

Big Time Multimedia Producers

Major Encyclopaedia Company is offering a value added CD to supplement its encyclopaedia sales. Big Time Multimedia Producers will be completing this project slated to begin on Monday June 2, 2003 and completed on Friday November 14, 2003. The timing is critical as Major Encyclopaedia will be active in promoting their product during the Christmas holidays. The following actions have been initiated to start the project off on the road to success.

1. Project Implementation Plan
2. Project Work Breakdown Structure (WBS)
3. Breakdown of Skills and Staffing Required
4. GANTT Chart

Project Implementation Plan

This project will start on Monday June 2, 2003 and completed on Friday November 14, 2003. An evaluation of the project will be completed on Friday November 21, 2003 to finalize the project. There will be one project manager who will oversee this project. In addition, one instructional designer will be working fulltime to guide the content development including a FAQ section. Six developers have been hired fulltime to do programming, audio recording, digital photography, videography, and some content development. Ten testers will be hired out on a contract basis. A sales manager, marketing manager, and distribution manager will be working with their teams to better position the product during the height of the Christmas season. The project vision and scope have been established to keep everyone focused on their roles and responsibilities. This project has a 125-day cycle (6 months) and there are specific milestones with expected start and end dates.

Project Work Breakdown Structure (WBS)

See Microsoft Project 2000 – Big Time Multimedia WBS Web Page

Breakdown of Skills and Staffing Required

Project Manager:

- Develop vision and scope of project
- Represent management in producing results that were intended
- Meet schedule
- Stay within budget
- Keep client satisfied
- Look for copyright infringement
- Obtain approval from management to proceed
- Evaluate and make recommendation for improvement

Instructional Designer

- Decide on content following ID principles
- Write content following ID principles
- Decide on colour and theme
- Decide on font style and length of content
- Decide on photos
- Decide on audio
- Decide on video
- Write FAQ
- Guide in development of interface

Developer

- Develop interface
- Develop template of interface
- Record, edit, and digitize audio and video
- Shoot and digitize photos
- Find resellers of photos to complement design

Tester

- Alpha test product
- Beta test product
- Make recommendation for improvement

Sales Manager

- Set goals
- Set incentives
- Train and guide sales force
- Supervise sales force

Marketing Manager

- Set goals
- Train and guide marketing department
- Supervise marketing department
- Decide on colour and theme of packaging
- Buy TV, radio, print, and web advertisement

Distribution Manager

- Set goals
- Train and guide distribution department
- Supervise distribution department

GANTT Chart

See Microsoft Project 2000 – Big Time Multimedia Gantt chart