

## Formation Manage creative projects (Gérez des projets créatifs)

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| <b>Durée de la formation :</b>         | 8 heures  |
| <b>Date de la session :</b>            | du 21/01/2026 au 20/04/2026   |
| <b>Dates précises :</b>                |   |
| <b>Horaires de la session :</b>        | Independently, at your own pace   |
| <b>Lieu :</b>                          | E-learning (en ligne) - OpenClassrooms platform   |
| <b>Nombre de places maximum :</b>      | 20  |
| <b>Formateur(s) :</b>                  | OPENCLASSROOMS  |
| <b>Prérequis sur cette formation :</b> | Completion of the "Dive into UX Design" training  |
| <b>Public ciblé :</b>                  | Université de Bordeaux staff and site/PUI partners  |
| <b>Public prioritaire :</b>            | Researchers, teachers, PhD students, research support staff, project managers, anyone interested in innovation in all its forms |
| <b>Date limite d'inscription :</b>     | 14/01/2026  |

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### Objectifs :

In this course, we'll break down concepts that can be adapted to many work situations and office environments in order to help you stay on top of your work. We'll explore creative project management through the lens of UX, but these ideas can be applied to any industry.

This training will examine concepts, tricks, and tools for staying organized and collaborating across teams. From creative briefs to road maps, we'll walk through ways to prepare for projects, stay organized, manage time, and guide expectations. We'll also explore ways to maximize collaboration through clear communication, feedback, and documentation.

We'll consider situations like how to handle a new person who joins a project or team, how to pass along information to developers, and how to prioritize multiple projects at once.

Goals of this training:

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Recognize elements of agile methodology used in creative project management

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Manage client and co-worker expectations through clear communication

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Manage your time by using organizational techniques and tools

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Create documentation to organize your work, resources, and decision making processes

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Create a product roadmap to estimate timeframes and prioritize project goals

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Define measures for success to ensure goals are met

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Write a concise project brief to guide both clients and co-workers

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Communicate with team members to ensure a project moves forward smoothly

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Give and receive effective feedback in order to facilitate teamwork

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

### **Programme :**

#### **Part 1: Prepare for creative projects**

1. Manage expectations
2. Set goals and measure success
3. Prepare a creative brief
4. Create a roadmap
5. Manage and schedule your time
6. Quiz

#### **Part 2: Maximize collaboration**

1. Communicate clearly with team members
2. Stay agile and schedule regular check-ins
3. Give and receive feedback
4. Document and track your decisions
5. Build a wiki for resources
6. Use design systems and style guides as a reference library
7. Get some practice building a wiki of resources from this course!
8. Quiz

### **Pour tout renseignement complémentaire :**

Chargé(e) de formation : <mailto:bf-formations.innovation@u-bordeaux.fr>

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