

“Don’t Stop Believin’” by Journey	“Don’t Stop Reviewin’” by Britte
<p>Just a small town girl Livin' in a lonely world She took the midnight train going anywhere</p>	<p>Just an ID girl Doin' all the handoff work I sent my storyboard off to be produced</p>
<p>Just a city boy Born and raised in South Detroit He took the midnight train going anywhere</p>	<p>By this Dev-y boy With graphic tools and artists' joy He's finished the Prod A, ready for review</p>
<p>A singer in a smokey room A smell of wine and cheap perfume For a smile they can share the night</p>	<p><i>[sound of Google Teams dial tone, "Hey! You ready?" "Let's see what you've got."]</i></p>
<p>It goes on and on and on and on</p>	<p>The client and myself resume The work of checking through and through Slide to slide, talk accumulates</p>
<p>Strangers waitin' Up and down the boulevard Their shadows searchin' in the night Streetlights, people Livin' just to find emotion Hidin', somewhere in the night</p>	<p><i>["this this, that that, this that..."]</i></p>
<p>Workin' hard to get my fill Everybody wants a thrill Payin' anything to roll the dice Just one more time Some'll win, some will lose Some are born to sing the blues Whoa, the movie never ends</p>	<p>It goes on and on til I catch on</p>
<p>It goes on and on and on and on</p>	<p><i>[...this that, and that too!"]</i></p>
<p>Strangers waitin' Up and down the boulevard Their shadows searchin' in the night Streetlights, people Livin' just to find emotion Hidin', somewhere in the night</p>	<p>"May I suggest We look from the bird's view perspect? [This] Prod A's Draft 1; it's not absolute.</p>
<p>Don't stop believin' Hold on to that feelin' Streetlights, people</p>	<p><i>["well that makes sense"]</i></p>
	<p>Here's the context: Look for accurate content, [and] Signoff items in the queue."</p>
	<p><i>["#1 blah blah. #2 blah blah blah. #3 blah blah. Okay, please take that to your team."]</i></p>
	<p>Development is tot'lly thrilled When I condense this client's will. Communicatin' changes more precise; Visions align.</p>
	<p><i>["1, 2, 3. A, B, C, that's it."]</i></p>
	<p>Then Dev edits, and debuts [sound of</p>

Don't stop believin'
Hold on
Streetlights, people

Don't stop believin'
Hold on to that feelin'
Streetlights, people

typing, clicking and ta-da!
An iteration much improved
[Whoa It's] handoff time again

Liaise on and on and on til done

[Sound of Google Teams dial tone]

"May I present
The hottest version off the press, yea!

["Oh yea!"]

Branding/icons are the next pursuit.

["Can we make this square? No, oval. No, square!"]

Typeface, color

["Pink! Blue! Pink! Blue!"]

Frills if its top dollar.
[and]Gold will be next rendezvous!"

["Okay so I really thought about this, and I really like what your team is doing. I just have a couple requests. Can you ...do this? I mean, does that make sense? Can it be done? Yes? Okay, great. Great, great, great. You're being so great. Thank you so much, you're great."]

Don't stop reviewin'
Mediate outthrough it
Client, dev team, and repeat

["Hey Dev, can we make these changes? Oh good-I mean, great!"]

Don't stop reviewin'
Relay observations
Client, dev team, and repeat

["Yea, he wants to change the square back to

	<p><i>an oval. It's the last one, I swear! "</i></p> <p>Don't stop reviewin' Share new iterations Client, dev team, and repeat</p> <p><i>"Okay, so I just handed off Gold. We are done...until next time. See you Monday!"</i></p>
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Notes & Source Content

- Tell them to focus on the content, it's at 60% and we'll make it pretty later, we have to have the script approve at 90%, Making sure where the guardrails are with the client has been a far harder... because we just don't get that follow up with them. The internal handoff, theres less risk cause they'll always come back to us when theres less clarity.
- Never rely on email for a handoff. Email will back it up, but you also want to have that conversation with them, its worth while. There will be times that its stressful and you think "im just gonna send that email, they get it" and there might be times when that works but for new hires, i dont want them to even attempt it. Theyre going to learn through the dialogue experience of "oh, im glad you asked!" this relationship this rapport is improved because of this conversation. So that handoff is about that relationship building which is as much internal as external, as it is about checking that box so operationally we've covered everything because theres just so many subtleties.
- As the ID, you're the architect, so the handoff is not your last task. You're not gonna hand it off to dev and not look at it again. Youre gonna be a shepherd through the rest of the process through QA. youre gonna make sure the integrity of the design is maintained., and that the learning objectives are still being achieved. Most of the time the production team will not want to go far without you, and they know that., they'll feel uncomfortable trying to take it to gold without your involvement. So your final task is delivering gold to the client. So you're the architect and they're the contractor with all the electricians and plumber s but you check in to make sure the house is shaping up how you designed it. They're gonna run into road blocks, usually a grandiose vision if they have to push back, its too hard to execute, so try this instead, is a common one. This is what etheyre looking for, this is what theyre expecting to get back, well thats gonna take 30 hours and we only have 10.

- **And that's human nature they want to have that ownership, that's why storyboard A, throttle back, don't make it too perfect or you'll lose the opportunity to get their engagement with it or you're inviting their engagement on mundane things which is a waste of time, they want to add value.**
- The priorities are different for each segment in the process/timeline. **Production is a little more consistent. There will be one more handoff after that initial one. You're still the architect because production is not gonna take it (the deliverable) to the client, you are. So you'll have to explain and tie things up and then you'll have to take that feedback back to production. You're going to have multiple more handoffs of edits lists, and they're gonna have questions.**
- Should handoff meetings always include the artistic director and/or can they just be with one member of the development team? How can the ID find out which team members to include in the handoff call?
 - From my own experience from the BLM paleontology video, I had a handoff meeting with Robert alone. However, I know that at least four team members spent time working on development for that video: Robert, Leslie, Ethan, and Cari.

Defer to creative director or production lead. Having one person at handoff is fine. Especially if it is a team leader.

Confirm notes. Confirm understandings of next step. Verify those take place. Follow-up or prepare to deliver if it is your turn to move the product forward.

- Regarding handoff to our development team, how will the ID know when it's time to step in again to review Prod A? **Prod should let you know Good expectation to set during handoff.**
 - Will they be tagged in a Teams post? **Whatever works.**
 - How long is too long to wait to review Prod A? **not sure - just keep in mind the edits will take time to make - so you have to leave time for production to complete suggested edits... But I also want to make clear that a Prod A - should be flawed and attempting to deliver perfection is a waste as it invites feedback on your perfect product anyway..**
 - Does the ID also review Prod B and Gold? At these stages, what is the ID looking for? **ID is the architect. Trust but verify.**

- When is it time for the ID to “let go”? **There are always aspects of the design that should be negotiable. Balancing client desires, with expected outcomes... and of course – BUDGET.**
- What are some best practices towards communicating review edits to the developer?
 - Communication 101 between team members? **Be clear. Be concise. Be thorough. Again, part of the art to our science.**
 - Most communication about the course will take place in Teams. Should post-handoff communication occur in the General channel, the fileshare, other? Does it matter? **Not sure.**
 - Is it safe to say that the ID’s suggestions for change will be taken seriously, or is it more up to the dev team’s discretion to make those changes? Whose the final authority? **Client. Directors.**

From my own experience thus far, I’ve been told by Cari and Robert that specificity is key.

SME: Robert

- The first storyboard: no one knows what to expect at that point: new IDs and developers, that first one is always a rough one because you’re learning how to feel each other out, what expectations are there, sometimes you don’t have the right questions, sometimes you’re rushed to get through a 30 min meeting versus an hour. There’s a lot of potential for things to go awry.
- When a storyboard is produced, dev never sees it cause it’s silo’d off. Even if it’s a storyboard, it would be nice to include it in that, to see what’s coming down the pipe. Have collaborative conversations about things we can do, accomplish, what we need. If you’re developing a storyboard, wouldn’t it be nice to have a template to develop that in so the client can solely focus on the content. Get Dev involved early on the frontend: maybe you need an icon, test something we can talk about and figure if we have capacity to handle.
- There should be tons of questions in that handoff, that first one, how am I supposed to design this? If the developer is not asking questions, there’s a red flag there and we might need to come to a consensus at some point in the future. Start with a collaborative conversation and center around a vision. You know the numbers, you know the scope.

- Bring the SOW into the meeting, the breakdown of hours. Get that from the bookkeeper or Mark.
- The danger in inviting a developer into that client meeting is they may not ask questions. I want to be there just to facilitate that conversation piece, wats gonna happen so i can delegate. Its being able to communicate effectively with my team of what needs to be done. If i have all the working knowledge there...
- The ID is speaking 70%, Dev is 30% for the first handoff, probably in that ratio.
- Take (hard, out of scope) feedback from the client to grace because she has the experience to do so, or mark, they can offload it from you, or give you the ammunition you need to communicate a "no" to the client. "Can we table this? We'll get back to you on this, we'll take it internal have that conversation and bring it to you"
- After handoff actionable items: emails and communicating deadlines, when an item is due back for internal review. If youre waiting on something, ask dev to get it to you (some things get lost in communication, tags) Letting the client know what they expect to see this or that before the handoff meeting with them. So the ID is offering a sneak peak before they see what dev's done with it.
- The ID lets go at Gold after final review. The negotiation part of what he can accomplish. The ID is the last gate before it goes to the client.
- My personal advice is now you have this under your belt you know what to expect in the next one.

Extern, internal

Mediate on through it

intuit

Nitpick til

High contrast or duller
 Beautify to dollar

Now's the time to beautify
 Gold will be next rendezvous

We will take this work to Gooold

How's this pallet

You'll see changes
Branding, icons

We hand off and on and off

It goes on and on and on and on

process

to client's
Whoa, this drill never ends

We hand off and off and off and off

spanking Prod B that looks brand new

iteration
Alter

Dev makes, and they
And they'll choose
What's possible with hours used

Prod B aligns

Deliberate, then we'll choose
What's possible with hours used

It wastes no time

Prod B's beauty

the next rendezvous

I'm sending your thoughts back to dev
Make some signoffs, they'll come through

and we'll moooove
Choose
Queue
accrew

Look for accurate content,
seat time,

Back to deeeeeeev

(so i can get these suggestions back to dev

(holisitically, not nit picky)

"Change this, nix that
Was this in the review?"
They ask me, I say "hey it's up to you"

Branding, icons

Enumerate
accumulate

does the course enlight

Inventory catalog

Whether this
If this course (has all the right stuff, the list)

It goes on and on and on and on

Content

Seat time, learners gotta be engaged

Branding, icons
Quizzes, answers that are riiiiiiight

To changes more precise

When I relay specific

come back with specific

exact
Explicit
Clear cut

Just one more time
Communication never ends

The content, flow and scope

That the course has
Content, scope and
It goes on and on a

External review
Internal review

ID's takin'
Feedback from the

To the dev team
Internal review
External review

Comments waitin'
Up and down the scroll

Prod A's waitin'
limbo world
Between
Oh it's so confused

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He's got a prod,

wants to review
A client in
wants to rendezvous
a waiting room

Enters now

Doesn't know who to presume
Which of them makes

Boardroom
Whom
Resume
Waiting room

processin'
Prod A

new

A client

process
digesting
post-handoff swirl
Chillin' in post-handoff world

Workin' in a remote
Course is in post-handoff world
She's sent her course off to be produced

It's time to

her course gonna be produced

Just a dev-y boy
Graphic tools ripe to employ

She sets a handoff for her course to be reviewed

sent her storyboard off to be reviewed
To this dev-y boy

- **not sure - just keep in mind the edits will take time to make - so you have to leave time for production to complete suggested edits... But I also want to make clear that a Prod A - should be flawed and attempting to deliver perfection is a waste as it invites feedback on your perfect product anyway..**

Check back on and on and on

Don't stop reviewin'