



# Standard Operating Procedure (SOP) for Creative Projects

Tezsid Designs Pvt Ltd

## Introduction

This SOP outlines the step-by-step process for managing and executing creative projects at Tezsid Designs Pvt Ltd. It aims to ensure consistency, quality, and efficiency in delivering high-quality work to our clients.

## 1. Project Initiation

### 1.1. Client Briefing

- Objective: Understand the client's needs, goals, and expectations.

- Steps:

1. Schedule a meeting with the client to discuss the project brief.
2. Gather all necessary information, including project objectives, target audience, key messages, and design preferences.
3. Document the client's requirements and any specific instructions.

### 1.2. Internal Kickoff Meeting

- Objective: Align the internal team on the project scope and deliverables.

- Steps:

1. Hold a kickoff meeting with the project team, including designers, developers, and relevant stakeholders.
2. Review the client brief and outline the project scope, timeline, and deliverables.
3. Assign roles and responsibilities to team members.

## 2. Research and Benchmarking

### 2.1. Market Research

- Objective: Gather insights on industry trends, competitor strategies, and target audience preferences.

- Steps:

1. Conduct market research to identify industry trends and best practices.
2. Analyze competitors' work to understand their strengths and weaknesses.
3. Gather data on the target audience's preferences and behaviors.



## 2.2. Benchmarking

- Objective: Establish benchmarks to guide the design process.

- Steps:

1. Identify reference materials and sources of inspiration.
2. Create a mood board or visual reference document to guide the creative direction.
3. Review benchmarks with the project team to ensure alignment.

## 3. Concept Development

### 3.1. Brainstorming

- Objective: Generate creative ideas and concepts for the project.

- Steps:

1. Organize a brainstorming session with the project team.
2. Encourage open discussion and idea sharing.
3. Document all ideas and concepts generated during the session.

### 3.2. Conceptualization

- Objective: Develop initial concepts based on brainstorming ideas.

- Steps:

1. Select the most promising ideas from the brainstorming session.
2. Create initial sketches, wireframes, or mockups to visualize the concepts.
3. Review and refine the concepts internally.

### 3.3. Client Approval

- Objective: Obtain client approval on the selected concept.

- Steps:

1. Present the initial concepts to the client for feedback.
2. Make necessary revisions based on client feedback.
3. Obtain formal approval from the client before proceeding to the design phase.

## 4. Design and Development

### 4.1. Detailed Design

- Objective: Develop detailed designs based on the approved concept.

- Steps:

1. Create detailed designs, including layouts, typography, color schemes, and imagery.
2. Ensure designs align with the client's brand guidelines and project objectives.
3. Review designs with the project team for feedback and refinement.

### 4.2. Development (if applicable)



- Objective: Develop the functional aspects of the project (e.g., websites, applications).
- Steps:
  1. Convert design mockups into functional code.
  2. Ensure the development follows best practices and meets project specifications.
  3. Conduct internal testing to identify and fix any issues.

## **5. Review and Refinement**

### 5.1. Internal Review

- Objective: Ensure the design meets quality standards and project requirements.
- Steps:
  1. Conduct a thorough review of the design with the project team.
  2. Make necessary adjustments based on feedback.
  3. Ensure the design is ready for client presentation.

### 5.2. Client Review

- Objective: Obtain final client approval on the completed design.
- Steps:
  1. Present the completed design to the client for final review.
  2. Make any final revisions based on client feedback.
  3. Obtain formal client approval before proceeding to project delivery.

## **6. Project Delivery**

### 6.1. Final Delivery

- Objective: Deliver the completed project to the client.
- Steps:
  1. Prepare final deliverables, including design files, documentation, and any other required materials.
  2. Ensure all files are organized and labeled correctly.
  3. Deliver the final files to the client through the agreed-upon method (e.g., email, file transfer service).

### 6.2. Client Handoff

- Objective: Ensure the client is satisfied with the final deliverables and understands how to use them.
- Steps:
  1. Schedule a handoff meeting with the client.
  2. Review the final deliverables and provide any necessary instructions or training.
  3. Address any last-minute questions or concerns from the client.



## 7. Post-Project Evaluation

### 7.1. Internal Review

- Objective: Evaluate the project process and outcomes internally.
- Steps:
  1. Conduct a post-project review meeting with the project team.
  2. Discuss what went well and identify areas for improvement.
  3. Document lessons learned and best practices for future projects.

### 7.2. Client Feedback

- Objective: Obtain feedback from the client on their experience and the final deliverables.
- Steps:
  1. Send a feedback survey to the client or schedule a feedback call.
  2. Gather and document the client's feedback.
  3. Use the feedback to improve future projects and client interactions.

## Conclusion

Following this SOP will ensure that Tezsid Designs delivers high-quality creative projects efficiently and consistently. If you have any questions or need further clarification, please reach out to your team leader or project manager.

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### Acknowledgment

I, [New Employee's Name], have read and understood the SOP for creative projects at Tezsid Designs Pvt Ltd. I agree to adhere to the procedures outlined in this document.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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For any further queries, please contact the project manager or your team leader.