Project Proposal Guidance and Template

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Extended Diploma

in Art Design Media & FOAD

Project proposal template

In producing the project proposal, and in preparing for the project realisation you should familiarise yourself with Units 13 of the extended diploma and Unit 4 of the FOAD.

In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Units 13 and Unit 4 require you to produce a project proposal of about 500 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 activity / pathway.

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

Section 1 - Rationale
(Approximately 150 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 12 units of the qualification.

You should outline the knowledge, skills and understanding you have acquired. What you know now, and what it means to you, compared with what you knew and could do before you started the course, and how this has influenced your choice of discipline or disciplines and your project proposal.

It also provides an opportunity for you to explain your reasons for choosing a particular discipline or disciplines and to outline both your immediate and longer-term aspirations.

Section 2 – Project concept
(Approximately 250 words)

This section provides an opportunity for you to clearly explain the concept and aims of your project, production or performance and the research and ideas that will support its development. What you anticipate producing, the levels and types of resources that you will need and an indication of the form in which you will complete and present your final realisation within the allocated timescale.

This might include an indication of when and how you will use studios, equipment and other resources, how you will make use of tutorial and peer feedback and where you will incorporate independent study.

Section 3 - Evaluation
(Approximately 100 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 your project.

You should describe how you intend to record your decision-making and how you will document changes to your ideas as your work progresses.

The evaluation should be referenced to your stated aims and be reflective and analytical rather than a description of actions completed. When working in collaboration with others you should comment on how this may impact either positively or negatively and steps you can take to minimise disruption in your own progress.

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.

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.

Unit 4 and 13 Project Proposal

Candidate Name	Euan Mort
Candidate Number	68034
Pathway	Animation
Project Title	Follow the Path

Section 1: Rationale (approx. 150 words)

Throughout this year, I've been experimenting with each and every piece of work I've done, looking at what I like to do in each subject and what I don't have much interest in, as well as looking into how all subjects can connect with each other for one single topic. For example, in Project 3, when I had made two armatures in Ceramics for two characters I created for a prison riot in Animation, which later connected to my Fine Art installation piece on Police Brutality. Another example is when I made a book cover about nature vs industry in Illustration which connected to my Fine Art prints and Graphics work.

For this FMP, I will use what I have learnt from all my years here and put it all into an animation whilst using my illustration, fine art, graphics and possibly ceramics skills to complete this.

Section 2: Project Concept (approx. 250 words)

I am going to create an animation piece that can last up to ten weeks to plan, draw, edit and finalise.

For this project, I will be using Rough Animator and possibly Procreate to do the animation. However, ideally, I would like to try using my skills in Ceramics, Fine Art or Illustration to design the characters and perhaps the settings.

To use Rough Animator and Procreate, I will use my iPad as I have the two apps on it, and then, import the scenes onto iMovie for when it comes to putting it all together to make the final outcome.

With the time available and should everything run like clockwork, I should be able to colour the animation in as well as finalise it. However, if not, then I will use stop motion scenes or keep it as an animatic depending on time. In addition, I will look into music by either using the internet or asking someone I know to compose a musical piece for the work. Whether I will add voices to this animation or not depends on how long the animation takes and if it is even necessary.

To exhibit the piece, I will upload it onto Youtube, then either bring in my own device or use a college device to play it. I will need a plinth in order to project the video.

Unit 4 and 13 Project Proposal

Section 3: Evaluation (approx. 100 words)

For my primary research, I will look through my own photos taken during my time at UCM to find photos of paths, as well as take some new photos of paths around the island. Also, I will ask people I know about what their paths in life are/were, if they reached their goals and if they changed down the line.

For secondary research, I will look into animators and artists I am familiar with, as well as animators who have portrayed what I am doing, to help with ideas and planning.

Proposed Research Sources and Bibliography (Harvard Format)

Create an 'active' bibliography, adding to it during the project.
Create an 'active' plan of action for all of the weeks of the project.
Print both of these out and put them on display in your work space.

2009. *Richard Williams animation masterclass presents the animator's survival kit animated*. [Erscheinungsort nicht ermittelbar]: Faber.Blazer, L., 2019. *Animated storytelling*. Peachpit Press.
Whitaker, H., Halas, J. and Sito, T., 2009. *Timing for animation*. 2nd ed. Focal Press.
Beiman, N., 2016. *Animated performance*. 2nd ed. Bloomsbury.
Brazell, D. and Davies, J., 2014. *Understanding illustration*. Bloomsbury.
Boutavant, M., 2014. *Little Big Books illustrations for children's picture books*. 3rd ed. gestalten.
Peters, M., 2018. *The History of Storytelling in 10 Minutes*. [online] Meetcortex.com. Available at: <https://www.meetcortex.com/blog/the-history-of-storytelling-in-10-minutes> [Accessed 3 March 2021].

Project Action Plan and Timetable

Project Action Plan and Timetable				
Week	**Date Week Beginning**	**Activity / What you are intending to do - including independent study**	**Resources / What you will need to do it - including access to workshops**	**Unit criteria being met**
1	**1st March**	Research Topic & Chosen Media	Library Books & Internet	
2	**8th March**	Research Topic & Chosen Media	Library Books & Internet	
3	**15th March**	Thumbnail Sketches/Storyboards Rough Drafts Additional Research (if needed)	Sketchbook Library Books & Internet (if needed)	
4	**22nd March**	Thumbnail Sketches/Storyboards Rough Drafts Additional Research (if needed)	Sketchbook Library Books & Internet (if needed)	
5	**29th March**	Begin working on Final outcome Mid-Point Evaluation	Sketchbook iPad: Rough Animator/Procreate	
6	**19th April**	Final Outcome work	Sketchbook iPad: Rough Animator/Procreate	
7	**26th April**	Final Outcome work	Sketchbook iPad: Rough Animator/Procreate	
8	**3rd May**	Final edits	iPad: Rough Animator/Procreate	
9	**10th May**	Final edits Evaluation Hand final piece in	iPad: Rough Animator/Procreate Sketchbook	