

Project Proposal

Proposed Question, Problem:

- How do Creative/Design/Art directors manage and lead graphic designers; and operate a creative department?

Description:

Managing creativity is one of the most difficult issues to manage these days. John Kao, a professor at Harvard Business School, argues that if creativity is hard, then managing creative people, who create constantly and deal with creativity, such as artists, designers, architects, writers, musicians, scientists, ...etc; is even more complex.

Aims and Objectives:

- Becoming familiar with the theory regarding managing creativity and creatives (graphic designers) through traditional, modern and experimental methods.
- Provide solution(s) and/or suggestion(s) if possible to the question in discussion.
- State and communicate the various difficulties that managers/leaders face when managing graphic designers, in order for future managers/leaders to be aware of them and avoid them.
- Introduce the possibility of the integration of the leadership style(s) electronically

Arising Questions:

- What do we mean by creative?
- What do we mean by creativity?
- Who are creative people and/or creatives (graphic designers)?
- What do we mean by manager and/or leader? In other words, what should their duties and obligations be?
- What is a creative department? Who belongs to it? What does it consist of?
- What is so special about graphic designers?
- What is so special about managing graphic designers?
- Why is managing graphic designers complex?
- Could a manager/leader be anybody, or should s/he be a one of the designers him/her-self?
- With all the existing complexes and difficulties, is it really possible to manage graphic designers across cultural and geographical boundaries electronically?

Research Steps Plan:

The research will be conducted in the following manner:

1. Investigation into existing theories as related to the problem at hand
2. Now that the literature review is complete, an existing problem is going to be stated and supported
3. The problem at hand is going to be covered as much as possible from all possible angles, and described.
4. After the investigation and problem identification, a questionnaire is going to be generated based on the previous investigation, targeted aims, and objectives. This questionnaire fulfils the purpose of gathering data through a survey.
5. After the data has been gathered, the results will apply to two types of analysis:
 - a. quantitative and;
 - b. qualitative
6. A report on the achieved results from the survey results is going to be presented.
7. An analysis and comparison between the achieved results and available literature will take place. This analysis will include comparisons among various methods and issues, and various comments regarding the various affecting factors.
8. Followed, if possible, forecast in the form of suggestions and/or solutions to the problem will be provided.
9. As a conclusion, various further research opportunities and weak points within the research will be presented.