

5.4 Project stages

The stages in graphics production reflect the refinement of ideas from initial concepts, through draft outputs to finished documents and presentations. These should be comfortably aligned with the stages of the project as a whole, but the project programme should incorporate the key stages in the graphics process.

Careful project preparation and close management will help ensure that project stages are being followed. Carrying out work in a sequence other than the logical stages of graphics production can be time-consuming and expensive; some graphics production is not easily reversible.

Although there may be several outputs to deliver – exhibitions, leaflets and so on, the core product is likely to be the main report from which most other products can be generated.

The programme opposite is based on a generic urban design project requiring the submission of a final report including text, data, illustrations, photographs, maps, etc.

Watchpoints

- Appoint a graphics specialist with the appropriate skills, experience and attitude.
- Establish the brief and scope of work and stick to it.
- Define the outputs (a list of products and figures).
- Calculate the programme.
- Allocate appropriate resources, for discrete components.
- Ensure that any deviations from the agreed brief are agreed by all parties and that any resources implications are acknowledged and accommodated.