**Project Proposal Guidance and Template**

**-**

**Level 3 Extended Diploma in**

**Creative Practice: Art, Design and**

**Communication**

**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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**Centre name Centre no. Candidate name Candidate no.**

**Pathway Date**

**Project title: Aqueous**

**Section 1: Rationale**

**(approx. 150 words)**

**In my previous project, I explored the theme of “Novel.” This theme allowed me to experiment with the ideas of advertising products within a world different from our own, using ideas taken from reality and applying it to fiction. This was interesting to experiment with and I got a lot of good practice that I can apply to different areas. I was able to make use of various props, learn set design, explore colour theory and semiotics and make further use of models. I also explored using AI to come up with creative taglines for the advertisements. I am hoping to do something different for this project while blending techniques that I have previously used with some new ideas.**

**Section 2:**

**Project concept**

**(approx. 250 words)**

**My aim is to create a jitter lapse, a photography style where multiple photos are threaded together in a timelapse with one common characteristic, e.g. photographing every red car you see on the road. However, I will be blending together product photography and aqueous photography with this style to create a jitter lapse for a product of my choice. I will be using a product that can fit into a 30x30x30cm acrylic box so I will be able to submerge it and use paint to create the effect of clouds by the side of it. My current thought process is using Monster Energy drinks to allow for multiple different colour combinations and flavours. These will all be blended together by using Adobe Premiere Pro and the final will be showcased in a video format. I will also be using sound design to create an effective advertisement for the product.**

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

**During this project, I will be using multiple different programs and doing lots of different shoots, so tracking my progress will be difficult but essential to staying on top of it. This will allow me to structure how I use my time to more effectively complete it.**

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**Proposed Research Sources and**

**Bibliography**

**(Harvard Format)**

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**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** |
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