Project Proposal Guidance and Template

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

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Level 3 Extended Diploma in Creative Practice

Project proposal guidance - Unit 6

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 refer 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.

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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 programs, 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.

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Project proposal template - Unit 6

Centre name

Bradford college Lister Building

Centre no.

Candidate name

Jack Robinson

Candidate no.

10664032

Pathway

Extended Diploma Creative Practice photography

Date

31/1/2025

Project title

Final Major Project

Section 1: Rationale (approx. 150 words)

With this being the last project of the course I'm hoping to display all the skills I've learnt through the last few projects. One thing I learnt with the last project was moderation, making sure that I'm being realistic and reasonable with my plans. In the last Project I branched out of my usual nature photography style moving away from nature and more so into using miniatures for my shoots, however I think now It'd be best to combine the two like I started to at the end of the last project, taking the sets and miniatures outside and mixing the new style with my original nature based photography. These projects have pushed me to be creative and experiment with my photography as well as unlocked interests for me like my love of story telling through photos something I didn't think I'd be capable of when I started. As well I don't want my images to alienate people or to make me think it would, I learnt that from my last project and quite frankly I don't want to make the same mistake.

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Section 2:
Project concept
(approx. 250 words)

For this project I want to focus on stories, with previous projects that's always been my aim even subconsciously I always want to tell stories with my pictures so that's what I'm going to do with this project. Now in my mind there's three ways I can go about this and each of them focus on a different part of stories. The first method focuses on the process of writing the story, show casing what is currently happening to that character and that world they are in at the present moment. This method really intrigues me and is something I've done before but would very much like to evolve with, I think it could be a really effective way of story telling which is exactly what I want to do. The second method is around Legacy and in my mind that would be once the story is over but not too far after the story being told. In terms of visualising this I imagine an open book with the pages showing a photo version of what's supposed to be written on the pages the story's over but still being told. Now for me this'll be hard in the editing side, having to edit one image to look like it's on the pages of a book but could be fun figuring it out. The final method draws from Myths, long after a story has been told and only sceptical remnants remain or old artefacts. In my mind a shoot like this would feature some object out in the wild, looking like it's been there forever, maybe with some equipment to show someone investigating but I'm not sure. want my shoots to tell a story I want the viewer of the final outcome to be able to take something away from it and left intrigued as to the rest of the tale, but to be able to balance that with a genuinely nice piece you don't have to invest yourself in.

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Section 3: Evaluation
(approx. 100 words)

For my evaluation process I'll be comparing as I go throughout the project, looking back at my proposal but also my other projects to make sure I'm keeping what worked but also improving on what I got wrong and taking notes on how the project is going. Once the final piece has been made I shall then write up a main evaluation as a retrospect on the entire project both the positive and negative and to give my own personal opinion on the project and how well I think I did.

Proposed Research Sources and Bibliography (Harvard Format)

Nintendo. (2017) The Legend of Zelda: Breath of the Wild [video game]. Nintendo Switch. Nintendo.

Adams, A. (n.d.). *The Ansel Adams Gallery*. [online] The Ansel Adams Gallery. Available at: https://www.anseladams.com/.

Szarkowski, J. (2018). Ansel Adams | American photographer. In: *Encyclopædia Britannica*. [online] Available at: https://www.britannica.com/biography/Ansel-Adams-American-photographer [Accessed 5 Feb. 2025].

Photographer, I. (2019). *In Focus: Gregory Crewdson | The Independent Photographer*. [online] The Independent Photographer. Available at: https://independent-photo.com/news/gregory-crewdson [Accessed 16 Mar. 2025].

Crewdson, G. (2024). *The Marc Jacobs/Vogue Special Project*. [online] Substack.com. Available at: https://gregorycrewdson.substack.com/p/the-marc-jacobsvogue-special-project [Accessed 15 Mar. 2025].

Slinkachu (2019). *Slinkachu*. [online] Slinkachu. Available at: https://slinkachu.com [Accessed 15 Mar. 2025].

art_teacher_mcr (2021). *Slinkachu*. [online] The Art Teacher. Available at: https://theartteacher.net/2021/04/12/slinkachu-artist-information/ [Accessed 15 Mar. 2025].

KevinLJ (2020). *W. Eugene Smith – Master of the Photo Essay*. [online] kevinlj.com. Available at: https://www.kevinlj.com/w-eugene-smith-master-of-the-photo-essay/ [Accessed 12 Feb. 2025].

ASA1000 Photography (2023). *The Photo Essays of W. Eugene Smith*. [online] YouTube. Available at: https://www.youtube.com/watch?v=YU1V3PVLlD4 [Accessed 12 Feb. 2025].

Project Action Plan and Timetable

Week	Date Beginning	Activity / What you are intending to do - including independent study	Resources/ What you will need to do it - including access to workshops
1	3 feb	Research	Computer
2	10 feb	Photo essay preparation and black and white shoot preparation	Computer
3	17 feb	Photo essay shoot and black and white shoot	Camera
4	24 feb	Theme planning	Computer and notebook
5	3 mar	Research	computer
6	10 mar	Shoot plan and research	Computer
7	17 mar	Shoot	Camera Tripod Master sword prop
8	24 mar	Shoot plan and shoot	Camera, Studio and Voltron lion figures
9	31 mar	Research and location scouting	Computer
10	7 apr	Shoot	Camera, desk, Voltron lions
11	14 apr	Final piece planning	Computer

12	21 apr	Location scouting and final piece planning	Computer
13	28 apr	Final piece planning and recourse gathering	Computer, old books shelves
14	5 may	Final shoots to use in final piece	Camera, gem stones tripod master sword prop
15	12 may	Final shoot and editing	Printed images, camera, tripod, studio, Old books typewriter old shelves