

# Alex B. Criswell

## Project Design Document

Includes the following sections.

- Outline
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### Note

- Storyboard excluded.
- *Case Study template courtesy of IDOL courses.*

## Congratulations Flyer

### Overview

- **Purpose:** To congratulate a manager for one year of service.
- **Description:** To congratulate a manager for one year of service from the administrative staff.

### Project Information

<b>Project Title</b>	Congratulations Flyer
<b>Tools used in Development</b>	Canva, Microsoft Word
<b>Time in Development</b>	2 hours
<b>Client</b>	Administrative Secretaries, Inc. (fictitious)
<b>Collaborators</b>	Dani Miller - Owner; Alex Criswell – Instructional Designer/Graphic Designer

## Process Notes

### **Congratulations!**

One Year With The Company

### **Mary Johnson**

Thank you for being an awesome leader!

You are appreciated and valued for your care, leadership, and mentoring.

The Secretaries

Dani

Jodi

Ashley

Doris

# Case Study

## Background – Context

Administrative Secretaries is a small online secretary business based out of Orlando, Florida. Dani Miller owns the company and wanted to congratulate one of her new managers for one year of service with the company. Alex Criswell was contracted to create a flyer congratulating the manager for their service, which would be sent out by Dani as an email communication.

## Challenge

No challenge existed with this request.

## Solution

Dani was rather specific in what she wanted so it was easy for Alex to narrow down the creative options and solutions for her request. Alex chose Canva as the creative platform to design the flyer. Dani and Alex collaborated with Microsoft Word Online to exchange notes and communicate important information.

## Results

Alex created a simple, single page flyer congratulating Mary, the new manager, for her time of service. The flyer utilized the company branding colors, per Dani's request, and was tasteful in design. Dani was very pleased with the outcome of the flyer and intended to distribute the graphic via email on Mary's one year of service.

# Time Log

- Script/Notes
  - 0.5h
- Case Study
  - 0.5h
- Media
  - 1h