

Susana owns Obidos Media, digital design company based in Hopton.

The company makes printed and multimedia products – posters, booklets, flyers, videos, websites and so on. It employs 7 people.

A local charity, Hunger Busterz, wants to help encourage kids to eat a healthy breakfast before they go to school. They need a set of recipe cards created and have contacted Obidos Media.

Susana and Ravi from Obidos Media have a meeting with people from Hunger Busterz to discuss the project. **Ravi** is the main **project manager** for the company. This means that he plans out what work needs to be done, when it needs to be done by and who is going to do what. He then makes sure that everyone knows what to do and monitors how they are doing. He holds meetings when they are needed to discuss problems and deals with talking to the client.

After the meeting, Ravi goes away and plans who is going to do what. He gives the job of researching ideas for healthy breakfasts to **Deanna**. She is the company's **researcher**. She will look for ideas and perhaps talk to people or do surveys. She then meets with other members of the design team to talk about what can be done. She often uses a **mind map** to help in these meetings.

As well as owning the company, **Susana** is the chief **graphic designer**. This means that she comes up with the ideas for what things will look like. She usually draws some rough designs first and shows them to other members of the design team to get their ideas. Then she draws up a **visualisation diagram** - a detailed sketch with notes on it.

The visualisation diagram gets passed to Obidos Media's **graphic artist Sally**. She works in Photoshop to produce the final recipe cards, using the visualization diagram to tell her exactly what to produce. Sally doesn't come up with her own ideas or add things, she just makes it exactly as Susana has told her to.

Once the recipe cards have been made, Sally sends them to Ravi. He then takes them to a commercial printing company to be printed.