
BALENCIAGA



JEAN-MICHEL BASQUIAT

STUPID GAMES BAD IDES

PROJECT MANAGEMENT

Project Management

Task	13/11/2017	20/11/2017	27/11/2017	04/12/2017	11/12/2017	18/12/2017	25/12/2017	01/01/2018	08/01/2018	15/01/2018	22/01/2018	29/01/2018	05/02/2018	12/02/2018	19/02/2018	23/02/2018
Barbican: Basquiat Boom for Real Exhibition																
V&A: Balenciaga Shaping Fashion Exhibition																
Create two mood boards for Basquiat and Balenciaga in Photoshop																
Written research on the above and a 150-200 word Press Release which introduces a collaboration between the two.			Project Week		Project Week	Christmas Holiday's	Send time with my family & working			Work Placement	Was Sick					
Create 5 cads from WGSN & pattern fill with Basquiat work.																
The Company mission, aims and objectives																
A detailed SWOT & PEST for this business model																
Set yourself KPI's to monitor the success of your business model																
The departments within your business – Company Structure such as (Social Media Manager, SEO Manager, Creative Director, PPC manager?) & how they work together to achieve the common KPI's																
Your Social Responsibility Commitment																
Your market position & USP – (what makes you different?)																
How your budget will be managed																
Create Website																
Website: Website: Site map / wire frame testing																
Website: Content Testing & Analysis																
Website: Compatibility on different browsers																
Website: Interactivity																
Website: Data collection via Call to Action																
Critical Path & Evaluation																
Research Folder																

The critical path is one of the most important elements of this project. It is what gives structure to our life so that we stay on top of your work tasks to complete. I however later learned how important the critical path was too late. My journey for this project started with us all going to the Basquiat museum was the start of this project we then Visited the V&A museum the following week. We were tasked to design and write a press release about the collaboration between Balenciaga and Basquiat.



The Journey Begins

My plan for the project was to get the web-based user experience elements completed by the end of the Christmas holiday. I then planned to tackle the business concept elements while I was meant to be on work placement. Then when I returned from work placement I was aiming to tidy up the website, business plan and add more designs to my collection. I was also going to start my Pathbrite folder along with creating my critical path. However, my plan completely changed because I then learned we were taking part in the World Retail Congress Project and that we had a week longer for the holiday so we lost out on teaching time. In addition to my personal life, my sister was visiting from Jamaica and I wanted to spend time with her so my plan for these tasks never got completed.

When I returned from work placement I was able to complete some more designs and I figured out that I could start to tackle the website and may a start on my business plan knowing that we had more lessons. However, that was not the case because on my second day of work placement I found out that the New Look store I was working in was closing down permanently and I was in the possibility of being made redundant so I was more focused on finding another job so that I could continue to pay for the course. The following week I then got sick and couldn't even travel to my work placement and had to work from home and then didn't have the energy to do anymore work.

However, on the third week of work placement, I was able to get some work done by starting to research how I was going to achieve the interactive element of my website by looking at what elements WIX had available and learning how to do them. On the first week, we came back from work placement I learned that I had been transferred to another New Look store. Then the idea for the website layout came to me and I finish the bare elements of the websites. I was also inspired to finish my press release after re-watching the Basquiat Documentary I watched during the work placement. The next week I was able to finish the additional design I had in mind for the collaboration and also created my animation for the website. I then come in on the Thursday's lesson and learned that the computer was wiped and I lost all the work I had done such as the new designs I had done and some of my other important works for this project that I thought was saved but was actually corrupted such as my Critical path and some of my business plan.



Stick To Plan

Which put me behind schedule for my whole project, so in that lesson I tried to rewrite my plan and put everything else on the back burner. Also on the weekend, I tried to redoing the work I lost as well as completing other elements of my business plan. With the final week and the deadline for my project coming closer, I asked the IT department if they had recovered my work and they informed me no they said no and they will not get to it until after the deadline if possible at all. I was able to get the work done but it takes, losing work again, website crashing and having to recover old site history, no sleep and a lot of tears.

Throughout this whole project I have learned that going forward I need to stick to my original plan and push through my creative block and just do the work I can always go back and edit it later and the most important lesson I have learned is to back-up my work in multiple places and don't rely on the computers at school. Furthermore, I also need to not let my personal life affect my work life even though it's hard sometimes as in some case they rely on each other.