

# **Project Proposal Guidance and Template**

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**Level 3 Extended  
Diploma in  
Creative Practice:  
Art, Design and  
Communication**

# Level 3 Extended Diploma in Creative Practice

## Project proposal guidance - Unit 6

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In producing the project proposal, and in preparing for the project realisation, you should familiarise yourself with Unit 6 of the qualification. In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Unit 6 requires you to produce a project proposal of about 500 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed below, nor should they be excessively long and unfocused.

Your project proposal should be sufficiently challenging to ensure you have the best possible chance of meeting the grading criteria.

Your project proposal should include:

- Centre name and number
- Candidate name and number
- Project proposal title and date
- Main area of activity/pathway.

The project proposal must be presented under the headings listed here:

### **Section 1 - Rationale** (Approximately 150 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements throughout the first five units of the qualification, and the knowledge, skills and understanding you have acquired. Compare what you know now and what it means to you, to what you knew and could do before you started the course, and how this has influenced your choice of specialist creative practice and your project proposal.

### **Section 2 – Project concept** (Approximately 250 words)

This section provides an opportunity for you to clearly explain the concept and aims of your project, the research and ideas that will support its development, and what you anticipate producing. Also give an indication of the levels and types of resources that you will need, and the form in which you will complete and present your project realisation within the allocated timescale. You should make reference to how your concept sits within your specialist area of creative practice and how you will evidence consideration of the ethical and environmental impact of your ideas and practical outcomes.

### **Section 3 - Evaluation** (Approximately 100 words)

This section provides an opportunity for you to explain how you will reflect on and evaluate your work, as both an ongoing activity and at the conclusion of the project. Where possible you should make reference to the assessment outcomes to ensure that you are fulfilling the criteria.

You should describe how you intend to record your decision-making and how you will document changes to your ideas as work progresses.

The evaluation should reference your stated aims and be reflective and analytical rather than a description of actions completed.

My initial idea was to do theme parks for this project. However, giving a deeper thought to this and exploring British holidays may be a lot better. Capturing the whole picture rather than speculating on one bit could prove interesting results. With my knowledge gathered, I am going to explore what seaside resorts has to offer. To see what the experience brings to the table. And to see what interesting photos I can take to make most out of this trip. As a kid growing up, British holidays have been a pinnacle when it comes to memories for me. The joy of the thrill from theme parks to a relaxing day on the beach. And there are much more to discover. I can go on about how much I really enjoy going on a British holiday but I will let my power point speak for itself.

The aim for this project is to help trigger memories of people's minds that Blackpool is a fantastic place to be. By the positive memories I have from my experience. I would like to convey how Blackpool has importance to history because of its two iconic amusements to explore. And the attractions it gives to the audience. My main focus in terms of equipment is mainly taking photos. Evidently, using my specialist practice including digital and photography. Also, to try and experiment with typography because I found that to be quite interesting and I think this will fit in perfectly with the Blackpool theme. Furthermore, I may also have a look at doing darkroom. The reason being because I may get some interesting results, I may like in the experimentation phase of my project.

I intend to record my day out at Blackpool, what I would do in a day and to explore different amusements that make Blackpool what it is. I will document my day out mainly with photos and then to do brief annotations about how much fun it was to do and give evidence by talking about the experience I had at this particular amusement. For ideas for my final result, I am thinking of making a typography layout Final Piece including the finalized images to fit in with it to get that seaside resort feel! However, my ideas for the Final Piece may change in the future.

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**Additional requirements, not included in the 500 word limit of the proposal:**

**Project action plan and timetable:**

This section provides you with an opportunity to outline your planning and organisation over a period of weeks and the activities you will need to carry out in order to successfully complete your project in the agreed time frame. The more time and thought you give to planning your project, the more successful it is likely to be.

It is important that you consider how you will balance ambition, time and realism in the realisation of the project. You should also include what you are going to do, how you will do it and by when. Remember to include: time spent sourcing materials and other resources to conduct research, seek feedback from tutors and peers, and identify when you will carry out independent study.

**Bibliography (Harvard Format):**

This section provides an opportunity to record the initial research sources, both primary and secondary, that you intend to use. Your sources of research should be as wide as possible and could include libraries, galleries, books, magazines, films, computer games, websites, blogs, social media, radio programmes, archive material etc. Where appropriate, you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses.

The following pages will provide you with a template for your project proposal.

# Level 3 Extended Diploma in Creative Practice

## Project proposal template - Unit 6

Centre name

Centre no.

Candidate name

Candidate no.

Pathway

Date

Project title

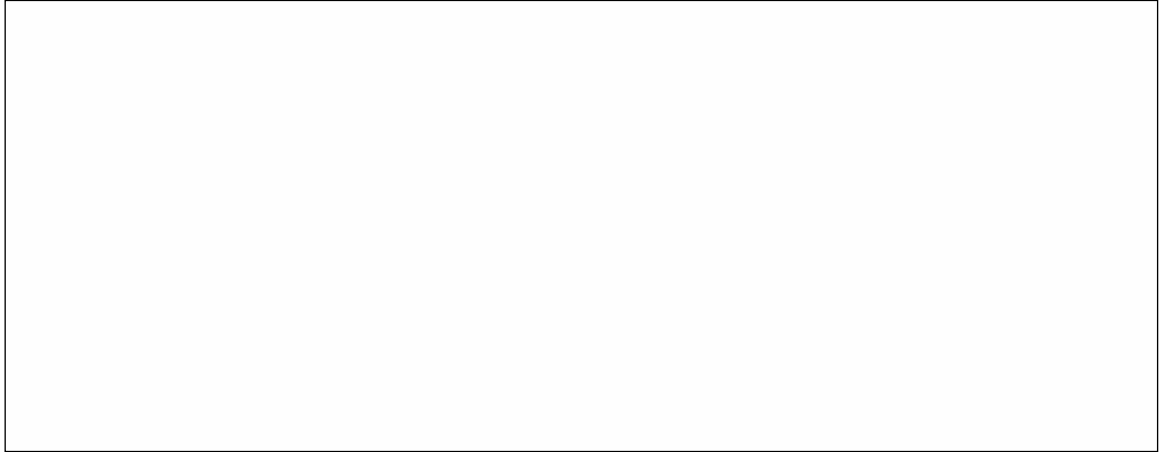
**Section 1: Rationale**  
(approx. 150 words)

**Section 2:**  
**Project concept**  
(approx. 250 words)

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**Section 3: Evaluation**  
(approx. 100 words)



**Proposed Research  
Sources and  
Bibliography**  
(Harvard Format)

