**Structure of Project**

The following paragraphs outline general recommendations with respect to the structure of your project. However, while these are the general guidelines, you can change the titles of each section to suit your own individual project.

**Title Page**

Please include a title page to include your name, the title of your project and the date. You should also make sure that you include page numbers. You can include the title of your project in a footer as well, if you wish.

**Introduction / Conceptualisation**:

In this section you state the aim of your project, set out your objectives and make a preliminary identification of information requirements. In other words, you present a concise initial statement of the what, the why and the how of your dissertation. You should also give some background to the project, eg information about the company or product that is the basis of your project.

**Literature Review** **(already completed, but you should include it with your final project)**

This section should provide a comprehensive summary and analysis of the critical literature on your chosen topic. You need to source as many references as possible but 10 to 15 would be ideal to show what work has been done before in the area of your research. This then informs your own research, so that you have a good basis on which to base your own project.

**Methodology**:

In the methodology section you describe the research procedure and methods and you discuss their rationale. This includes how you are going to conduct your research, eg if you are going to take measurements, design something, interview anybody, or what it is you are going to do to get the results/information for your project.

**Results/Discussion/Reporting**:

This section is the central part of your project (but can’t be done until you have completed the earlier sections. It is very tempting to jump right into this section, but you should avoid this until you are ready. Here you report on your findings followed by discussion, analysis and evaluation of findings with respect to your research objectives. You may find something you didn’t expect and this can be reported here.

**Conclusion**:

The final section is a summary of research findings, leading to a final evaluation of your

approach/argument. You could include statements here such as “If I had more time….”, “If I was to start again knowing what I know now …..” etc.

**List of References**:

This is a list of books, reports articles and websites cited in your project. Layout must conform to the Harvard system of bibliographical reference.

Articles: Author (date), Title of article, vol no. page numbers

Books: Author (date), Title of book, Publisher, location of publisher

Website: Title of website, URL of website, date of access.

**Marking Guidelines**

1. **Structure and Presentation (30%)**

Structure, Layout and General Presentation style of the project (includes structure and organisation of the project, the relevance of sections, the clarity of expression, the use of diagrams/tables/ graphs, the clarity and readability of the dissertation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **A >70%** | **B 60-69%** | **C 50-59%** | **D 40-49%** | **E < 40%** |
| Exceptionally well structured, well presented, and conforming to requirements.  Capable of being used as an example to outsiders. Very Readable.  Very Clear | Document well structured and organised. Media usable. Well formatted.  Capable of being loaned. | Document reasonably structured and formatted. Document could be loaned to certain parties.  Readable and clear for the most part. | Adequate document.  Could not be loaned to outsiders.  Difficult to read somewhat unclear. | Very poor document.  Evidence of carelessness in structure substance and format. Could not be loaned.  Impenetrable. |

1. **Scope, Depth and Literature/Problem Review (20%)**

Scope, depth and quality of the critique of the relevant literature. Are all sources used properly acknowledged (e.g. by citation)? Comment on the range and quality of references used.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **A >70%** | **B 60-69%** | **C 50-59%** | **D 40-49%** | **E < 40%** |
| An outstanding, detailed and carefully supported critical analysis and evaluation of problem domain.  Providing demonstration of relevant research including research sources. Wide range of Sources. | A well supported critical analysis and evaluation of problem domain.  Providing demonstration of relevant research including applied research sources. Wide range of Sources. | Descriptive account demonstrating knowledge and understanding of relevant nature of problem addressed. Good range of sources. | Barely adequate account of the problem domain. Fair range of sources. | Poor definition of problem domain.  Poor range of sources |

1. **Research Methodology and Approach (20%)**

Appropriateness of the research approach, (including research instrument, data gathering technique, data analysis, sampling etc.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A >70%** | **B 60-69%** | **C 50-59%** | **D 40-49%** | **E < 40%** |  |
| Exceptionally well organised/managed project demonstrating planning and control.  Appropriate choice of research.  Approach supported by arguments for adoption, limitations etc. | Project organised and managed efficiently and effectively. Reasonable choice of research approach | Project organisation and management of reasonable quality. Choice of research methodology adequate. | Project organisation and management not well handled.  Choice of approach only barely acceptable | Evidence of consistently very poor organisation. Poor choice of methodology |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **4. Research Findings and Conclusions (30%)**  Research findings and conclusions. Are the findings supported by the data? Are they original, well presented or argued, worthwhile, comprehensive and in keeping with the original research objectives? | | | | |
| **A >70%** | **B 60-69%** | **C 50-59%** | **D 40-49%** | **E < 40%** | |
| Work of considerable quality, demonstrating extensive knowledge of current work and best practice in the field, meticulous analysis, persuasive argument and expert skill. | Work of very good quality demonstrating a good knowledge of current work and best practice in the field with evidence of a depth of analysis and breadth of viewpoint reaching conclusions of critical and perceptive insight. | Work of good quality showing knowledge, understanding and application of current work and best practice in the field, awareness of alternative perspectives, reaching conclusions of adequate reflection. | Adequate work showing evidence of sufficient knowledge, breadth and understanding of current work in the field.  Essential concepts understood with adequate reflection. | Lacks the depth of investigation, perception and analysis. Limited or no reflection | |

**Reminder: Assessment Procedure**

Background research/ Literature review: 1500 word report due January 16th 2023 (20%)

Research Project & .ppt Deadline 5000 word report due April 20th 2023 (65%)

Presentation Oral presentation April 21st 2023 (15%)

The marking brief above is for the Background Research and Project amounting to 85% of the module marks. Your work will be marked out of 100% and then weighted to 85%. The remaining 15% is awarded for your presentation. Please note that the total word count for the research project is 6500 words, which includes the 1500-word literature review.

**5. Tips for the presentation**

The presentation is an opportunity for you to display your project to your class and your lecturers and also to show what you have been working on during the year.

Remember to use the project as an opportunity to show what **you** achieved in the project, even if you were part of a team or if the project is part of a bigger company project. Sometimes we see very good projects presented, but do not see any evidence that the presenter was involved in it.

Do not worry if the project itself has not been completed in your company when you have to submit your project and presentation. You will score well on showing that what you have submitted and presented is complete, even if the project itself is not.

Also demonstrate what you learned on the course and show how it applied to your project. The lecturers are looking for evidence that you have understood the course material and can apply it as required to particular situations. We do not want to see a project with little or no relevance to packaging or this particular course.

Often the projects can be used by the course providers to show your employers how the course adds value to their companies through the development of their employees. A good project from you may help your colleagues to get onto the course in future.

Also remember that the marks for the presentation are equally divided between

1. the presentation slides and materials
2. the delivery of the presentation, and
3. your familiarity with the material (i.e. questions on it later)

As such, the easiest way to score well is to ensure you prepare the presentation yourself and be familiar with the material it contains so that you are confident delivering it and can answer any questions on it later. The more comfortable you are with the material the better you can deliver it.