

# **Project Proposal Guidance and Template**

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

# Level 3 Diploma in Creative Practice

## Project proposal guidance - Unit 3

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In producing the project proposal in response to a set brief, and in preparing for the project realisation, you should familiarise yourself with Unit 3 of the qualification. In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Unit 3 requires you to produce a project proposal in response to a set brief within your chosen vocational context. The proposal should be of about 350 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 practice/pathway.

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

### **Section 1 - Rationale** (Approximately 100 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first two units of the qualification; the knowledge, skills and understanding you have acquired and how that has informed your chosen specialist practice. 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 pathway and your project proposal.

### **Section 2 – Project concept** (Approximately 200 words)

This section provides an opportunity for you to clearly explain the concept and aims of your project, what you intend to do and how you will achieve your aims. The research and ideas that will support its development, what you anticipate producing, the levels and types of resources that you will need, how you will evidence consideration of the ethical and environmental impact of your ideas and practical outcomes and an indication of the form in which you will complete and present your project realisation within the allocated timescale.

### **Section 3 - Evaluation** (Approximately 50 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.

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 350 word limit of the proposal:**

**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.

**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.

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

# Level 3 Diploma in Creative Practice

## Project proposal template - Unit 3

Centre name

Centre no.

Candidate name

Candidate no.

Pathway

Date

Project title

**Section 1: Rationale**  
(approx. 100 words)

**Section 2:**  
**Project concept**  
(approx. 200 words)

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**Section 3: Evaluation**  
(approx. 50 words)

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

