Project Proposal Guidance and Template

**-**

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

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.

**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.

**Centre name Centre no.**

**Cornwall college-camborne**

**Candidate name Candidate no.**

Taylor Nicholls

**Pathway Date**

**9/5/25**

**Project title**

Self-Directed Portfolio

**Section 1: Rationale**

I chose this project because I have skills in this area. I also chose to this project to build a foundation for the career path I want to go down, and I will develop my website in the future

The impact of this project is to improve on my current skills and this will benefit me as an artist

I will start this project by using a template I had developed previously, then I will transform it further into a final piece.

I would like to develop my skills in website building so that I can build upon them and be able to create a full-fledged project and enhance this in the future

**(approx. 100 words)**

**Section 2:**

**Project concept**

By the end of this project, I would like to have a finished website that promotes a business. The timeline for this project will be 6 weeks, and I think it will be achievable in this timeframe. I planned to do research on other websites beforehand to influence my own website.

To create my website, I will use Visual Studio Code and to create any images I will use Microsoft Paint. I have previously used Visual Studio Code so I feel confident to use it for my final project.

I will experiment with colours and typography to include in my website. I will use feedback from peers to develop my website further.

A potential threat to my project would be a power cut or software crashes. To prevent this from harming my project, I plan to do regular backups.

I would be able to measure this out and formulate a game plan for this project.

**(approx. 200 words)**

**Section 3: Evaluation**

Creating a website requires thoughtful design, usability, and functionality. It should be visually appealing, easy to navigate, and responsive across devices. Strong content, SEO optimization, and security measures ensure success. A well-structured site enhances user experience, drives engagement, and meets business or personal goals effectively. Planning and testing are crucial.

**(approx. 50 words)**

I’m going to research and analyze educational papers online. The first paper I looked at was Web Design Trends in Academic Libraries—A Longitudinal Study.

In this article I learnt that there was a growing standardization in navigation design across sites, this study also aimed to provide an objective assessment of these design trends and also highlights the ongoing changes in the way academic libraries approach website design, especially with mobile-friendly features and user experience. This information was useful in understanding current trends within web design and could benefit me during this project.

The next paper I looked at was Web content and design trends of Alabama academic libraries. In this paper I learnt that content analysis was conducted on 24 library websites ranging from institutions offering 4-year degree programs. These findings revealed that while many libraries offer online services, several fall short in implementing essential web design features and accessibility standards, which offer insight for librarians, web designers, and policymakers to improve on future library websites.

**Proposed Research**

**Sources and**

**Bibliography (Harvard Format)**

**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**