

# Design Management 101



MANAGING CHAOS,  
MARKETING IMPACTS  
WITH WOW DELIVERIES.

## Steps for Successful Design Service

### Define Scope of Work

The first step is an accurate, profitable and timely budgetary estimate.



### Budget Approval

A legitimate authorization of work before allocation of resources.

### Creative Brief

It helps to put everyone on the same page.

### Creative Direction

A targeted approach will save a lot of exploratory hours on the time sheet

### Design Presentation

A well prepared and persuasive presentation of conceptual and comprehensive work will win approval.

### Design Approval

A formal approval of design work before mechanical production begins. Non-approval of work effects a kill-fee or a submission of change order for approval.

### Production

Scheduling and quality control shine right here.

### Vendor Management

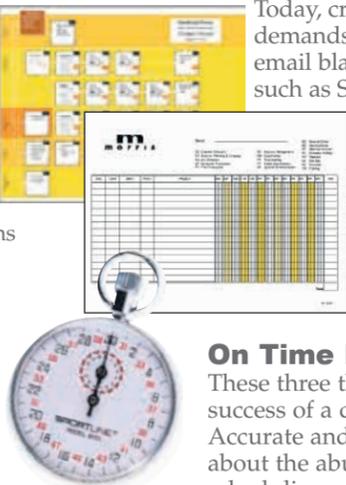
Good relationships with vendors are vital to business success.

### Delivery

Meticulous control of client expectation and logistic of delivery are the final steps to successful completions of projects.

### Job Closure

Internal job closure procedure triggers invoicing, proper asset archive and return of customer materials.



Go ahead. Rip, mix and burn a music CD.

Make, cut and edit an video for

YouTube. Build a fantasy landscape. Fight a galaxy battle. Deliver an interactive presentation. Create an in-your-face direct-mail piece. Write a copy in WOW language. There are still three catalogs due tomorrow. It is Chaos-Ra-Ma Time!

## Design Management

They do not offer Design Management classes in business or art school. Design Management does not exist. You either hire a manager or a creative director. None of them will do you any good. The manager does not know how to manage creative people. The creative director does not know how to manage at all.



### It is sheer serendipity

The design manager is the one who has been there and done that. He/She should have been a creative director, an art director, a business manager, a production manager, an IT person, a programmer, a coach and a bean counter. It's pure serendipity to come across someone like that.

### The organized executive

He/She should be articulate, organized, a self-started, a change agent and a team builder. He/She handles budget, embraces innovations, and keeps up with technology.

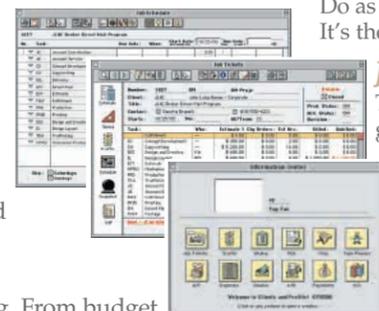
### A Profit Center

Design Service is not totally about design and production. It is customer service, both internal and external. Foremost, it is also a profit center. Productivity counts. Process and procedure should be implemented for measurement and TQM control.



### Process and Procedure

The use of an enterprise system like SharePoint is a beginning. From budget to estimate proposals, task assignment to load balancing, milestone to scheduling, invoice procedure to job closure, archive to asset management, they are tracked and managed for customer satisfaction and company profitability.



### Technical Know-How

Today, creative ideas do not come from a 2B pencil. Creative service now demands an in depth understanding of a digital landscape. From Web 2.0, email blasts, social networking sites and microblogging, cloud computing such as Salesforce.com for CRM

and white board collaboration with Basecamp.com, the creative art director will have to bring these tools to the table.

### Estimate, Scheduling, and

### On Time Delivery

These three things determine the success of a design business. Accurate and timely estimate brings about the abundance of works. Good scheduling provides a congenial and stress-free working environment for creative personnel. On time and on budget delivery ensures the satisfaction of the customers and the financial health of the business.

## 6 hints to hire the design manager

It is hard to have non-creative people to hire creative people. They just don't speak the same language. It is even harder to find creative people who know how to manage. They don't even manage themselves at all.



Here are a few hints to start:

1. Find out his/her favorite fastfoods.
2. Note the hairdye color(s).
3. Ben & Jerry's or Häagen Dazs.
4. Washing frequency - both clothes and body.
5. Count the numbers of personalities.
6. Interview the mother.

Follow these hints. Have a nice day!

## Managing for Excellence

### TQM All The Way

Commitment to quality in every facet of the operations.

### Self-Direct Team

Build a self-direct team. It corrects its own mistakes and bonds its team members.

### Workflow Management

A clear understanding of how to manage both the physical and the electronic workflows is paramount.

### Delegate

Never dump or overload work to team members. Learn to delegate and nurture.

### Coaching

Don't be a supervisor. Be a coach. Let team members shine.

### Talk the Talk, Walk the Walk

Do as you say. Say as you do. It's the ISO 9000 for quality.

### Job Satisfaction

The best thing you can give to your team members. A bigger paycheck is only bigger for one month.

### Motivation

Everyone wants attention. Be generous. Motivation helps.

### Discipline

Emphasis the positives. You get positive results.

### Training

A great way to start your employee retention program. It pays, always.

