

IMA 2019 CAPSTONE PROJECT PROPOSAL (2250-3850 Words): Guidelines

I. PROJECT TITLE:

In several keywords, deliver a pointed, clear, lively articulation of your project.

The project title starts out—at the beginning of your project—as a “working title.” You need a sharp, clear way to start talking about/articulating your project from the get-go. This working title will help you move towards increased focus and clarity as you further develop your project proposal. The working title can somewhat change by submission of the final draft of your project proposal (and/or actual capstone project).

II. PROJECT STATEMENT OF PURPOSE (150-250 words):

You are planning a project that will include some combination of research, design, fabrication and/or production. Although the project may satisfy you personally in a number of ways, to fully engage and fulfill your audience it must, at root, respond to some significant issue, concern, interest, desire or perceived problem on *their* part, not just yours. Briefly identify that technical hurdle, human need, hunger or “thorn” with which your project will engage in order to deliver a response or solution to your audience.

With the above in mind, clearly state:

- **What is the chief purpose of your project?**
- **What, precisely, of importance, will it address and resolve?**
- **Why, or how so?**

Your exposition in this section must ultimately pinpoint in one or two sentences, both:

- **The problem your project intends to address *and***
- **The position or approach your project will take vis à vis that problem.**

This statement will be your project’s thesis statement. As such, it is the driving force behind the design and user experience-centered focus of your project as well as the research required to successfully complete it.

III. LITERATURE AND ART, PERSPECTIVES AND CONTEXTS (900-1500 words, includes Annotated Bibliography – see [here](#) or at end of this document):

What has already been written, and what projects already made, engaging the ideas you are exploring in your project?

- List the 4 most important books and 4 most important projects (e.g. art, exhibitions, games, etc.) that have influenced the shaping of your project, including their titles, authors, dates written or produced, etc. (see Annotated Bibliography).
- Address the relevance of each source: describe what you have found of value to build upon in your project, and why your own iteration or expansion will be an improvement.
- Pay attention, too, to what your research has valuably suggested you set aside. List 2 books and/or projects that have (perhaps unexpectedly) steered you away from a direction you might well have taken. To what were you alerted? How was that of benefit?

In sum:

- **How has researching the literature and art relating to your project informed the question you are trying to answer in it?**
- **How has researching the literature and art relating to your project impacted the way you plan to go about addressing it?**

As always, give as many specifics as possible. Imagine you are applying for a \$5000 grant with this proposal. You want to persuade the grant committee of the coherence, legitimacy and value of your project so they will fund you!

IV. PROJECT DESCRIPTION (600-900 words):

This section should detail more fully your project process. Through careful, focused description and analysis based in specifics, it should identify, elaborate and expand upon the core design-

centered problem (or individual or social urge, etc.) with which your project will wrestle, through research and development, to arrive at a creative, practical and intelligent response and/or solution. Describe clearly and succinctly exactly what your project entails making or doing, how it addresses the central issue you have identified, and what you will do. You will start from where, with what, and will end up where, with what? And how? Most importantly, *why* are you taking this route in particular? What factors have informed your decision? How does your project take account of them?

V. PROJECT SIGNIFICANCE (300-600 words):

This section should specify and assess your project's more immediate benefits as well as long-term value. Such details should include, but are not limited to, the following:

- **Your project's importance and/or significance;**
- **What you expect to accomplish with your project;**
- **For whom in particular your project is intended;**
- **Why your project will be of especial value to that targeted audience.**

In addition, be sure to orient your discussion in this section to important and/or unusual particulars of your project. For instance: If it is an art project, what original message are you intending to impart to your audience? What do you want them to come away feeling? Why? If your topic, issue or material is familiar to many, how and why is your approach fresh and/or engaging, provocative or reassuring? If your project is more practical, what unique benefit will your user gain as a result of your project? What specific problem does your project solve, or what hole does it fill in your ideal user's current life or experience? Why would your user choose your project's solution over others' (give examples)?

VI. PROJECT DESIGN & PRODUCTION (300-600 words):

This section should describe how you will address the problem motivating your project. In doing so it will both account for the form/medium, user experience, and technical and media components impacting the issue inspiring your project and explain how, specifically, your project will address and/or incorporate them. For instance, what form, material or elements will you be using? Why is it/are they best suited to your project purpose more than any other (what might have been another option, and why do you reject it?). What about your method is uniquely suited to your objective? Have you considered any other methods? Why have you discarded them? In short, how do you justify the various choices in design and production you have made for your project in terms of your goals?

Style Notes:

- ❖ For every draft of this portfolio assignment, make sure to accurately follow all MLA style requirements regarding format, documentation and citation of sources, etc.
- ❖ Always use 12 pt. Times or Times New Roman fonts.
- ❖ All final work should be spell- and grammar-checked in MS Word.
- ❖ Always note Word Count wherever required.
- ❖ Annotated Bibliography explanation:
https://emedia.rmit.edu.au/learninglab/sites/default/files/Annotated_bibliographies_accessible_2015.pdf