

**AD421 • ME445 • MKTG594 Elkay Project**  
Spring Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
**Albert Page**, Marketing, College of Business Administration  
**Michael J. Scott**, Engineering, College of Engineering**Assignment****No. 17** Timeline of Product Development**Project Description**

Each team will create a graphic representation of their entire two semester, year long project for Elkay Manufacturing. This **timeline** will show key dates and the corresponding work that was completed at that key milestone. Each team is to choose the dates and work product that best represents both their process and progress. The dates that will obviously be in common to all of the teams are the class Mid-Term and end of semester Final Presentations. Teams may elect to use due dates of assignments as their milestones, or you may select significant dates to the actual production and completion of the different aspects of your team's work product.

The timeline will serve several purposes. First, it provides an overview of your team's progress with significant milestones achieved in a graphic representation of your process for Elkay Mfg. management. Their management team will use the timeline as a quick way to have others within the company gain an understanding of the UIC/Elkay collaboration.

Second, the timeline will be used at both the **Year-End Show** in the School of Design to share an overview of your work with other professionals, future IPD students, and potential future sponsors, as well as for the Annual **Engineering Expo** in the College of Engineering. After these two exhibitions, these timelines will then be used to adorn the walls of the Innovation Center. The timeline may also be used as a slide in your spring semester final presentation.

Once the whole team has agreed upon the key dates and corresponding images and text (keep it brief), the design students will be charged with putting it together into a visually engaging graphic format. The files should be created in Adobe Illustrator or InDesign, and should be set up to be printed out in color on a large format printer, 36 inches by a variable length (roll fed printer). The cost of printing and laminating these timelines will be paid for out of the IPD Elkay budget. For your reference, examples of previous team timelines are available on the class web site.

**Project Requirements**

1. As a team, decide upon the key milestone dates, corresponding images, and appropriate explanatory text for each date to be shown on the timeline.
2. Create a timeline in a visually compelling graphical format that clearly demonstrates your team's year-long process and progress with all relevant information. Prepare the file so that it may be printed out in color on a large format printer (roll paper 36" wide). Print and laminate two copies, one for Elkay management, one for UIC Exhibition and for eventual use in the Innovation Center. Upload the file to the IPD class web site.

**Due Dates**

- Tuesday, April 22, 2008 Engineering Expo, College of Engineering
- Tuesday, April 29, 2008 Final presentation to Elkay Manufacturing