

## Template PROJECTPLAN

1. AUTHOR, DATE, VERSION PROJECT
2. BACKGROUND / EXPLAIN THE PROJECT IN SHORT
3. OUTCOME / RESULTS
4. OBJECTIVES (LITTLE WHY'S)
5. BIG WHY: long term goals
6. COSTS / BENEFITS APPROACH (BUY, MAKE, HIRE) AND WHY THIS APPROACH
7. PRODUCT BASED PLANNING
8. GANTT CHART/TIMETABLE
9. PROJECT TEAM STRUCTURE (roles and responsibilities)
10. RISK log
11. BUDGET (costs & benefits in balance)
12. MARKETING & PUBLICITY PLAN
13. BRANDING/VISUAL IDENTITY brief for director or photographer including a moodboard