**OATS method adapted from Mike Clayton: outcomes - activities - time - schedule**

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| **Outcome 1: Visual logbook**  **Visual logbook** | Mind map initial ideas for concepts.  Research into advertising campaigns with alcohol. | NOW  NOW | 1 hour  1 week | Week 1  Week 2/3 |
| Visit library to find still life photography books. | SOON | 1 day | Week 2/3 |
| Select pictures from test shoots; reflect & analyse. | SOON | ½ day | Week 4/5 |
| Select final images; evaluate (strengths + weaknesses). | LATER | ½ day | Week 6/7 |

* **Step 1:** Use the ‘**outcomes column’** to list what you need to produce/do.
* **Step 2:** Use the ‘**activities column’** tolist the things that you need to do to achieve your outcomes.
* **Step 3**: Use the **‘time column’** to estimate how long each task might take e.g. an hour, a day, a week?
* **Step 4:** Schedule the tasks: use the **‘Priority’** column to consider the importance of each task. Label it in terms of ‘now, soon or later’ or ‘1,2,3’. Then put an estimated date/academic week in the **‘When’** column.

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| **Outcomes: what?** | **Activities: how?** | **Priority** | **Time** | **When** |

**Example:**

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| **Outcomes: What?** | **Activities: How?** | **Priority** | **Time** | **When** |
| **Outcome 1:** |  |  |  |  |
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| **Outcome 2:** |  |  |  |  |
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| **Outcome 3:** |  |  |  |  |
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| **Outcome 4:** |  |  |  |  |
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| **Outcome 5:** |  |  |  |  |
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