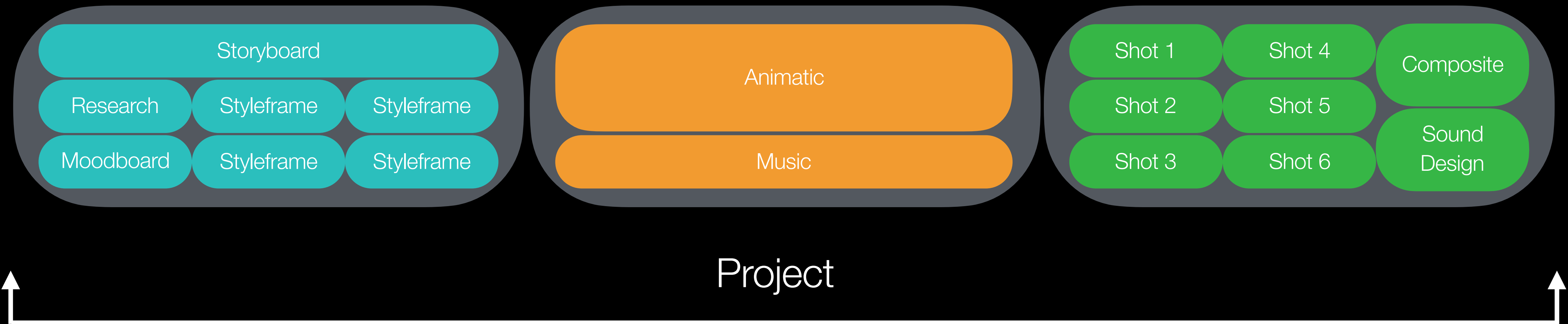
Motion Design Project

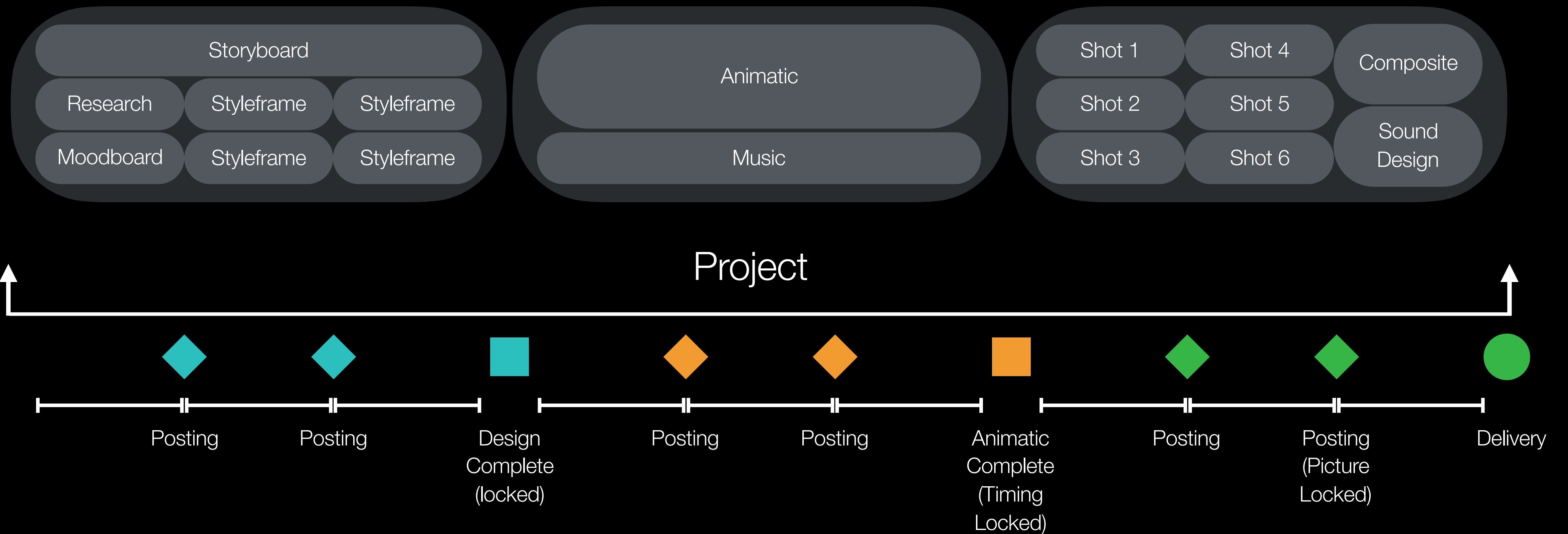
Phase 1:
Design

Phase 2:
Animatic

Phase 3:
Animation

Project





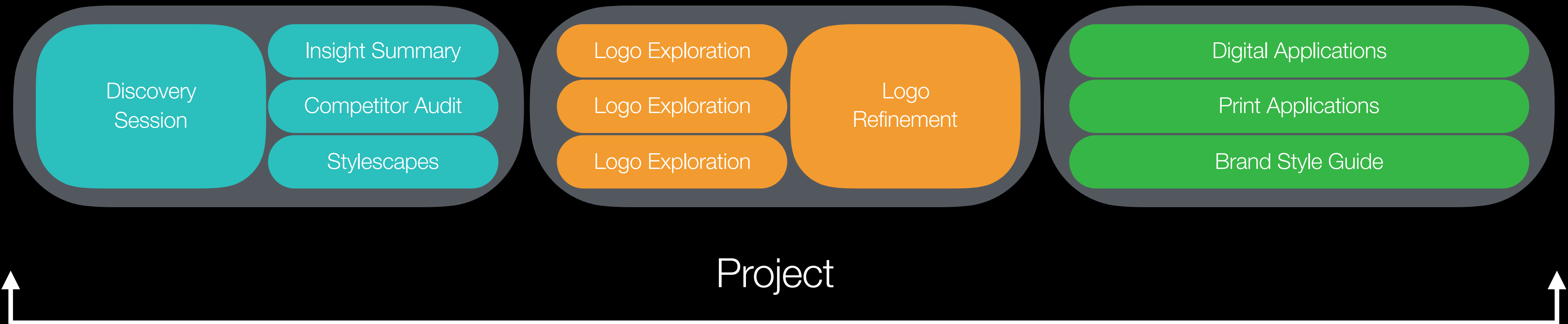
Brand Identity Project

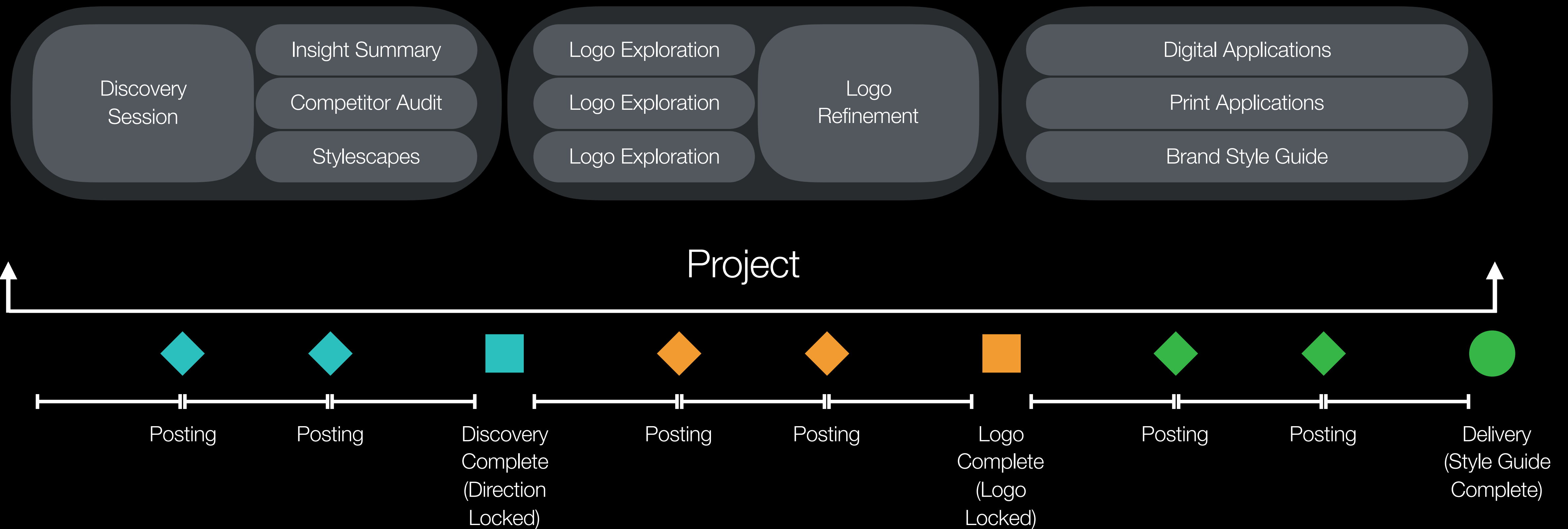
Phase 1:
Discovery

Phase 2:
Logo Design

Phase 3:
Brand Applications

Project





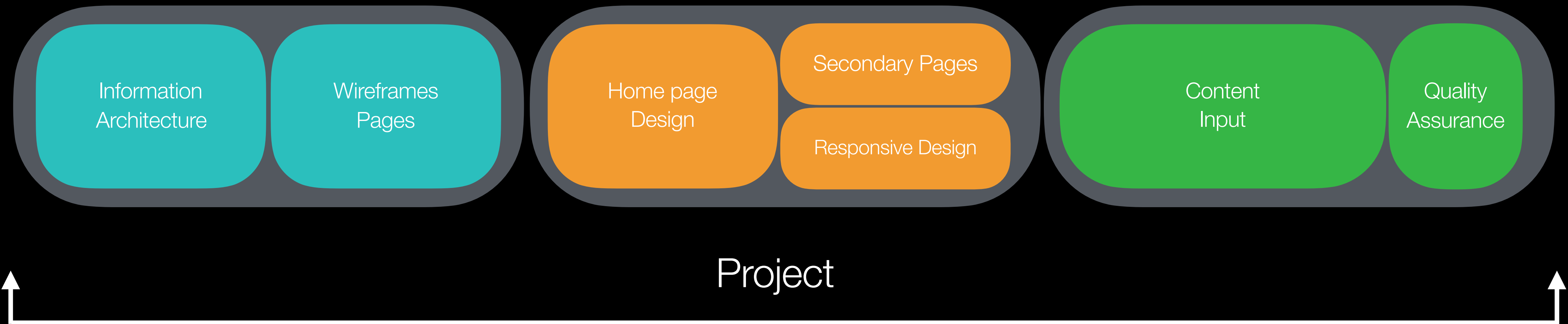
Website Project

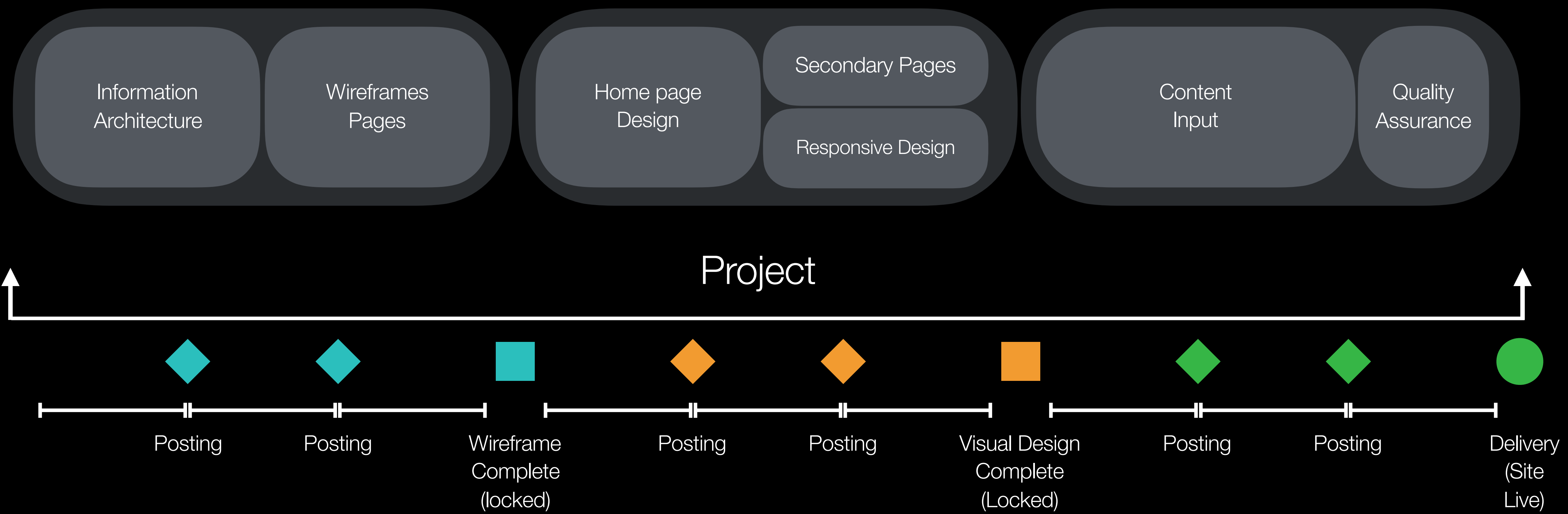
Phase 1:
Wireframe

Phase 2:
Visual Design

Phase 3:
Content Migration

Project





Practical Project Management