

PROJECT CHARTER

Art Director/Designer

Brittany Mann for
THE MISSING MANN PROJECT

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jbrynnne.com



THE MISSING MANN PROJECT

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Client Communication Data	OMITTED

BACKGROUND INFORMATION

THE MISSING MANN PROJECT was created to aid in the search for Gregory Keith Mann, Jr. He was reported missing, May 11th, 1997 in Wichita Falls, Texas, by his parents, Gregg and Debra Mann. Over the last sixteen years, family members, friends, and local authorities have continued in their search despite the lack of information leading to his whereabouts.

The Manns haven't had any luck in finding their son. No new evidence or information has surfaced since the disappearance in 1997. At that time the internet was in its early stages and social media was practically nonexistent. After seeing how much the internet has grown, the Manns felt the need to revive the awareness of Keith's case, in hopes of gaining new insight and information through printed literature and establishing a website.

THE MISSING MANN PROJECT is compliant with chapter 252 (BOC § 252) of the Texas Business Organization Code and 501 (c) of state regulations pursuant to the interest of identification as an unincorporated nonprofit organization.

PROJECT OVERVIEW

ORGANIZATION

THE MISSING MANN PROJECT
Wichita Falls, TX 76308

www.helpfindmissingmann.com

CONTACT INFO



GREGG MANN & DEBRA MANN
Organization's Founders

(940) 692-4833

contact@themissingmannproject.com

OBJECTIVES

I. To provide design services in creating a logo for their organization— I will be rendering a vector logo for *THE MISSING MANN PROJECT* in both CMYK values (for print purposes) and RGB values (for web purposes) as well as a greyscale version for future purposes.

II. To provide stationary design for desktop publishing— I will be creating several business products to help promote the organization's message in raising awareness of the project, self-promotional items that will function as contact reference, and professional quality mailing supplies with logo in tact.

III. To provide a functional website consisting of four base pages and two linked pages, equivalent to six pages of web design— I will design the website with essential pages such as; a home page, an about page, a contact page, and an awareness page. The awareness page will link to two, separate image galleries; family image gallery (in remembrance) and case info image gallery (most recent images before disappearance). Per request of client.

DELIVERABLES

LOGO

- 1.1 Logo [CMYK]
- 1.1.2 Logo [RGB]
- 1.1.3 Logo [Greyscale]

STATIONARY

- 1.2 Business Card
- 1.3 Letterhead
 - 1.3.1 Matching Envelopes [optional]
- 1.4 Postcard Design 1
 - 1.4.2 Postcard Design 2
 - 1.4.3 Postcard Design 3

WEBSITE

- 1.5 Home Page
 - 1.5.1 About Page
 - 1.5.2 Awareness Page
 - 1.5.2.1 Image Gallery 1
 - 1.5.2.2 Image Gallery 2
 - 1.5.3 Contact Page

SCHEDULE

SCHEDULED TASK	DATE OF COMPLETION
Initial Contact	19 Nov 2012
Creative Concept Discussion	23 Nov 2012
Logo Presentation	26 Nov 2012
Final Logo Approval Date	30 Nov 2012
Stationary Design Presentation	30 Nov 2012
Final Stationary Approval Date	03 Dec 2012
Website Planning Session	07 Dec 2012
Mid-Project Evaluation	07 Dec 2012
Print Production Agreement	10 Dec 2012
Project(s) Sent to Print Date	10 Dec 2012
Website Implementation	14 Dec 2012
Website Design Strategy	15 Dec 2012
Home Page Completion	17 Dec 2012
Contact/About Page Completions	17 Dec 2012
Awareness Page Design	19 Dec 2012
Linked Gallery Page Completions	19 Dec 2012
Delivery of Completed Project	21 Dec 2012

COMMUNICATION PLAN

Meetings have been determined by both designer and client, to take place every Monday and Friday for the duration of this project—starting on Monday, November 19th, 2012 and ending on Friday, December 21st, 2012.

Email addresses have been exchanged by both parties in order to address and concerns, send design proofs (to client) and receive approval (from client). Phone numbers have been exchanged and both parties agree that it is the fastest way to contact each party. If any emergency or cancellation become present in regard to last minute design changes, meeting cancellations, or requests for immediate appointments, communication will be initiated by phone.

All design approvals will be signed either in person or digitally signed by both parties in order to proceed with scheduled events (as listed above). Any last minute changes in design must be addressed no later than 24-hours before the project time-scheduled.

BUDGET

This budget has been prepared for *THE MISSING MANN PROJECT*. Rates are based on competitive design services offered in Wichita Falls, Texas.

<u>Design</u>	<u>Hours</u>	<u>Cost/hr</u>	<u>Total</u>
Logo Design	3	\$35	\$105
Stationary	5	\$20	\$100
Web Design	60	\$50	\$3,000
			\$3,205

ASSUMPTIONS

- The client will provide information/ideas/feedback in a timely manner.
- Client will have a color scheme prepared before design work takes place.
- Colors presented in the Project Charter may not accurately represent the colors chosen by the organization (no colors defined at the beginning of assignment).
- Vector images must be converted to jpg or pdf when proofs are submitted via email (*client does not have software program to view native files*).
- Will need to make arrangements for client to view native files properly.

CONSTRAINTS

- Client is not able to view native software imaging files from their computer.
- Time restraint— very limited amount of time in completing the project.
- No pre-existing logo or design for this organization.
- Working through the holidays can cause time management conflictions.

APPROVAL

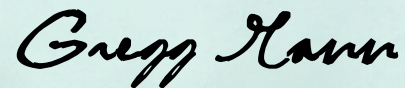
This is to verify that I, _____ [Debra and Gregg Mann] _____, act on behalf of *THE MISSING MANN PROJECT*, have thoroughly reviewed the project charter as described. I accept full responsibility for this final approval.

I understand that revisions, errors, corrections and/or preference changes after this approval, shall be deemed “new work” and invoiced accordingly, in addition to this project’s fees and reimbursements, with the exception of revisions or corrections made in association with this form, prior to final approval.



Debra Mann,
Co-Founder

THE MISSING MANN PROJECT

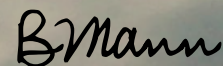


Gregg Mann,
Co-Founder

THE MISSING MANN PROJECT

This is to verify that I, _____ [Brittany Mann] _____, act as designer for the *THE MISSING MANN PROJECT*, have thoroughly reviewed the project charter as described. I accept full design responsibility for this final approval.

I understand that the client is entitled to ownership for all design aspects contained within this contract and created for *THE MISSING MANN PROJECT*. I assume all responsibility in the timeliness of design deliverables as outlined in the project time-schedule and for the quality of the final product after all approvals have been made by the client.



Brittany Mann,
Graphic Designer

Senior Project, IADT Online

COST ESTIMATES— PRINT QUOTES

vistaprint.com

<u>Product</u>	<u>Quantity</u>	<u>Price</u>	<u>Shipping</u>	<u>Total</u>
Letterhead	1,000	\$169.99	\$60.96*	\$230.95
Envelopes	1,000	\$89.99	(incl.)	\$89.99
Post Cards	500	\$104.98	\$34.57	\$139.55
Bus. Cards	1,000	\$52.98	\$19.47	\$72.45
				\$532.94

* Letterhead & Envelopes are shipped together; combined price of \$60.96

printleaf.com

<u>Product</u>	<u>Quantity</u>	<u>Price</u>	<u>Shipping</u>	<u>Total</u>
Letterhead	1,000	\$132.00	\$32.29	\$164.29
Envelopes	1,000	\$151.00	\$30.99	\$181.99
Post Cards	500	\$91.00	\$20.03	\$111.03
Bus. Cards	1,000	\$50.00	\$18.61	\$68.61
				\$532.82

uprint.com

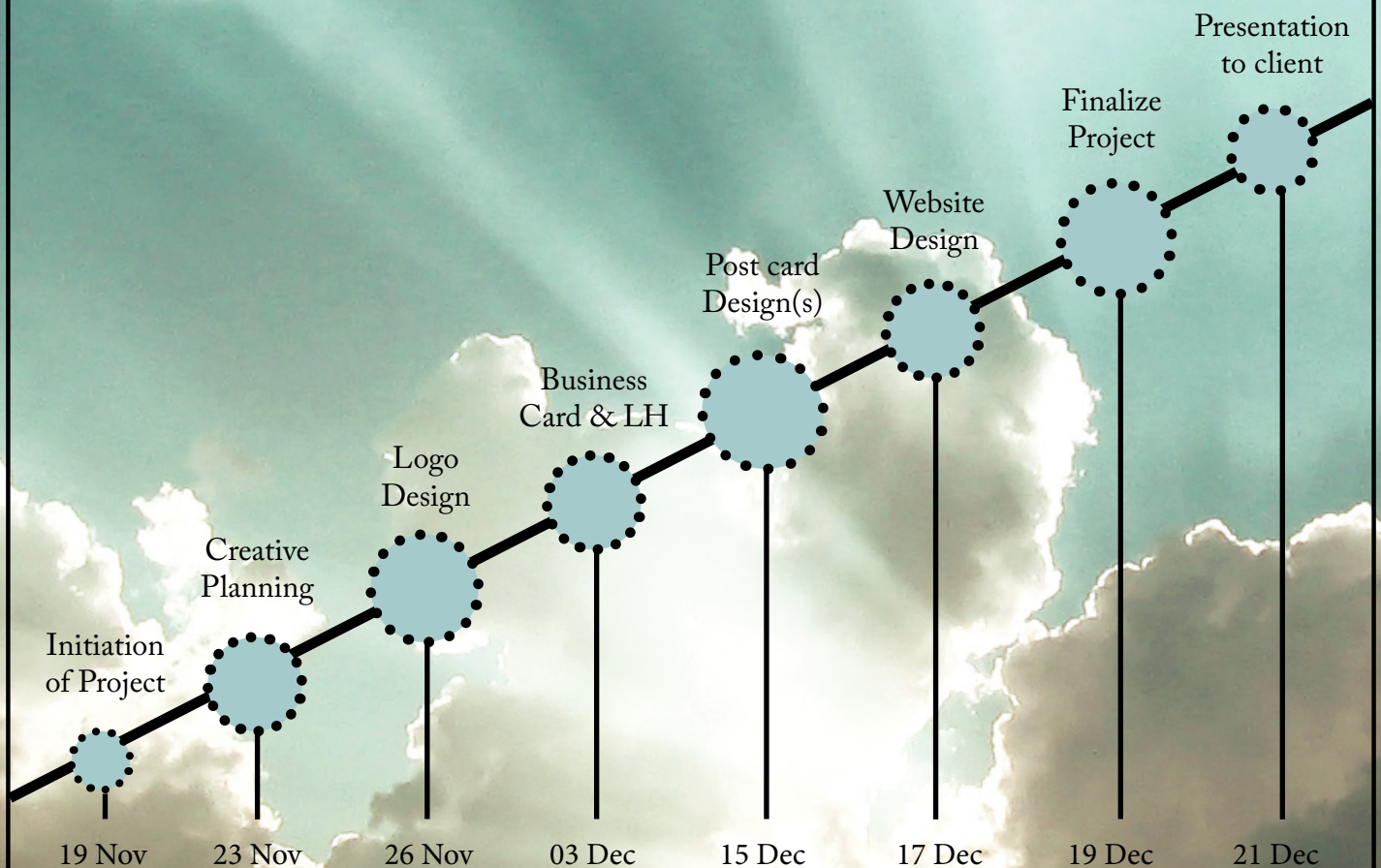
<u>Product</u>	<u>Quantity</u>	<u>Price</u>	<u>Shipping</u>	<u>Total</u>
Letterhead	1,000	\$181.13	\$15.08	\$206.21
Envelopes	1,000	\$81.90	\$21.94	\$103.84
Post Cards	500	\$93.19	\$10.97	\$104.16
Bus. Cards	1,000	\$35.25	\$10.88	\$46.13
				\$460.34

TIME SCHEDULE

A Project Schedule, or Time Schedule provides client and project team [designer] with an understanding of tasks to be completed and specific timeframes associated with those tasks specified below.

TIME LINE

A visual reference guide on projects and tasks included in the project charter. Each circle represents a particular [design] phase within the total project; beginning with the project initiation period and ending with the finalization of the project and the project presentation. Above the circle describes a specific task, or project, and below the circle gives a completion date for each task listed.



WBS CODE DESCRIPTION

LOGO

CODING	PROJECT NAME	DESCRIPTION
1.1	Logo Design	The logo design process begins.
1.1.1	Rough Draft	Digital rough drafts sent to client of early sketches of the design to confirm the direction of the logo design.
1.1.2	Color Scheme	Color palette is chosen and approved by client.
1.1.2.1	Vector Illustration	The vector illustration is in it's final stages and is ready for sizing and the grey scale processes.
1.1.2.2	Grey Scale	Logo is modified by removing all color and only uses black and white and shades of grey—this design is used for non-color printing.
1.1.2.3	Size Variation	1"x 1" logo resized at 200% and 300% to show the different sizes needed for various projects.
1.1.2.1.1	Present to Client	Submit design to client for review & approval.

BUSINESS CARD

CODING	PROJECT NAME	DESCRIPTION
1.2	Business Card Design	The business card design process begins.
1.2.1	Digital Comp [Front]	A digital draft is sent to client of the design to confirm the direction of the layout & design.
1.2.2	Digital Comp [Back]	A digital draft is sent to client of the design to confirm the direction of the layout & design.
1.2.1.1	Present to Client	Submit design to client for review & approval.
1.2.1.1.1	Revisions & Re-Submit	Modifications and request of change in design are made in the final step. Once feedback is received the changes are made and the design is resubmitted to client for approval.

LETTERHEAD

CODING	PROJECT NAME	DESCRIPTION
1.3	Letterhead Design	The letterhead design process begins.
1.3.1	Digital Comp	Digital draft is sent to client of the design to confirm the direction of the letterhead design.
1.3.2	Digital Comp 2: Envelope (optional)	Envelope design was not needed at this time. (Client declined this option)
1.3.3	Present to Client	Submit design to client for review & approval.
1.3.3.1	Revisions & Re-Submit	Modifications and request of change in design are made in the final step. Once feedback is received the changes are made and the design is resubmitted to client for approval.

POSTCARDS

CODING	PROJECT NAME	DESCRIPTION
1.4	Postcard Designs	The postcard design process begins.
1.4.1	Digital Comp 1:	Digital draft is sent to client of the design to confirm the direction of the letterhead design.
1.4.2	Digital Comp 2:	Alternative design.
1.4.3	Digital Comp 3:	Alternative design.
1.4.2.1	Present to Client	Submit design to client for review & approval.
1.4.2.1.1	Revisions & Re-Submit	Once feedback is received the changes are made and the design is resubmitted to client for approval.

WEBSITE

CODING	PROJECT NAME	DESCRIPTION
1.5	Website Design	The website design process begins.
1.5.1	Mind Mapping	Meeting with client to discuss website design.
1.5.2	Color Scheme	Color palette is chosen and approved by client
1.5.1.1	Web Page Layout	Page Layout is arranged.
1.5.1.2	Graphics & Data	Images & information are added to website.
1.5.1.3	Page Links	Page links are set-up for contact page.
1.5.1.2.1	Publish to Web	Website is uploaded to the web.

WORK BREAKDOWN

This WBS is provided to show the creative process and the steps used in creating the *logo design*.

By breaking each project down, individually, into smaller tasks allows for better understanding the goals for the logo design and serves as a visual aid supplement in client-designer communication.

LOGO [design] 1.1

digital rough draft
1.1.1

color scheme
1.1.2

vector illustration
1.1.2.1

size variation
1.1.2.3

grey scale
1.1.2.2

present to client
1.1.2.2.1

THE MISSING MANN PROJECT

WORK BREAKDOWN

This WBS is provided to show the creative process and the steps used in creating the *business card design*.

By breaking each project down, individually, into smaller tasks allows for better understanding the goals for the logo design and serves as a visual aid supplement in client-designer communication.

BUSINESS CARD

[design] 1.2

digital comp (front)
1.2.1

digital comp (back)
1.2.2

present to client
1.2.1.1

revisions & re-submit
1.2.1.1.1

THE MISSING MANN PROJECT

WORK BREAKDOWN

This WBS is provided to show the creative process and the steps used in creating the *letterhead design*.

By breaking each project down, individually, into smaller tasks allows for better understanding the goals for the logo design and serves as a visual aid supplement in client-designer communication.

LETTERHEAD [design] 1.3

digital comp (1)
1.3.1

digital comp—envelope
(optional) 1.3.2

submit to client
1.3.3

revisions & re-submit
1.3.3.1

THE MISSING MANN PROJECT

WORK BREAKDOWN

This WBS is provided to show the creative process and the steps used in creating the *post card design*.

By breaking each project down, individually, into smaller tasks allows for better understanding the goals for the logo design and serves as a visual aid supplement in client-designer communication.

POST CARD

[design] 1.4

THE MISSING MANN PROJECT

digital comp (1)
1.4.1

digital comp (3)
1.4.3

digital comp (2)
1.4.2

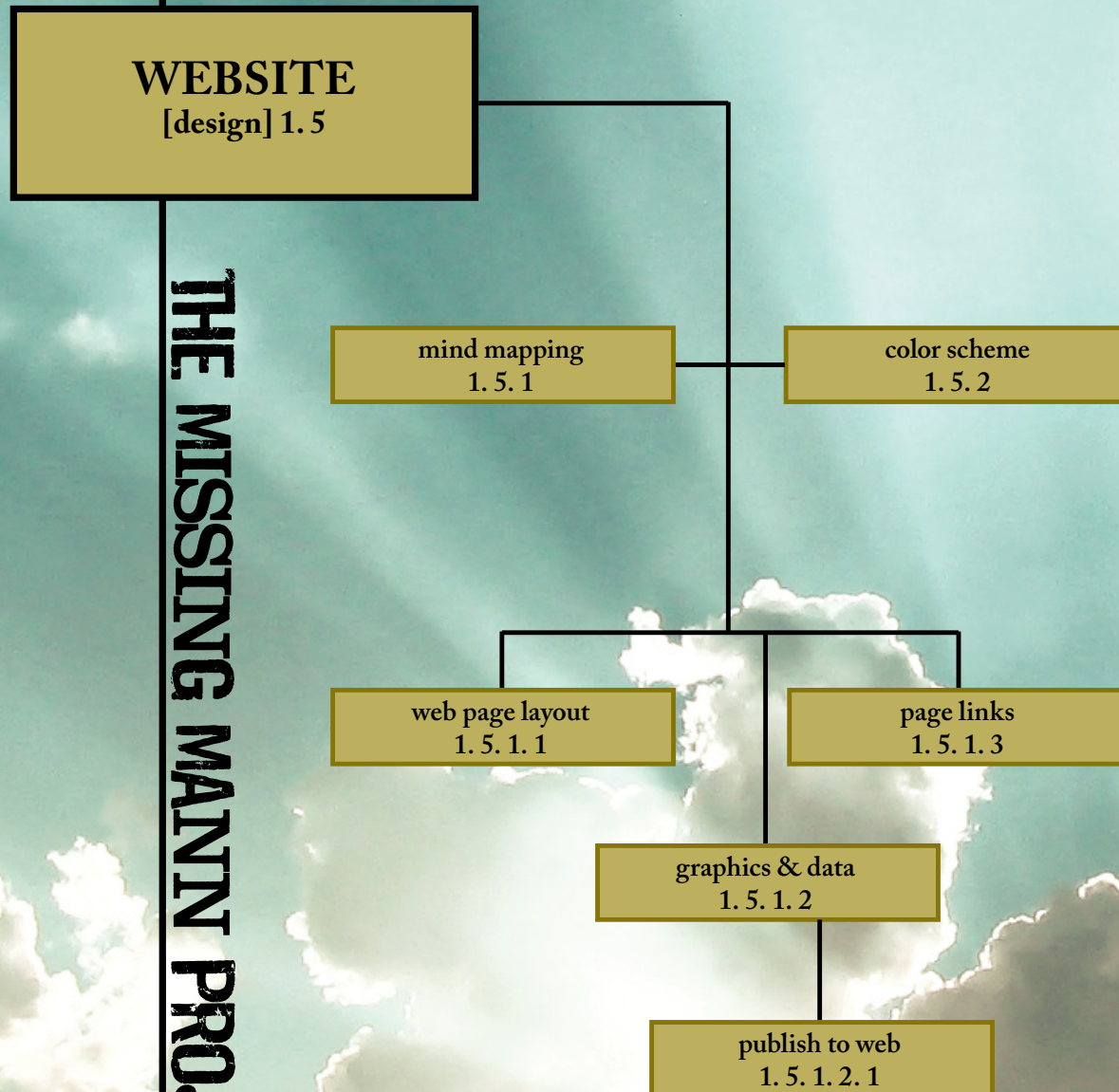
submit to client
1.4.2.1

revisions & re-submit
1.4.2.1.1

WORK BREAKDOWN

This WBS is provided to show the creative process and the steps used in creating the *website design*.

By breaking each project down, individually, into smaller tasks allows for better understanding the goals for the logo design and serves as a visual aid supplement in client-designer communication.



PROJECT MONITORING TABLE

FUNCTION	START DATE	END DATE	PROJECT DELAYS
Project Charter [week 1]	19 Nov 2012	25 Nov 2012	Late start due to Thanksgiving holiday
Project Charter [week 2]	26 Nov 2012	2 Nov 2012	-----
• Logo Design	27 Nov 2012	5 Dec 2012	scheduling conflicts between designer & client
• Business Card Design	29 Nov 2012	3 Dec 2012	
• Letterhead Design	1 Dec 2012	4 Dec 2012	
Project Charter [week 3]	3 Dec 2012	9 Dec 2012	Between child care and the holidays approaching staying on task was difficult.
• Post Card Design (1)	8 Dec 2012	10 Dec 2012	
• Post Card Design (2)	10 Dec 2012	12 Dec 2012	
• Post Card Design (3)	12 Dec 2012	14 Dec 2012	
Project Charter [week 4]	15 Dec 2012	23 Dec 2012	Week 3 I fell behind, causing week 4 delays in start
•Website Design	17 Dec 2012	23 Dec 2012	Trying to create a website in InDesign was a terrible idea! It caused a lot of problems for me.
End of Project Charter	-----	23 Dec 2012	Charter complete.
Client Presentation	-----	-----	Ran out of time.

CHANGE OF SCOPE

The goal of this section is to provide the client, *THE MISSING MANN PROJECT*, with a revised budget plan based on reducing the projected cost estimate of *five-hundred dollars (\$500.00 USD)*. The table below is provided to reflect the adjustments made for this project.

Original quote: \$3,737.94
New price quote: \$3,206.03
Reduced Amount: -\$ 501.91

Item/Design	Original QTY	Adjusted QTY	Original Cost	Adjusted Price
Letterhead	1,000	0	\$ 230.95	- \$ 230.95
Envelopes	1,000	0	\$ 89.99	- \$ 89.99
Bus. Cards	1,000	500	\$ 72.45	- \$ 30.97
Web Gallery	2	1	3 hr@ \$50	- \$150.00

CHANGE OF SCOPE APPROVAL

I, [Debra and Gregg Mann], authorize the designer, *Brittany Mann* to make the necessary changes (listed above) in order to reduce the cost estimate. I also understand that my signature will act on my behalf as motion to approve all design changes and/or modifications made within the project, in order to ensure accuracy in reflection to the new total of cost.

Debra Mann

Debra Mann,
Co-Founder

THE MISSING MANN PROJECT

Gregg Mann

Gregg Mann,
Co-Founder

THE MISSING MANN PROJECT

I, [Brittany Mann], accept this approval to modify budget, per client request. I also understand I will be responsible for both design changes and/or modifications made within the project.

B. Mann

Brittany Mann,
Graphic Designer

Senior Project, IADT Online

EXECUTIVE SUMMARY

The organization I chose for this project was The Missing Mann Project, which was put together by the parents of the missing 20-year old, Gregory “Keith” Mann, Jr. The main contact for this project was Debra Mann. The organization was founded in 1997 when Keith mysteriously disappears, leaving all of his belongings and personal effects behind. After endless years of searching, posting flyers, and organizing annual “In Remembrance of” articles that appear in the local newspaper, Gregg and Debra Mann wonder what else can they do in finding their son.

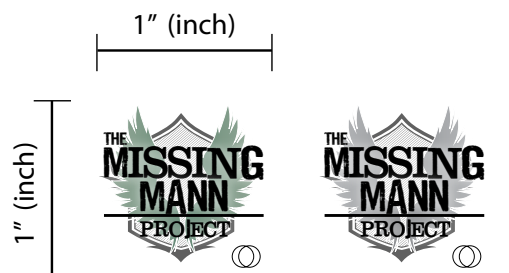
TMMP was primarily interested in developing a website and social media campaigns, however they are interested in having the business cards and post cards printed after seeing the designs. However the quantity will be dramatically reduced in suiting their budget and actual need for the printed items.

The website development will continue after the end of this class and will be built in Adobe Muse & Adobe Edge, rather than InDesign. I feel that I wasn’t able to articulate the web design thoroughly or efficiently in using the InDesign software. However, I have explained to the client that the design I present to them will reflect the needs of the class assignment (in fulfilling the requirements of the course) and to expect the actual implementation of the functioning website to be presented in early January 2013.

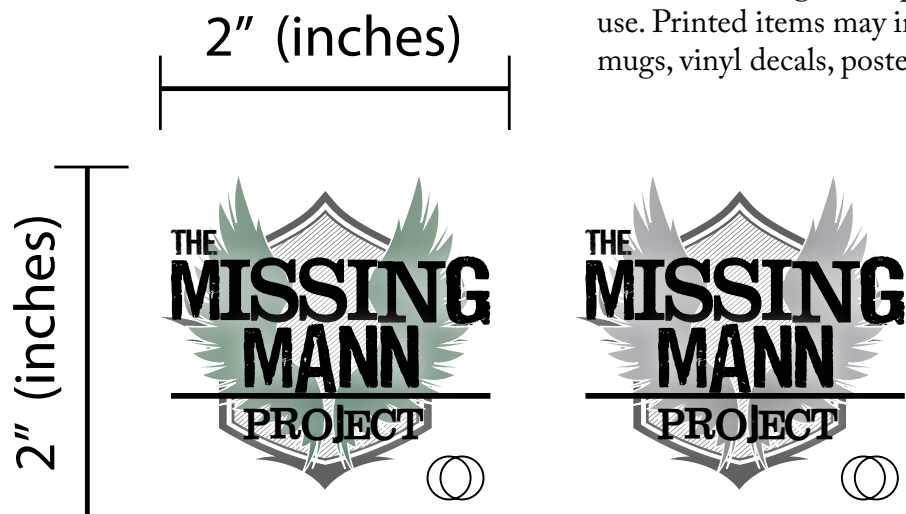
PROJECT DELIVERABLES:

- Logo Design
- Double sided- business card
- Professional letterhead
- (3) Post card designs; double sided, 4”x6”
- Website Mock-up

LOGO DESIGN

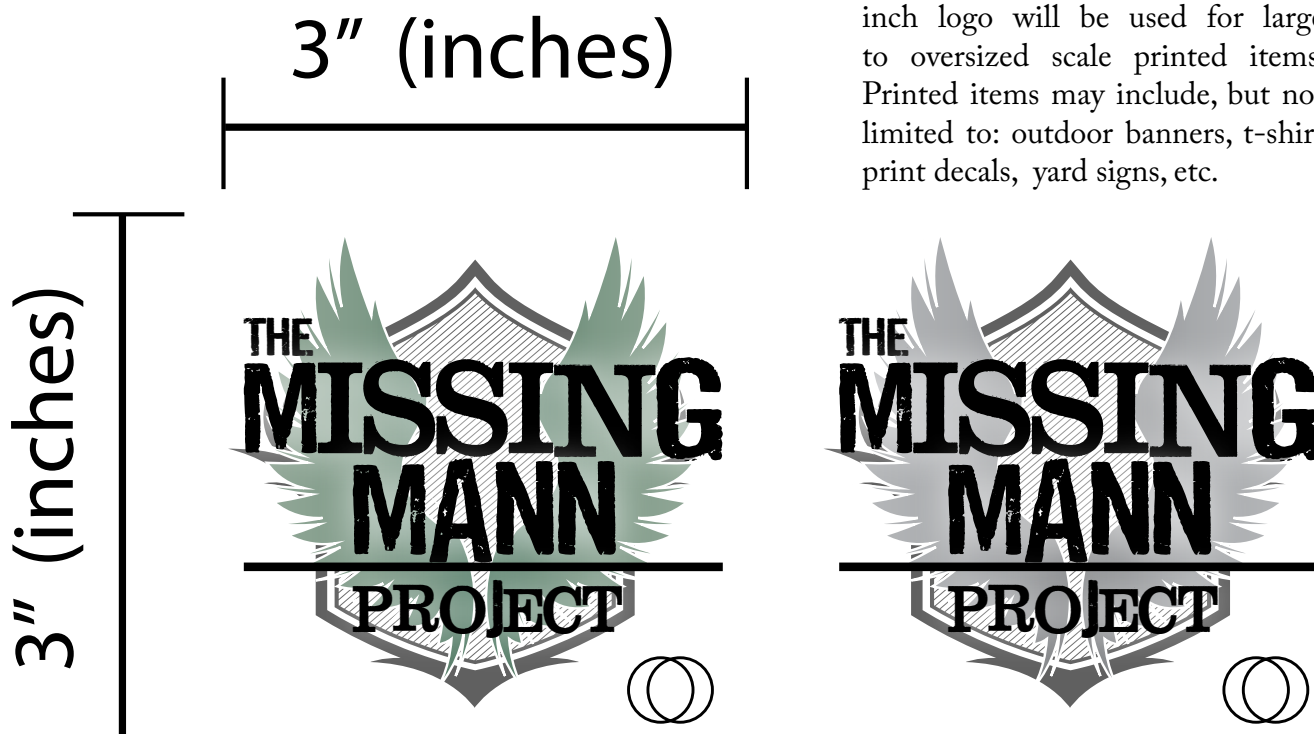


1" x 1" logo (Right)—A one inch logo to be used on small-scale printed items, which may include but not limited to: business cards, brochures, for embroidered items, etc.



2" x 2" logo (Middle)—The two inch logo will be used for medium-large scale printed items, and/or web related use. Printed items may include, but not limited to: coffee mugs, vinyl decals, posters, etc.

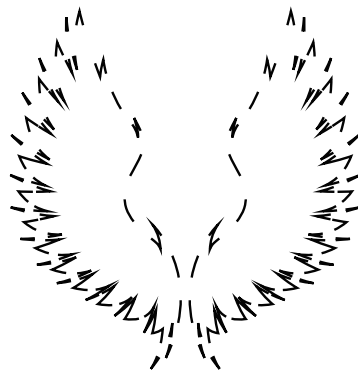
Greyscale Logo (All sizes)—The grey and black logo is used as an alternative logo for any/all printed items that will not be printed using color. Greyscaled logos are not used for web related design (unless specified by client).



3" x 3" logo (Below)—The three inch logo will be used for large to oversized scale printed items. Printed items may include, but not limited to: outdoor banners, t-shirt print decals, yard signs, etc.



C = 0
M = 0
Y = 0
K = 100



C = 0
M = 0
Y = 0
K = 0



C = 45
M = 24
Y = 42
K = 0



C = 56
M = 30
Y = 32
K = 0



C = 73
M = 39
Y = 67
K = 8



C = 0
M = 0
Y = 0
K = 70



C = 0
M = 0
Y = 0
K = 60



C = 0
M = 0
Y = 0
K = 40



C = 0
M = 0
Y = 0
K = 32

www.helpfindmissingmann.com



THE MISSING MANN PROJECT

Appendix B



**GREGORY
"KEITH"
MANN, JR.**

ENDANGERED MISSING PERSON

LOCATION: WICHITA FALLS, TEXAS

MISSING SINCE: MAY 10, 1997

If you have any information, please contact:

**Wichita Falls Police Dept.
(940) 761-7762**

**Texas Dept. of Public Safety
1-800-346-3243**

Height: 5'6"

Eye color: blue

Hair color: light brown





THE MISSING MANN PROJECT

P. O. Box 999
Wichita Falls, Texas 76308



www.helpfindmissingmann.com

info@helpfindmissingmann.com



NEVER LOSE HOPE

But they that wait upon the Lord shall renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; they shall walk, and not faint.

[Isaiah 40:31]



The Missing Mann Project was founded by Gregg & Debbi Mann, after their 20 year old son had mysteriously disappeared. Gregory Keith Mann, Jr. (known as Keith to friends and family) was last seen at his apartment the night of May 10th, 1997.

To this day, Keith has not been found and his case remains a mystery. If you or anyone you know has any information regarding his disappearance or whereabouts please call: **Wichita Falls Police Dept. (940) 761-7762 -or- Texas Dept. of Public Safety 1-800-346-3243.**

For more information, please visit:
www.helpfindmissingmann.com

stamp





M. A. N. N.

Missing Adults Non-Profit Network



The Missing Mann Project was founded by Gregg & Debbi Mann, after their 20 year old son had mysteriously disappeared. Gregory Keith Mann, Jr. (known as Keith to friends and family) was last seen at his apartment the night of May 10th, 1997.

To this day, Keith has not been found and his case remains a mystery. If you or anyone you know has any information regarding his disappearance or whereabouts please call: **Wichita Falls Police Dept. (940) 761-7762 -or- Texas Dept. of Public Safety 1-800-346-3243.**

For more information, please visit:
www.helpfindmissingmann.com

stamp



HELP BRING KEITH HOME

Missing from Wichita Falls, Texas,
but could be anywhere in the U. S.



Gregory Keith Mann, Jr.

Missing from Fountaingate Apartments
located in Wichita Falls, TX

Last seen 11:45 p.m., May 10th, 1997.

Description (at the age of 20)

Height: 5'6"

Weight: 160

Hair: Light Brown

Eyes: Blue

No tattoos

If you or anyone you know has any information
regarding his disappearance or whereabouts please
call: **Wichita Falls Police Dept. (940) 761-7762 -or-**
Texas Dept. of Public Safety 1-800-346-3243.

For more information, please visit:

www.helpfindmissingmann.com

stamp

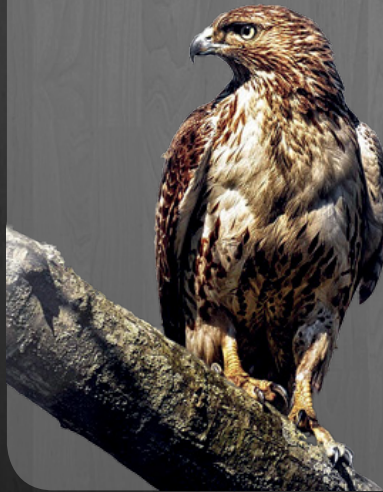


[Home](#)[About](#)[Project](#)[Gallery](#)[Contact](#)

THE MISSING MANN PROJECT

Length of time since Keith Mann was last seen—
Keith was reported missing on May 11th, 1997.

15 y : 7m : 12d : 2h



"Never Lose Hope."

WE'RE NOW ON THE WEB, ON FACEBOOK, AND MORE!



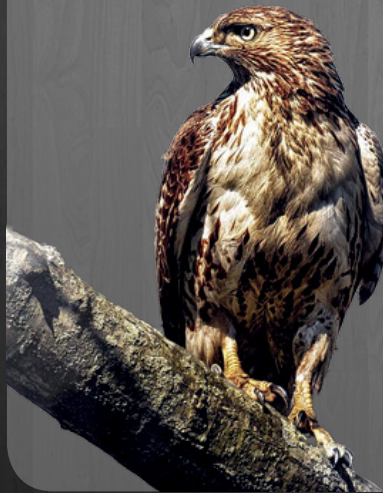
[Home](#)[About](#)[Project](#)[Gallery](#)[Contact](#)

THE MISSING MANN PROJECT

About the Disappearance

Keith Mann went missing sometime in between 11:45 p.m. May 10th and the early morning hours of May 11th, 1997, and has not been heard from since. Despite all the efforts and resources of his family, friends, and WF Police Dept., Keith remains missing to this day.

A joint effort was made in 2002 by a Texas Ranger and a Texas Department of Public Safety Investigator in conducting a “cold case” investigation. Unfortunately no additional information surfaced despite the special attention given to Keith’s case.



“Never Lose Hope.”

LIKE US ON FACEBOOK!



THE MISSING MANN PROJECT

Keith Mann

Gregory Keith Mann, Jr. was born on February 19th, 1977 in Alamogordo, NM. He went by his middle name, Keith, since birth. His childhood years were spent jointly between parents, Gregg Mann and Sandra Groce, who divorced in 1980. In the summer of 1991, when he was a teenager, he moved to Wichita Falls, TX to live with his dad, Gregg and step-mom, Debra. He is "big brother" to sisters, Brittany & Sarah Mann, and brother, Jesse Groce.

Keith showed signs of being a natural athlete at an early age and especially excelled in soccer and baseball. In high school Keith decided to concentrate on baseball and as a result he had many accomplishments during his high school career. In his senior year, he helped his team win the District 5-A championship. Keith also earned the Don Hartman Memorial award that same year. The award honors the Senior baseball player who demonstrates heart, hard work and leadership through the course of their baseball career at Rider High School. Keith was awarded a scholarship to North Central Texas Junior College in Gainseville, TX. He also enjoyed playing competitive softball with his dad, Gregg and he also played competitive baseball for the Burkburnett Blacksox.



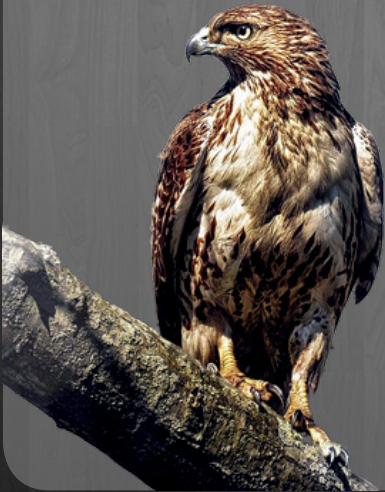
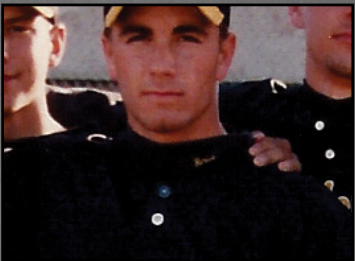
"Never Lose Hope."

FOLLOW US ON TWITTER!



THE MISSING
MANN PROJECT

Images of
Keith Mann
(1992-1996)



“Never Lose Hope.”

SUBSCRIBE TO OUR BLOG!



