



UNIFIED DESIGN TEAM

WHAT IS IT?



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Problems Faced

- Besides design team, other part of any event management team fail to **understand** the design process with contributing none or equivalent.
- Designing is a **collective** process where lot of feedback is involved and delivering things suited to the needs of end-user.
- No platform to connect **equally** talented and skilled people in designing leave one astray.
- No **feedback** system on designs from professors and professionals in this field.
- Falling quality and quantity of participation in activities due to lack of proper convey medium.
- Delivering products or designs on very short **deadlines** make it very difficult to come up with creative and better ideas.
- Many more.....

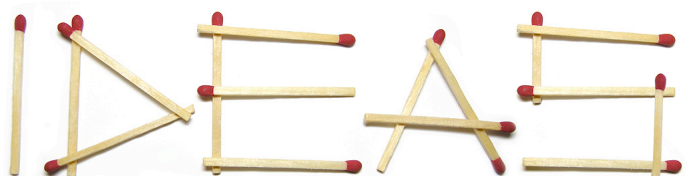


Lack of Infrastructure

- No infrastructure available to individual design teams working for different festivals, councils, and any other student body.
- Design Club avail of facilities of Wacom® Bamboo pen tablet, iMac, 27-inch monitors which help them get things done in more productive way.
- Films & Media Council is trying to build a **design studio** with help of professors from M.Des department which will further enrich and enhance designing process.

Creative Process

- **Playing to strengths**
 - Often found in our campus people try and emulate another designer's work, leaving them devoid of original ideas
 - Proper **workshop** and **lectures** help people identify their strengths and know what they are good at.
- **Creative Blocks**
 - It is simple that **good ideas** rarely comes to our mind. People should learn to work hard, try stuff out, and iterate.
 - We need feedback for iteration and soon the ideas will come.

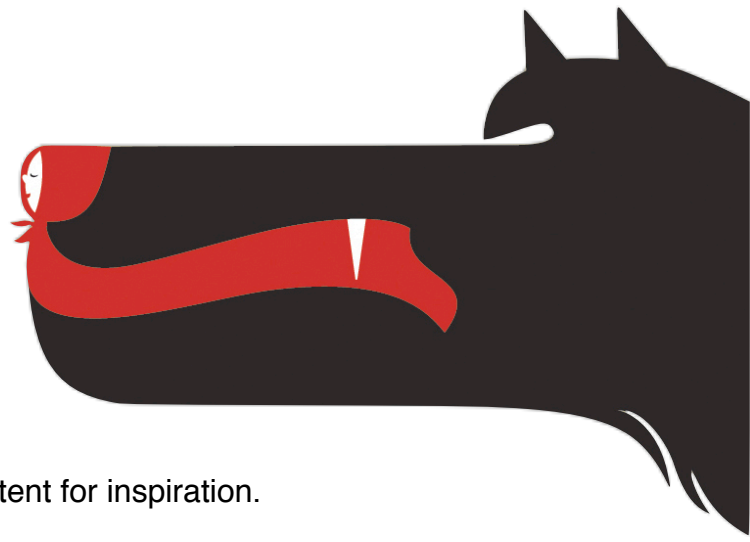


- **Designing with meaning**

- When it comes to designing the **aesthetic** part of website, we need to take care of content delivery.
- We have the chance to echo the message contained in the site's content. This helps in finding creative direction.

- **Motivation**

- Lack of motivation kills **creativity**. Spending sometime brainstorming and searching content for inspiration.



Team Structure

- **Production Executive**: They are involved with the planning, co-ordination and control of production processes, ensuring that all creative materials are produced efficiently at the right cost and quality.
- **Creative Heads** are also in place. These are the link between the organization and the creative team. They are the client's representatives.
- **Creative Director**: They will be involved in the concepts and direction for each piece of work. And they are also responsible for leading the creative team/department forward.
- **Designers**: A mix of talented all-round designers, comprising of senior and mid-level designers. The ability to design for digital communications is now becoming a prerequisite skill for all of the designers we use.
- A few dedicated art workers.