

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

Milestones

Assignment 1 hand-in
 📅 Aug 22

Assignment 2 hand-in
 📅 Oct 03

Assignment 3 hand-in
 📅 Nov 14

Assignment 4 hand-in
 📅 Jan 09

Design complete: Storyboard, script, visual design layout design
 📅 Oct 03

OCA Spring assessment submission final deadline
 📅 Jan 31

Phases

Discovery

Design

Production

OCA write-up, launch and next steps

Test & learn

Activities

Research - self publishing production process (technical aspects)

Market research - Distribution channels/opportunities

Artist research - Who can we learn from?

Audience research - Who are potential readers/users

Work out how to document the process

Review and amend storyboard

Visual design

Page layout design

Book layout design

Test & amend design components

Artwork pages

Comic layout

Review & amend

Package for print

Print comic(s)

Create marketing materials/collateral

Publish comic(s)

Market comics

Outputs

Marketing strategy

Production approach (a diagram or bullet points)

Research findings - written up

Storyboard iterations

Visual designs

Sample pages/section for testing

Book designs

Interior page artwork

Colour artwork

Page layout (inc text)

Booklet layout

Cover artwork

Section artwork

Proof

Printed copies of comic(s)

Marketing materials TBC

OCA write-up