

# **COLOR PSYCHOLOGY**

PROJECT MANAGEMENT PLAN

by  
Kelly Prendergast

# PROJECT RATIONALE

## Why Trello?

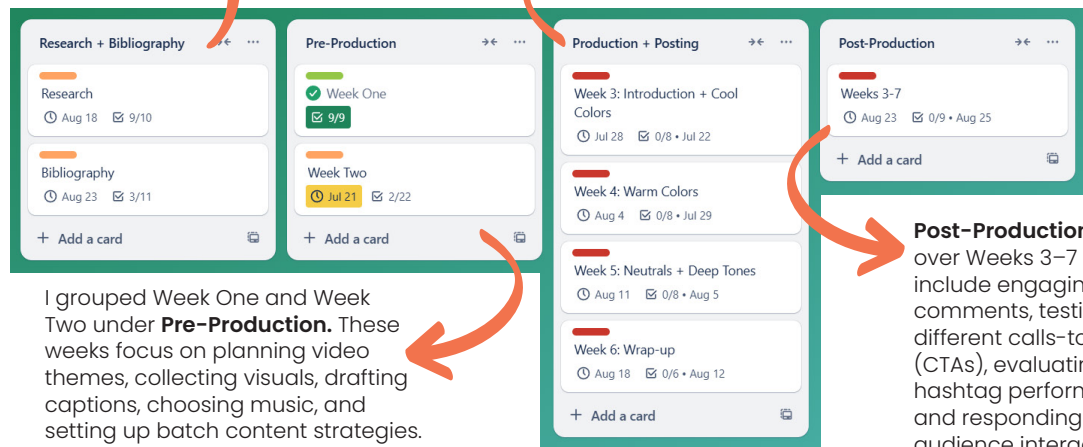
For managing my 7-week TikTok series, I chose Trello as my project management tool. As a beginner, I found Trello extremely user-friendly and visually intuitive. It offered me the ability to view my progress both at a high-level overview and with more detailed week-by-week task management. The calendar and checklist features were especially helpful for setting deadlines and keeping myself accountable. I appreciated the clean design and ease of drag-and-drop functionality, which made organizing and updating my timeline feel seamless.

## Overview + Project Structure

"ColorTok" is a 15-video TikTok series exploring color psychology in interior design and branding. Since this is a multi-phase project that includes research, content development, asset creation, and user engagement, I structured my Trello board around four main categories to reflect the natural progression of the project:

**Research + Bibliography** contains tasks related to gathering credible sources on color theory, TikTok trends, and branding. This phase will remain active throughout the entire project as I continuously annotate and incorporate research into the videos.

Weeks 3–6 fall under **Production + Posting**. This is when the filming, editing, and posting of videos will occur. I'll be posting four videos per week, except for Week 6, which will include only three. This slight reduction was intentional to ensure I could track accurate analytics leading into the final week for reporting.



## Color Tagging System

- Completed Tasks
- In-Progress Tasks
- To-Do Tasks

# RESEARCH + BIBLIOGRAPHY

## Workflow

The Research + Bibliography section includes two dedicated phases: one for gathering and managing research sources, and another for organizing and annotating the bibliography. These cards remain “in progress” throughout the entire project to support the evolving nature of my content creation and ensure each video is grounded in accurate, well-documented information.

### Research Card

#### Phase 1 – Completed:

Compiled a wide range of credible sources on color psychology, interior design applications, branding strategy, and TikTok content trends. Sources include scholarly articles, blogs, videos, and design platforms.

#### Phase 2 – In Progress:

As I begin creating each video, I will annotate sources by summarizing key takeaways and linking them directly to specific talking points or visuals used in the TikTok series. This step ensures traceability between my content and the research behind it.

Research + Bibliography

Bibliography

+ Add

In Progress

+

Aug 23, 11:59 PM

Description

Add a more detailed description...

Phase One

Hide checked items

Delete

100%

☒ Organize sources by category

☒ Create a running list with links

☒ Format citations for bibliography

Add an item

Phase Two: Annotations

Delete

0%

☐ Annotations for Academic Research / Scholarly Articles

☐ Annotations for Webpages

☐ Annotations for Online Articles

☐ Annotations for Blogs

☐ Annotations for PDF Guides

☐ Annotations for Books

☐ Annotation for Videos

Professor Feedback

Delete

0%

☐ Improvements based on Professor Feedback

Research + Bibliography

Research

+ Add

In Progress

+

Aug 18, 12:00 PM

Description

Add a more detailed description...

Phase One

Hide checked items

Delete

100%

☒ Gather sources on color psychology

☒ Research color use in Interior Design

☒ Research color in Marketing & Branding

☒ Study Johannes Itten and Bauhaus color theory

☒ Study TikTok content strategies and engagement trends

☒ Research TikTok algorithm + what boosts visibility

☒ Compile TikTok posts inspiration

☒ Explore editing tools

☒ Gather sources and references

Add an item

Phase Two

Delete

0%

☐ Add brief annotations to each source as reading / viewing

### Bibliography Card

#### Phase 1 – Completed:

Organized sources into categories and formatted them into a structured bibliography.

#### Phase 2 – In Progress:

I will add annotations to each source within their respective categories, noting how each one contributed to the project and how the information was applied in scripting or planning.

In response to professor feedback, I've created an additional checklist to track revisions and improvements.

# PRE-PRODUCTION

## Week One - Complete

The first week focused on foundational research and the creation of my full project proposal. This included outlining the concept and goals for the 15-part TikTok series (ColorTok), identifying my target audience, and beginning preliminary research on color psychology, TikTok content strategies, and editing tools.

Pre-Production

Week One

Labels

Completed

Description

Add a more detailed description...

Research

Hide checked items

Delete

100%

☒ Analyze 5 TikToks for visual / aesthetic patterns

☒ Collect 10 reference videos for tone/style inspiration

Add an item

Proposal

Hide checked items

Delete

100%

☒ Finalize main concept + working title

☒ Define goals & objectives

☒ Define the target audience

☒ Write full series outline (15 videos)

☒ Decide on color order in series

☒ Identify key metrics to track

☒ Plan engagement strategy

Video Structure + Planning

Hide checked items

Delete

80%

☒ Finalize the order of the 15 videos

☒ Assign a main theme or color focus for each video

☒ Write 1-2 sentence outlines for each video (intro/hook + message)

☐ Decide on a consistent visual format (text overlays, transitions, voiceover style)

☒ Choose tone of voice + content pacing

Add an item

Visual Assets + Moodboards

Hide checked items

Delete

50%

☒ Create moodboards for all color categories

☐ Gather interior design images by color

☒ Collect brand visuals/logos that align with each color theme

☒ Organize all visuals by folder

☐ Source or design background graphics and overlays (if needed)

☐ Choose a consistent font or style for any text used in videos

Add an item

Audio + Editing Tools

Hide checked items

Delete

67%

☐ Select music or sound trends from TikTok's library

☒ Choose editing app and set up template

☒ Test transitions and overlay formats for consistency

☐ Save favorite sound clips for later use (if needed)

☒ Decide if voiceover will be used and prep for recording setup

☒ Create intro + outro clip template

Add an item

Captions, Hashtags & File Organization

Hide checked items

Delete

100%

☒ Create a bank of hashtags categorized by theme

☒ Draft short captions for at least 5 videos to get started

☒ Plan CTAs

☒ Organize folders

☒ Set up file naming convention

Pre-Production

Week Two

Labels

In Progress

Due date

Jul 21, 12:00 PM

Due soon

Description

Add a more detailed description...

Video Structure + Planning

Hide checked items

Delete

80%

☒ Finalize the order of the 15 videos

☒ Assign a main theme or color focus for each video

☒ Write 1-2 sentence outlines for each video (intro/hook + message)

☐ Decide on a consistent visual format (text overlays, transitions, voiceover style)

☒ Choose tone of voice + content pacing

Add an item

Visual Assets + Moodboards

Hide checked items

Delete

50%

☒ Create moodboards for all color categories

☐ Gather interior design images by color

☒ Collect brand visuals/logos that align with each color theme

☒ Organize all visuals by folder

☐ Source or design background graphics and overlays (if needed)

☐ Choose a consistent font or style for any text used in videos

Add an item

Audio + Editing Tools

Hide checked items

Delete

67%

☐ Select music or sound trends from TikTok's library

☒ Choose editing app and set up template

☒ Test transitions and overlay formats for consistency

☐ Save favorite sound clips for later use (if needed)

☒ Decide if voiceover will be used and prep for recording setup

☒ Create intro + outro clip template

Add an item

Captions, Hashtags & File Organization

Hide checked items

Delete

100%

☒ Create a bank of hashtags categorized by theme

☒ Draft short captions for at least 5 videos to get started

☒ Plan CTAs

☒ Organize folders

☒ Set up file naming convention

## Week Two - In Progress

Week Two builds on that foundation and will be completed before production begins in Week 3. The focus is on organizing and preparing all content assets needed for filming. This week is broken into four planning "lists":

### Video Structure Planning:

Finalizing the order of the 15 videos and outlining key talking points for each, based on the research gathered.

### Visual Assets + Moodboards:

Collecting color-themed imagery, interior design examples, and branding visuals, while building moodboards for consistency and inspiration.

### Audio + Editing Tools:

Selecting music/audio clips, setting up templates in editing apps, and testing transitions and overlay styles.

### Captions, Hashtags & File Organization:

Drafting initial captions, building a hashtag bank, organizing digital files by video, and planning consistent file naming conventions.

This structure ensures I'm fully prepared for content creation starting in Week 3, with a clear plan and organized resources in place.

# PRODUCTION + POSTING

## Typical Weekly Video Production Workflow

Week 3 marks the start of the content rollout. Each week during the production phase, I follow a repeatable checklist for every video to stay organized, consistent, and on schedule. This structure helps break down the content creation process into manageable, trackable tasks while ensuring each video is well-prepared, research-based, and visually polished.

*For every video, I've created an individual checklist with the following key steps:*

- 1. Gather all media assets needed for filming**  
This includes visuals (photos, graphics, branding elements), audio (music, sound clips), and any text overlays to be used in the final edit.
- 2. Develop full script from research-backed talking points**  
Building from my Week 2 outlines and ongoing research, I write a complete script to guide the video's narrative and voiceover.
- 3. Film + Edit Video #** (With Due Date)  
I record and edit each video using consistent templates, visuals, and transitions to maintain a cohesive visual identity across the series.
- 4. Post Video #** (With Due Date)  
Each video is posted according to schedule, with appropriate hashtags, captions, and CTAs to maximize engagement on the TikTok platform.

By organizing production this way, I'm able to focus on one video at a time while maintaining momentum and consistency across the 15-part series. It also allows me to track progress clearly within Trello and adjust in real time based on engagement insights or feedback.

Production + Posting ▾

○ Week 3: Introduction + Cool Colors

+ Add

Labels

Due date

To Do

+

Jul 28, 12:00 PM ▾

≡ Description

Add a more detailed description...

☒ Video 1: Intro to Color Psychology + Using the Color Wheel

Delete

0%

☐ Gather all media assets needed for filming

☐ Develop full script from research-backed talking points

☐ Film + Edit Video 1

🕒 Jul 22

👤

⋮

☐ Post Video 1

🕒 Jul 23

👤

⋮

4

# POST-PRODUCTION

## Workflow

The post-production phase runs alongside and beyond content posting, spanning Weeks 3 through 7. This phase focuses on community engagement and performance tracking. Tasks include replying to comments, encouraging interaction through CTAs and questions, testing different hashtag strategies, and observing which content performs best. I'm also monitoring TikTok analytics (views, likes, saves, shares, engagement rate) to evaluate trends and inform both bonus content and the final project reflection.

Post-Production ▾

### ○ Weeks 3-7

+ Add

✓ Checklist

👤 Members

📎 Attachment

📍 Location

Labels

Due date

To Do

+

Aug 23, 12:00 PM ▾

#### ☰ Description

Add a more detailed description...

#### ☑ Engagement + Community

Delete

0%

- ☐ Test slight variations in hooks or hashtags
- ☐ Monitor which CTAs perform best
- ☐ Boost engagement with questions / polls
- ☐ Respond to early comments
- ☐ Track views, likes, saves
- ☐ Record audience feedback or requests
- ☐ Add a bonus video if requested content appears
- ☐ Save interesting user feedback/testimonials
- ☐ Save analytics for report

🕒 Aug 22 👤 ⋮

# CONCLUSION

Using Trello to manage this project allowed me to keep everything organized, goal-focused, and on schedule. Structuring my board by project phases and labeling weeks made it easy to stay on top of deliverables while maintaining flexibility. As someone new to Trello, I found it accessible yet powerful enough to manage a multi-step content strategy. This visual approach to project management directly supported the goals of my TikTok series, and I now have a clearer method for organizing creative work in the future; something I can carry into professional practice.

## JULY → AUGUST CALENDAR OVERVIEW

Jul 2025	<	Today	>	Month		Sync to personal calendar
Sun	Mon	Tue	Wed	Thu	Fri	Sat
13	14	15	16	17	18	19
20	21 Week Two	22 <input type="checkbox"/> Film + Edit Video 1 Week 3: Introduction + Co...	23 <input type="checkbox"/> Post Video 1 Week 3: Introduction + Co... <input type="checkbox"/> Film + Edit Video 2 Week 3: Introduction + Co...	24 <input type="checkbox"/> Post Video 2 Week 3: Introduction + Co... <input type="checkbox"/> Film + Edit Video 3 Week 3: Introduction + Co...	25 <input type="checkbox"/> Post Video 3 Week 3: Introduction + Co... <input type="checkbox"/> Film + Edit Video 4 Week 3: Introduction + Co...	26 <input type="checkbox"/> Post Video 4 Week 3: Introduction + Co...
27	28 Week 3: Introduction + C	29 <input type="checkbox"/> Film + Edit Video 5 Week 4: Warm Colors	30 <input type="checkbox"/> Post Video 5 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 6 Week 4: Warm Colors	31 <input type="checkbox"/> Post Video 6 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 7 Week 4: Warm Colors	Aug 1 <input type="checkbox"/> Post Video 7 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 8 Week 4: Warm Colors	2 <input type="checkbox"/> Post Video 8 Week 4: Warm Colors
+ Add						
Aug 2025	<	Today	>	Month		Sync to personal calendar
Sun 27	Mon 28 Week 3: Introduction + C	Tue 29 <input type="checkbox"/> Film + Edit Video 5 Week 4: Warm Colors	Wed 30 <input type="checkbox"/> Post Video 5 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 6 Week 4: Warm Colors	Thu 31 <input type="checkbox"/> Post Video 6 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 7 Week 4: Warm Colors	Fri Aug 1 <input type="checkbox"/> Post Video 7 Week 4: Warm Colors <input type="checkbox"/> Film + Edit Video 8 Week 4: Warm Colors	Sat 2 <input type="checkbox"/> Post Video 8 Week 4: Warm Colors
3	4 Week 4: Warm Colors	5 <input type="checkbox"/> Film + Edit Video 9 Week 5: Neutrals + Deep T...	6 <input type="checkbox"/> Post Video 9 Week 5: Neutrals + Deep T... <input type="checkbox"/> Film + Edit Video 10 Week 5: Neutrals + Deep T...	7 <input type="checkbox"/> Post Video 10 Week 5: Neutrals + Deep T... <input type="checkbox"/> Film + Edit Video 11 Week 5: Neutrals + Deep T...	8 <input type="checkbox"/> Post Video 11 Week 5: Neutrals + Deep T... <input type="checkbox"/> Film + Edit Video 12 Week 5: Neutrals + Deep T...	9 <input type="checkbox"/> Post Video 12 Week 5: Neutrals + Deep T...
10	11 Week 5: Neutrals + Deep	12 <input type="checkbox"/> Film + Edit Video 13 Week 6: Wrap-up	13 <input type="checkbox"/> Post Video 13 Week 6: Wrap-up <input type="checkbox"/> Film + Edit Video 14 Week 6: Wrap-up	14 <input type="checkbox"/> Post Video 14 Week 6: Wrap-up <input type="checkbox"/> Film + Edit Video 15 Week 6: Wrap-up	15 <input type="checkbox"/> Post Video 15 Week 6: Wrap-up	16
17	18 Research	19	20	21	22 <input type="checkbox"/> Save analytics for report Weeks 3-7	23 Bibliography Weeks 3-7
+ Add						