## PRE-PRODUCTION

### Project Assignment

Producer and Editor assigned to the project: Site Manager

### Dub Requests

Dubs requested by Senior Producer at earliest availability. E-mail sent to project team beforehand so that additional copies may be requested as needed.

### Brainstorming Meeting

Meeting initiated by Producer/Project Manager. Attendees: Producer, Senior Producer, Project Manager, Site Manager, Art Director, Project Editor, Community Producer, On Air and Marketing liaisons, Public Relations, series writers/producers if available. Optional attendees: Production Manager, General Manager.

**Pre-meeting preparation (mandatory for SCIFI.COM project team if materials are available):**
- View tapes
- Read scripts
- Review marketing/promotional materials (including Hot Sheet)

**Goals:**
- Discuss strengths of the project, similarities to past SCI FI Channel series and non-Channel series and movies
- Generate list of creative concepts for site design and structure
- Brainstorm special convergence or interactive opportunities related to show concept
- Outline possible issues, limitations and obstacles

### Splash Page

Once the team has met to brainstorm, a basic placeholder splash page should be created. The Producer, Art Director, Project Editor and Project Manager work together to create this page. The page need only include the show/movie logo, airdate and key art. It may also include brief introductory text. Splash pages must have approval from the General Manager, Senior Editor, and Senior Producer.

### Project Strategy Meeting

Meeting initiated by Producer/Project Manager. Attendees: Producer, Senior Producer, Project Manager, Site Manager, Art Director, Project Editor, On Air and Marketing liaisons, series writers/producers if available. Optional attendees: Production Manager, General Manager, Community Producer.

**Goals:**
- Solidify overall project concept
- Outline initial (rough) content plan, including look, feel and features
- Generate wish list of known needed assets (logos, fonts, images, copy, etc.)
- Determine key stakeholders who need to participate in approval process (Channel executives, series writers and producers)
- Arrange for freelancers or outside consultants if needed
- Set launch date and any preliminary milestones

**One-Sheet**

Working together, the Producer, Art Director, Project Editor and Project Manager create a one-sheet project outline for distribution to key stakeholders. The goal of this one-sheet is to:

- ❑ Initiate a channel of communication between the series producers and SCIFI.COM
- ❑ Provide an introduction of the project and concept
- ❑ Target ways in which the project will enhance and promote SCI FI's on-air programming
- ❑ Determine assets needed by SCIFI.COM to accomplish this goal, offering manpower or monetary assistance as needed
- ❑ Identify ways SCIFI.COM could make acquisition of these assets easier
- ❑ Propose ways for the series to meaningfully interact with SCIFI.COM

One-sheet must have final approval from the General Manager, Site Manager and Senior Producer. It should then be distributed to the project team, all involved On Air and Marketing parties, and any outside production entities.

## PROJECT PROPOSAL

**Project proposal**

Working together, the Producer, Project Manager, Art Director and Project Editor develop the full project proposal. The purpose of this proposal is to bring together the ideas from the planning meetings and to produce a clear content plan for the site. By this point, the availability of needed assets should be clear. The proposal should include:

- ❑ Overall project concept
- ❑ Content plan
- ❑ Number of sections of the site (scope of work)
- ❑ Naming conventions and expandability requirements for navigation
- ❑ Any specific direction involving look and feel
- ❑ Assets needed (logos, fonts, images, copy, etc.)
- ❑ Point people who will retrieve these assets (deadlines for retrieval of these materials will be included in the project production schedule)
- ❑ Possible sweepstakes and marketing tie-ins
- ❑ Desired On Air promotion (wish list)
- ❑ Additional freelancers or outside consultants needed
- ❑ Assistance needed from the tech group
- ❑ Final URL for the project and any secondary URLs or redirects needed
- ❑ Launch date
- ❑ Anticipated maintenance schedule

Project proposal must have final approval from the General Manager, Site Manager and Senior Producer. It should then be distributed to the project team and all involved On Air and Marketing parties, and posted to the SCIFI.COM intranet.

**Wireframes**

Project Manager to complete wireframes detailing required page content. Wireframes should not be used to determine actual page layout, but to provide the project team with a visual representation of basic content. All wireframes must have final approval from the General Manager, Site Manager, Art Director, Project Editor, Senior Producer and IT Project Manager (for projects requiring IT assistance).

Basic wireframe templates are posted on the SCIFI.COM intranet. Final wireframes should be distributed to the project team and posted to the SCIFI.COM intranet.

**Production Schedule**

Project Manager to create production schedule and distribute to project team and Site Manager. All production schedules must have final approval from the Site Manager. A production schedule template including all necessary project milestones has been posted to the SCIFI.COM intranet. All final schedules should be posted to the SCIFI.COM intranet.

**IT Involvement**

Site Manager to confirm that project has been added to the IT schedule, with appropriate timeline, if any programming or systems admin work will be needed during development.

## ASSETS

**Graphical Assets**

These may include graphics, logos, fonts, video and SCI FI Channel print campaigns. Once the list of desired assets has been generated, it is the Project Manager's responsibility to ensure that all assets are in-house and provided to the Producer in a timely fashion. All graphical assets should be in-house prior to the assigned start date for project design.

**Editorial Assets**

Once the list of editorial assets has been finalized, it is the Project Editor's responsibility to ensure that the Producer has received all site copy according to deadline. Text assets may include in-house copy, freelance copy, "acquired" text, and Public Relations materials (bios, etc.). All copy should be delivered prior to the assigned start date for project design. In some cases, it may make more sense for editorial and design work to take place simultaneously; these instances will be handled on a case-by-case basis. The producer should, in these cases, receive approximate word counts for design purposes.

## DESIGN

**Design**

Producer begins site design. Direction provided by Art Director as needed.

**Design Critique**

Meeting initiated by Producer. Attendees: Producer, Project Manager, Art Director, Project Editor. Optional attendees: General Manager, Site Manager, Production Manager, Senior Producer. (**NOTE:** The Production Manager should be included in design discussions if the project is heavy on IT work or presents potential QA challenges; the Senior Producer should be included for all On Air projects.)

The Producer presents the initial designs for the project to the group. Any concerns about the direction of the project should be communicated to the Producer at this time.

**Second Design Critique**

Initiated by the Producer. Attendees: Producer, Project Manager, Art Director, Project Editor. Optional attendees: General Manager, Site Manager, Production Manager, Senior Producer, IT Programmer.

This meeting presents the final opportunity for comments concerning major design changes. It is also the final opportunity for any editorial comments involving design-intensive text elements such as navigation, placement of weekly update boxes, etc.

### Final Design Approval

All site designs receive final approval from the General Manager, Art Director, Project Editor and Senior Producer.

### "Presidential" Approval

Bonnie Hammer to approve site before it moves from design to production (as needed). Project Manager to verify need for Presidential Approval with General Manager. General Manager to obtain approval and confirm with Project Manager when completed. If changes are requested, Project Manager to adjust schedule as needed.

## PRODUCTION

### Final Copy

Any copy still with the Project Editor should be passed to the Producer at this point.

### Development

Producer begins HTML development.

### IT

If IT is involved, Project Manager to alert IT Project Manager that project is in development phase (cc'ing Site Manager). All deadlines for IT work should be confirmed at this point. Producer to work directly with IT Programmer during implementation.

### Ad Tags

Producer to request ad tags from the Production Manager either before or on day 1 of development. Turnaround for ad tag requests is four business days – three days to receive tags from Trafficmac, one day for the Production Manager to implement.

### Proofreading

Once all site copy has been integrated into the pages, Project Editor to request final edit from the Proof Editor. Due to time constraints, the final proof may take place while HTML development is still in progress, provided the specific page or pages in question have been fully completed by the Producer. In this case, however, it is extremely important that the Proof Editor works closely with the Producer, to ensure that overwriting does not occur.

### BBoard

Immediately prior to soft launch, Producer to request creation of BBoard from Production Manager. This should be a final step, as the BBoard will become live on SCIFI.COM once created and should be associated with a live site.

### QA Checklist

Producer to review QA checklist prior to soft launch.

**Soft Launch**

All sites pushed to test.scifi.com for "soft launch" phase, including QA and final approvals/reviews.

**Final Approvals**

Project Manager to ensure that all parties have signed off on project, including Art Director, Senior Editor, Senior Producer, General Manager, Marketing and On Air departments.

**Quality Assurance**

Project Manager to schedule QA with Production Manager when site is complete and fully approved. All production/editorial work should be finalized at this stage. Once the site enters QA, nobody should be touching pages for any reason, except at the request of the Production Manager. All sites should be submitted for QA no later than 11 A.M. on the date scheduled.

Production Manager to send a list of fixes to Producer, cc'ing Project Manager and Project Editor. When fixes have been completed, Production Manager to make final check and provide QA approval to Project Manager.

**Promotional Plan**

Project Manager and Site Manager together create plan for all site promotional efforts. This may include standard SCIFI.COM ad units and other in-house promotional options. All promo plans must be approved by the General Manager before creative work begins.

**Ad Units**

Project Manager and Site Manager to determine if ad units are desired and what sizes should be created. Copy provided by Project Editor, with proof by alternate editor before hand-off to the Producer. Art Director involved with banner creation as needed. Final approval on all banners from Art Director, Senior Producer and General Manager.

Ads may be created in the following sizes: 728x90, 300x250, 120x600, 120x240. There is a total limit of five banners per "campaign" (project) regardless of the combination of sizes.  All ads should be sent via e-mail to the Production Manager for trafficking, and must include the following information: start date, end date, linking URL and alt text. Banner campaigns may also be trafficked to the USA Network or Trio sites with prior approval from the General Manager.

**In-House Promotion (Non-Advertising)**

Additional in-house promotion coordinated by Site Manager and Project Manager. This includes promotion within appropriate sections of SCIFI.COM (e.g. a *Star Trek* marathon should be promoted within the *Star Trek* area) as well as SCI FI Wire and Science Fiction Weekly coverage, Events Calendar and Web Guide promotion, SCIFI.COM newsletter coverage, and promotion by the SCI FI Channel PR and Marketing departments.

LAUNCH | POST-LAUNCH

**Launch**

Site cronned or pushed live by Production Manager. Request should come from the Project Manager and should not be sent until all final approvals have been confirmed.

**NOTE:** Due to potential post-launch problems, it is SCIFI.COM policy not to launch on Fridays. If the launch date for a project happens to fall on a Friday (or on any day preceding a company holiday) the launch date will be moved to the next business day.

**Schedulebot**

If the project is airing on SCI FI Channel, immediately following launch the Project Editor submits a request for Schedulebot references to link to the web site. Production Manager to create links.

**On Air / Shows**

All sites created for SCI FI Channel series, original movies and miniseries should be added to the On Air / Shows page. Project Manager to request from Senior Producer.

**Launch E-mail**

Once the project has launched, the Project Manager e-mails all projects participants (including SCIFI.COM staff, outside departments, and series production contacts) to announce project completion and to distribute URL.

**Archiving**

After project launch, Producer to ensure that all project-related files are archived on server (coordinating with other staff as needed). All archived projects should be placed within the shared Archive area of Sci-Fi Server. Project Manager to sign off on completion of project archive.

Archived files should include:

- ❑ Fonts
- ❑ Layered Photoshop files
- ❑ Final one-sheet
- ❑ Final project proposal
- ❑ Final wireframes
- ❑ Production schedule
- ❑ Backup of original site copy
- ❑ Promotional plan
- ❑ Scanned photos
- ❑ Logos

**Postmortem**

All project participants (including SCIFI.COM staff, outside departments, and series production contacts) to meet and discuss project issues – what went well, what didn't, and how to improve on content ideas and process for future undertakings.

**Maintenance Plan**

Once a project has launched, it may or may not remain under the supervision of the original Project Manager – it may be handed off to another Project Manager for its "maintenance" lifespan. The Project Manager works with the Site Manager and Senior Producer to create the site maintenance plan. This plan details which sections of the site require updating, as well as when and how often. All maintenance plans must have final approval from the General Manager.

**Update List**

Once a site is live, it is the Project Manager's responsibility to make sure that all promotional efforts and mentions of a site are tracked across SCIFI.COM. If, for example, a show is removed from the schedule, it is the Project Manager's responsibility to know where information will need to be removed or changed site-wide. An "update list," posted to the intranet, allows everyone involved (Producer, Senior Producer, Project Editor, Senior Editor, Project Manager, etc.) to add permanent mentions to the list as they come up.