

L4 Foundation Diploma in Art & Design

Unit 3: Final Project Proposal Guidance

In producing the project proposal, and in preparing for the project realisation, students and staff must familiarise themselves fully with the requirements for Unit 3 and the final submission. In particular, the relationship between the learning outcomes and descriptors understood as they will be used to determine the individual's standard of achievement.

Unit 3 requires the production of a:

1. Project proposal of approximately **500 words with 10% tolerance**.
2. Project action plan and timetable that will be referred to and amended as the project develops.
3. Bibliography that is updated and amended as the secondary research develops throughout the project.

Project proposals should not be so succinct that they do not address the requirements listed below,

They must be written within the confines of the word count and as such be written as a statement, and as such succinct and focused.

Project proposals should be sufficiently challenging to ensure an individual has the best possible chance of meeting the grading criteria to the highest level.

For the student as per specification:

The Project Proposal will include:

Section 1: Review (Approximately 150 words)

In this section, you must reflect on, review and **summarise** your progress and achievement throughout the course. It provides the opportunity to express the knowledge, skills and understanding you have acquired, and what it means to you now, compared with when you started the course (*This could include ethical interests*). It also provides an opportunity for you to explain your reasons for choosing a particular discipline and to outline your longer-term aspirations. You should reflect upon how your choice of a particular discipline has informed your project proposal.

Think about how the course has changed the way you think/work/develop ideas. Consider the impact of this on your choices and current interests. Remember to qualify points and offer meaningful references as appropriate.

Remember you are focusing on what you have learnt, so much of the text in this section will be in the past tense.

Section 2:

Project concept (Approximately 250 words)

In this section, you must clearly explain the concept and aims of your project, the ideas that will support and nourish its development, the research that you will undertake, what you anticipate producing, the levels and types of resources that you will need and an indication of the form in which you will present the project realisation. Intended ethical, professional, theoretical etc, references should be specified to support your research activities. You should recognise that throughout the project realisation you may, in response to the evolution of your ideas and/or the availability of facilities and materials, make decisions which result in changes to the project concept and aims. It is important that any process of change is documented in both the work itself and through supporting records, e.g. a personal reflective journal.

Starting by defining what you mean by the title can be a useful way to open this section, e.g., what precisely do you mean?

For example. *If your title is 'Boundaries', what is your specific understanding of this term in the context you wish to explore it? Are you interested in boundaries that are psychological or physical? Or is your interest in the edges of 'things', the physicality of binding something or someone or is it delineating space or incarcerating space? Specificity will support identifying focused research that can be expanded and form a solid starting point.*

How do you intend to identify and seek out primary materials to work with? What are these and why?

Who or what has engaged your mind? Consider the breadth and the relationship of secondary source material to your defined problem. Be specific. Saying that you will look at magazines and books is meaningless. What exactly, who exactly?

Discuss the interplay of reflectivity, planning and how ideas might change. Why is this important to you as a creative?

Discuss what might impact the flow of your project, e.g., access to spaces, projected time allowances being optimistic etc.

Remember this is about what you are going to do. It is what you are proposing and as such is written at the beginning of the period of study. Whilst this may change over time and modifications made, the initial statement is likely to be predominantly written in the present and future tense.

Section 3:

Evaluation (Approximately 100 words)

In this section, you must explain how you will reflect on and evaluate your work throughout the project development as well as at the conclusion of the project. Within this, you should outline the ethical considerations relevant to your project proposal. The critical review should reference the project aims and be reflective and analytical of learning and achievement, rather than a narrative of actions completed.

How, when and where does reflection take place?

Consider:

- *The value of crits, tutorials and peer discussions. How are these logged and noted down?*
- *The value of active engagement and decision-making through making alongside reflection and evaluation after a period of development.*
- *How interwoven and habituated have ethical and cultural concerns become? What are they and why are they important?*
- *The idea of taking stock of work against the objectives set in your proposal.*

(This is about how you are going to evaluate and reflect in practice, so it will be written predominantly in the present and future tense.)

Additional requirements (not included in the 500-word limit of the proposal):

Project action plan and timetable:

In this section, you must outline the sequence of actions necessary to progress the project over a period of weeks so that it may be brought to a successful conclusion within the agreed time-frame. It is important that you consider the ambition, scope and time carefully to ensure that your project is realistic.

Please note: *this should be used as an **active** document throughout the development of your project. It is impossible to plan in detail weeks in advance. This should initially outline in detail the period prior to submission and the immediate period of work after submission of your proposal. A framework of set sessions and commitments can be established, but this should be a live document that is amended constantly through the project. If you are planning to use a different format to the table approach associated with word documents, please reference this document, e.g., An A6 planner notebook / reflective planner notebook etc.*

Bibliography (Harvard format):

In this section, you must record the research sources that you have used. You should record your initial research sources for the project proposal and then **continuously update** the bibliography as the project progresses.

Final Evaluation:

In conclusion of the project students must complete a final evaluation of between 750 and 1750 words. (If mapped to the 7 Learning Outcomes, this should not exceed 250 words per section). See *the exemplar document in the Evaluation folder*.