

Comprehensive Creative Technologies Project

Task 1: Full Proposal – Assessment Brief

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| Submission Deadline: | Before 14:00 on 26/10/23 (48 hour late submission window applies) |
| Marks and Feedback due: | No later than 20 working days after the late submission window date unless alternative date agreed at field level |
| Assessment type: | Written Assessment |
| Assessment weighting: | 10% of total module mark |
| Word count: | 1000 (+/- 10%) |

Module teaching email: tom.mitchell@uwe.ac.uk

What am I required to do on this assessment?

Write a 1000-word proposal that introduces your project along with its aims, context, methods, and management plan. The proposal should include the following sections:

1. **Description.** This should introduce the project and cover its motivations, aims, brief context and a list of deliverables or outputs that the project will produce.
2. **Background.** An initial review of the relevant background research to provide a fuller context to your project.
3. **Objectives.** Provide a list of testable objectives that could relate to the project outcomes, background research and/or your learning.
4. **Methods and Requirements.** Explain how you will tackle the project: what skills, competencies, processes, frameworks, libraries, tools, methods and/or approaches that you will apply or use? Be sure to indicate any Specialist resources and support that you will need.
5. **Project Plan.** Provide a realistic and considered, clear monthly project plan that includes project tasks and timescales.
6. **References.** The sections above should include citations to the references listed here in the UWE Harvard style (see <http://iskillzone.uwe.ac.uk>). Be sure to include a range of different references (not just links!).

Where should I start?

1. **Think.** Spend some time thinking about the aspects of your degree that you would like to explore further, and that would support your future ambitions.
2. **Research.** Read around your project to find relevant work and literature.
3. **Discuss.** Email and talk through your potential ideas with module staff and other students.

Some questions to consider:

1. **Is there a reasonably current literature base to get started?**
Recently completed creative technology reports can provide useful leads in the early search for relevant academic literature, especially their reference sections and bibliographies. You should also use searches on Google Scholar, academia.net or Research Gate.
2. **Is the topic relevant, timely and interesting?**
Your project needs to be relevant to your course of studies and current interest in your professional field. The piece of advice most consistently offered by previous students is to choose something that you are truly interested in to maintain your motivation over the year.
3. **Is the scope narrow enough to permit some depth of analysis?**
It is harder to achieve a good mark if the topic area is very broad, as the resulting work is often too vague to have any real meaning or impact. Identifying a suitably narrow topic and a specific approach is key to success on this module.

How do I achieve high marks in this assessment?

Refer to the marking criteria below.

How does the learning and teaching relate to the assessment?

The first lecture will cover the components of this assignment, you should then discuss the proposal with module staff and your supervisor (once allocated).

Marking Criteria

Your assessment will be marked according to the following marking criteria. You can use these to evaluate your own work before you submit:

1. **Appropriateness of proposed project to course and ability level (20%)**
Is the idea too challenging or too easy? Either suggests students have not thought it through enough. Will the project allow students to learn and develop something new? Or are they just staying within their comfort zone? Is the proposed idea timely and relevant for today's digital media/games tech environment?
2. **Clarity of definition of aims and objectives (20%)**
Are the project, research, and learning aims well defined? Do they evidence some thought behind them? The objectives are possibly the most important part of the proposal, and one of the key areas where one can see how much thought went into the proposal. Are the objectives clear, realistic, measurable and specific?
3. **Clear understanding of the subject area as well as boundaries of project and scope (20%)**
Has a clear subject area been picked? Does the student understand how their project sits within that? Have clear boundaries been set or does the project bleed into too many areas? Are students clear on the processes and the techniques to be used? Are these specific to the project or do they seem too generic? Is the project well-rounded (brings aspects of the degree together)? Is the scope manageable and realistic?
4. **Relevant initial sources identified, including a mix of theoretical and practical (20%)**
Are the sources listed specific to the project or are they just generic coding books? Are there references for project management, or books on how to successfully complete a student project? Have sources been carefully researched, or just copied off Blackboard?
5. **Validity and breakdown of project plan (20%)**
Obviously, project plans will not be carried out exactly as they are. But do these plans show that students have identified relevant processes, techniques/ methods, and understand how they all need to fit together within the time provided. Detailed plans are good, but are the details merely repetitive (does it say "develop prototype" week after week)?

Marks will be awarded as follows:

| < 40 | 40 - 49 | 50-59 | 60-69 | 70+ |
|---|--|--|--|--|
| Proposal missing, overly vague, unrelated to programme of study or current professional practice contexts. The report contains no references. | Proposal unrealistic in scope or means of generating outcomes. Objectives vague, references superficial, project plan vague. | The proposal is unclear in several areas, but relevant to students' programme of study. The research element may be underdeveloped, but the proposal contains some references. | The proposal topic is focused and mostly clear. Project relevant, with interesting research angle, and suitable references. Objectives are mostly clear and scope realistic. Good plan in place. | Well-researched topic, timely and relevant, clearly articulated objectives, and realistic means of achieving project outcomes. |

Further Information

What additional resources may help me complete this assessment?

For additional resources, see:

- FAQs and other resources on the module's Blackboard page
- The module staff and your supervisor
- UWE library study skills pages i.e. <https://www.uwe.ac.uk/study/study-support/study-skills>

What do I do if I am concerned about completing this assessment?

UWE Bristol offer a range of Assessment Support Options that you can explore through [this link](#), and both [Academic Support](#) and [Wellbeing Support](#) are available.

For further information, please see the [Academic Survival Guide](#).

How do I avoid an Assessment Offence on this module?

Use the support above if you feel unable to submit your own work for this module.

1. In line with UWE Bristol's [Assessment Content Limit Policy](#) (formerly the Word Count Policy), word count includes all text, including (but not limited to): the main body of text (including headings), all citations (both in and out of brackets), text boxes, tables and graphs, figures and diagrams, quotes, lists.
2. UWE Bristol's [UWE's Assessment Offences Policy](#) requires that you submit work that is entirely your own and reflects your own learning, so it is important to:
 - Ensure you reference all sources used, using the [UWE Harvard](#) and the guidance available on [UWE's Study Skills referencing pages](#).
 - Avoid copying and pasting any work into this assessment, including your own previous assessments, work from other students or internet sources
 - Develop your own style, arguments and wording, so avoid copying sources and changing individual words but keeping, essentially, the same sentences and/or structures from other sources
 - Never give your work to others who may copy it
 - If an individual assessment, develop your own work and preparation, and do not allow anyone to make amends on your work (including proof-readers, who may highlight issues but not edit the work) and

When submitting your work, you will be required to confirm that the work is your own, and text-matching software and other methods are routinely used to check submissions against other submissions to the university and internet sources. Details of what constitutes plagiarism and how to avoid it can be found on UWE's Study Skills [pages about avoiding plagiarism](#).

Module learning outcomes assessed by this task:

MO1: Independently research a comprehensive body of knowledge in a chosen subject and apply that to a professional practice context.

MO2: Demonstrate a professional understanding of ethical and professional best practices and apply this to the design of research and practice methodologies.

MO4: Proactively control the scope of a complex and evolving project.