

ARTBEAT STUDIO
S H A N G H A I

WORK SUMMARY

(January / June 2016)

1 – FACTS, FIGURES & NUMBERS

WORK TIME

	A	B	C	D	E	F	G	H	I	J	K	L	M
105	2016	BR	MMB	TC	FCC	UV	BO		VOL / MEETING / PROJ. MANAG. / PROD. Follow-up	Total hours a day			
232	Thu, Jun 23, 2016		3	1.5	1.5				2	8			
233	Fri, Jun 24, 2016	0.5	3	4					2	9.5			
234	Mon, Jun 27, 2016	1.5	1.5	6					2	11			
235	Tue, Jun 28, 2016	3	3.5						1.5	8			
236	Wed, Jun 29, 2016	3	3	1					2	9			
237	Thu, Jun 30, 2016	3	3						2	8			

ART DIRECTOR

369													
370	TOTAL	299	235.5	80	86	3	48		267	1018.5			
371		BR	MMB	TC	FCC	UV	BO		VOL / MEETING / PROJ. MANAG. / PROD. Follow-up	Total work hours			

SENIOR DESIGNER

369													
370	TOTAL	658.5	98	33.5	37	5	0		832				
371		BR	MMB	TC	FCC	UV	BO		Total work hours				

JUNIOR DESIGNER

369													
370	TOTAL	240	357	240	118.5	15.5	0		971				
371		BR	MMB	TC	FCC	UV	BO		Total work hours				

1 – FACTS, FIGURES & NUMBERS

WORK TIME

- Work time (**BR**) = 1197,5 h (**46.9%**)
- Work time (**MMB**) = 690,5 h (**27%**)
- Work time (**TC**) = 353,5 h (**13.8%**)
- Work time (**FCC**) = 241,5 h (**9.4%**)
- Work time (**BO**) = 48 h (**1.9%**)
- Work time (**UV**) = 23 h (**0.9%**)
- **TOTAL = 2554 h**

1 – FACTS, FIGURES & NUMBERS

PROJECTS

ACTIVE PROJECTS

ALL PROJECTS A-Z	
A	<ul style="list-style-type: none"> ABS - Creative Thinking ABS - Internal ABS - Work organization
B	<ul style="list-style-type: none"> BR - AGENDAS BR - Bollywood BR - Branding update BR - Calle Roja BR - Clubs Exchanges BR - Cut Killer - Fête de la musique BR - Flower Power BR - French Party BR - GNO BR - KEINT Invites BR - LACOSTE LIVE BR - LED SCREEN BR - Mailblast BR - Menus BR - Operations BR - Picnic BR - Regular party BR - Sales kit BR - The Crazy Parties of Mr... BR - Tropezienne BR - Tropicalia / Jungle BR - Website
D	Daimon & BO Shanghai
U	<ul style="list-style-type: none"> UV - Lane Crawford UV - Back Office System UV - Emails UV - Le Cercle UV - Menu UV - Menu C UV - Operations UV - Pictures UV - Special UV - Website updates
V	VOL - Divers

F	<ul style="list-style-type: none"> FCC - Chinese Valentine Day FCC - Grand Opening FCC - Interior Design FCC - Mailblast FCC - Menus FCC - Operations FCC - Sales Kit FCC - Shooting FCC - Visual Identity FCC - Website updates
M	<ul style="list-style-type: none"> MMB - Bingo MMB - Branding update MMB - Brunch MMB - La Boum MMB - LED SCREEN MMB - Mailblast MMB - Menu MMB - Operations MMB - Resa Online System MMB - Sales kit MMB - Special MMB - Website update
T	<ul style="list-style-type: none"> TC - Afternoon Tea Set TC - Afterworks TC - Brunch TC - IAPM Communication TC - Mailblast TC - Menu TC - Movie Theatre Offer TC - Operations TC - Sales Kit TC - Saturdays Rooftop Cessions TC - Shooting TC - Website update

ARCHIVED PROJECTS

#	<ul style="list-style-type: none"> // Basecamp - Some random tests // BASECAMP TUTORIAL
B	<ul style="list-style-type: none"> BR - Anniversary BR - Brawl On The Bund BR - Brodinski BR - Chinese NY 2016 BR - Christmas Series BR - CNY 2015 Key visual BR - Disclosure, with GNO BR - Disneye Trash BR - DJ HEDSPIN (RED BULL) BR - DJ Mercer, Corona Sunsets BR - Étienne De Crécy BR - Felix Da Housecat BR - Ferrari BR - Formula 1 BR - Four Color Zack DJ Set BR - GNO Re-Opening BR - Gold NYE BR - Grand reopening 2015 BR - House of Vice BR - La Fiesta BR - La Grande Bellezza BR - Lotus Rouge BR - Love Season BR - Lovers of the Moon BR - Midsommer BR - Monkey Safari BR - Music Compilation BR - Outrageous BR - Postcards BR - Private Opening BR - Purple Disco Machine (DPM) BR - Rockstar BR - SAGB BR - Speed nights MatchUp BR - Terrace Reopening BR - The Avengers Birthday Bash BR - The Loft Party BR - We Are 90's BR - White Party BR - Yuksek
D	<ul style="list-style-type: none"> DEV - IOS APP DEV - Web based systems
F	FCC - Chinese NYE 2016
L	La Chinoiserie
M	<ul style="list-style-type: none"> MMB - 6th Anniversary MMB - CN Valentine's Day MMB - Festive 2016 MMB - Interior design MMB - Late Dinner 2015 MMB - Omnivore Master Class with PP MMB - Reopening 2015 MMB - That's Shanghai AWARDS 2015 MMB - Valentines 2016
T	<ul style="list-style-type: none"> TC - Chinese NY 2016 TC - CNY eFlyer TC - French Tuesday TC - Function menu TC - Gourmet Week Menu TC - ICC MENU OFFER TC - No Man's Land (Wed) TC - Pétanque Tournament TC - Popping Market TC - Rugby World cup 2015 TC - Soul Saturday TC - Surveys TC - Terrace Opening Party TC - Valentines 2016
Y	<ul style="list-style-type: none"> Y2C2 - Dim Sum Brunch Y2C2 - Mailblast Y2C2 - Menu update Y2C2 - Website update

1 – FACTS, FIGURES & NUMBERS

PROJECTS

- Number of **active** projects (2016): **68**
- Number of **archived** projects (2015-2016): **73**

- Number of projects with **significant issues**: **4**
BR We are 90's production / MMB badges / MMB colors / FCC New printed menu 2016

1 – FACTS, FIGURES & NUMBERS

ITEMS

E.G: ITEMS FOR MMB FND 2016

JULY 2016 = FND 14th to 17th - DESIGN CONFIRMED

- MMB LOGO - STICKER 3 comments Tong Shyla · Thu, Jul 7
- KT BACKDROP 6 comments Tong Shyla · Thu, Jul 7
- E-INVITATION 12 comments Tong Shyla · Thu, Jul 7
- ENTRANCE FEE NOTICES 7 comments Tong Shyla · Thu, Jul 7
- DJ BOOTH LIGHT BOX 7 comments Tong Shyla · Thu, Jul 7
- TEND CARD - Bottle Package Menu 19 comments Tong Shyla · Wed, Jul 6
- BAR MENU 18 comments Tong Shyla · Wed, Jul 6
- LIGHT BOX Enomatic (X4) 11 comments Tong Shyla · Wed, Jul 6
- HOLOGRAM 18 comments Tong Shyla · Wed, Jul 6
- CHIPS STICKERS 10 comments Tong Shyla · Wed, Jul 6
- KT BUY CHIPS 3 comments Tong Shyla · Fri, Jul 1
- KT CLOAKROOM 5 comments Tong Shyla · Fri, Jul 1
- KT TRUST COVER 3 comments Tong Shyla · Fri, Jul 1
- FLYER La Boum (2 sides + UV) 3 comments Tong Shyla · Wed, Jul 6
- FLYER Main Visual 4 comments

- FLYER Brunch 2 comments
 - FLYERS (combinations) 5 comments Tong Shyla · Mon, Jul 4
 - TEXT COMM 4 comments
 - BRIEF 2 comments
 - KEY VISUAL 11 comments
 - LOGO PARTNER to use 1 comment Tong Shyla · Thu, Jun 30
 - BADGES 16 comments
 - INVITATION - CARD & ENVELOPE 12 comments
 - KT BOARD - TOILET 8 comments Tong Shyla · Thu, Jun 30
 - EPOSTER (6th & 7th Floor) 11 comments Tong Shyla · Thu, Jun 30
 - EFLYER (Square) 5 comments Tong Shyla · Thu, Jun 30
 - EFLYER (rectangle) 9 comments Tong Shyla · Thu, Jun 30
 - SMART SHANGHAI 9 comments Francois · Thu, Jun 30
 - MAILBLAST 8 comments Tong Shyla · Thu, Jun 30
 - BINOCULAR 5 comments Tong Shyla · Thu, Jun 30
 - FB COVER / EVENT 9 comments Tong Shyla · Tue, Jul 5
- [Add a to-do](#)

JULY 2016 - FND - DESIGN TO DO

- BISTROT MENU - IN HOUSE PRINTING 16 comments Tong Shyla · Mon, Jul 11
 - BISTROT BAR - KT COVER 11 comments Preacher · Thu, Jul 7
 - BISTROT MENU - ORDER TAKEN 20 comments Tong Shyla · Mon, Jul 11
- [Add a to-do](#)

JULY 2016 = FND - DESIGN ON GOING - TO FINALIZE

- BISTRO Areas 40 comments Preacher · Thu, Jul 7
 - BISTRO KT WALL - BACK GROUND
 - PROVENCE KT WALL - BACK GROUND
 - BLACK BOARD KT MIRROR 3 comments
 - PROVENCE KT PILLAR - C1
 - PARIS KT WALL - BACK GROUND
 - PARIS KT MIRROR
 - PARIS KT PILLARS - A1/A2/A3
 - LA BOUM KT PILLARS - B1/2 - B3/4 - B5/6
- [Add a to-do](#)

- Minimum** quantity of items by project: 6 (FCC NEW MENU)
- Medium** quantity of items by project: 16 (BR LACOSTE LIVE)
- Maximum** quantity of items by project: 43 (MMB FND 2016)
- GLOBAL QUANTITY OF ITEMS** produced (estimate): 1470

2 – PROCESSES & IMPROVEMENTS

Since February 2016

- **ABS PROCESSES & OPERATION** ([PDF](#))

GOAL: Improve the print production quality standards

RESULTS:

- Cross team working with OUTLETS / ABS / PURCHASE DEPT. managing the suppliers.
- Step controls implementation (**7 days a week**) avoiding most of the human mistakes

- **BEST PRACTICES FOR GRAPHIC DESIGNER** ([PDF](#))

GOAL: Improve to the ABS's team efficiency

RESULTS:

- Team members more independents
- Results more qualitative and creative (further improvements planned for 2016/2017)

3 – TEAM & HR MANAGEMENT

Since May & July 2016

- **SENIOR DESIGNER Position**

New hiring after several month of researches (with the strong support of HR Department).

RESULTS: A “*Right-hand man*” helpful to improve the big projects’ workflow.

- **JUNIOR DESIGN Position**

One year of training for the Intern, resulting on a permanent work contract

RESULTS: The “*Savoir-Faire*” of ABS is secured

- **FREELANCER Management**

4 freelancers: Video (outsourced since Dec. 2015), Photo (x2) and Illustration (x1)

RESULTS: Costs reduction (regarding the former cost of the In-house Videographer)

- **VIDEO PRODUCTION Insourcing**

ABS is now able to produce some VIDEO TEASERS in-house, without any freelancers’ support

RESULTS: Significant costs reduction

4 – NEW SUPERIOR

Since April 2016

- **VOL MARKETING & SALES DIRECTOR**

The arrival of Mrs Wu as a new Sales and Marketing Director is a great opportunity for ABS to deal with a new strategy, priorities and work instructions. A very positive situation to develop the skills of the ABS's Team members, develop new technics of management and reach new great achievements.

4 – PLAN FOR THE NEXT 6 MONTHS

July > December 2016

- **QUALITY CONTROL REINFORCEMENT**

In partnership with the Purchase Department, we plan to create a “list of failures” for our print suppliers. The goal is to figure out the level of quality of each of them and select the best ones.

- **ABS TEAM ORGANISATION**

According the future Digital Strategy from Marketing and regarding the new VOL outlets opening, ABS will adapt his workflow, team organization and tasks assignment.

- **NEW HIRING (Junior/Intern)**

According the future Digital Strategy from Marketing and regarding the new VOL outlets opening, ABS may need to hire a new Junior or Intern profile. To discuss with Marketing Director and according the existing budget.

- **NEW MATERIAL REQUIRED**

To save a lot of time, regarding the recent design production, ABS needs a new powerful computer to produce the very big items (e.g: BR KT Board Table Booth, MMB FND Decoration and others big formats).

THANKS FOR READING