Digital & Creative Innovations (DCI)

Commonly Used Acronyms:
AP: Accounts Payable
CPM: Creative Project Manager
DAM: Digital Asset Management
DCI: Digital & Creative Innovations
GL: General Ledger
IC: Independent Contractor
JT: Journal Transfer
R1 (R2, R3): Round 1, 2, 3 (as in amount of concept rounds delivered)
SLA: Service Level Agreement

INITIATION/SCOPING

1. Project Request

2. Creative Intake & Estimating

3. Estimate Approval & Timelines

4. Creative Development

5. Closeout

6. Deployment & Followup

Creative Agency & Independent Contractor Project Process

• Stakeholder (internal partners, volunteers) initiate request via on-line creative form or via creative@ieee.org

• Creative Brief supplied to stakeholder for completion

• Creative Brief goes to DCI Creative Design Team for review

• Creative Project Manager (CPM) reviews request, determines appropriate resource(s) ie. agency/IC/production vendor

• CPM schedules kick off call or meeting (KOC/KOM) as needed

• Agency/Independent Contractor (IC) develops estimate

• CPM reviews estimate(s) to confirm pricing & deliverables per established scope

• Estimate sent to requester/stakeholder(s)

• In order to proceed, approved estimate must be supplied with stakeholder signature and associated GL account #

• Timelines established and formalized by DCI/agency/IC and shared with stakeholder(s)

• 50% of total project cost applied in next billing cycle

• Creative development begins

• Initial concepts sent to DCI for review/rework as needed

• 1st round (R1) concepts go to stakeholder(s)

• Cohesive feedback is supplied via Teamwork project link to Agency/IC for rework as needed

• R2-R3 sent for feedback/final approvals

• Formal final approval supplied

• If applicable, assets delivered for print/production, approval of supplied proofs

• Agency/IC delivers final assets via Teamwork link

• If applicable, print samples delivered

• Final project invoice from agency/IC sent to IEEE in next monthly billing cycle

• DCI initiates payment processing of final 50% via internal journal transfer (JT) through Accounts Payable (AP) within established SLAs

• Archival of all source files by DCI and close of project in Teamwork Project Management system

• Deliverables launched via established communications vehicles and distribution method

• DCI holds postmortem meetings/feedback/learnings applied

• Project surveys sent

• If applicable, assets uploaded to Digital Asset Management (DAM) tool and/or Promo Library by end of following quarter

ONGOING: Pipeline Discussions, Portfolio Case Studies Satisfaction Surveys, Agency/IC Feedback