

UAL Creative Media Production and Technology

UNIT8

Project Proposal Template

Guidance

<p>In producing the project proposal, and in preparing for the project realisation, you should familiarise yourself with Unit 8 of the qualification. In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.</p> <p>Unit 8 requires you to produce a project proposal 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:</p> <ul style="list-style-type: none">- Centre name and number- Candidate name and number- Project proposal title and date- Main area of activity / pathway, e.g. film, TV, games design etc. <p>The project proposal must be word processed and presented under the headings listed here:</p>	<p>Section 1 - Rationale (Approximately 100 words)</p> <p>This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 7 units of the qualification, and 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 pathway and your project proposal.</p> <p>Section 2 – Project concept (Approximately 200 words)</p> <p>This section provides an opportunity for you to clearly explain the concept and aims of your project, 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 project realisation within the allocated timescale.</p> <p>Section 3 - Evaluation (Approximately 50 words)</p> <p>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 the project progresses. The evaluation section should reference your stated aims and be reflective and analytical rather than a description of actions completed.</p> <p>When working in collaboration with others, you should comment on how this may impact either positively or adversely and outline the steps you can take to minimise disruption to your own progress.</p>
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<p>Additional requirements, not included in the 350 word limit of the proposal:</p> <p>Project action plan and timetable:</p> <p>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.</p> <p>It is important that you consider how you will</p>	<p>Bibliography (Harvard Format):</p> <p>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</p>
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<p>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, feedback from tutors and peers, and when you will carry out independent study.</p>	<p>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.</p>
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Centre Name & Number	
Candidate Name	Kai Randles
Candidate Number	
Pathway	UAL Dip. Creative media production and technology
Project Title	Making Youths Choice More Reprehensive of it's Target Audience
Section 1: Rationale <p><i>So far in my media course I've worked on a variety of media projects, briefs and with lots of real life clients and companies. I have scored highly on all aspects.</i></p>	
Section 2: Project Concept <p><i>I chose to redevelop the Youths Choice Global Academy's Student Station brand to better relate and provide content for their target audience. This will include a variety of Audio, Digital and Visual work such as editing music to allow for playing on the radio, creating engaging social media posts for the new music and better developing the stations visual output on our YouTube and other high engagement channels such as TikTok. This will involve me using software such as, Zetta, GSelector, Photoshop, Audition, Premier Pro and more! I chose this project as I've worked on Radio Stations before and produced similar content for a variety of audiences including the Target Audience of Youths Choice (Teens 13-24 who go to school)</i></p> <p><i>A successful FMP would result in an increase of audience engagement by 1000, active listeners and activities around the school</i></p>	
Section 3: Evaluation (Approx 150 words) <p><i>I will be keeping weekly logs of what work I have completed during that week, this will include all posts, meetings, and activities completed.</i></p> <p><i>I will also utilize focus groups from the stations audience as they will know what is best to change to make the brand a bigger and better platform that better represents them.</i></p> <p><i>The client will also play a critical role in making sure that all suggested changes are liked and doesn't take away anything from the stations image</i></p>	

Section 4: Proposed Research Sources and Bibliography (APA) – this needs to be a separate post

I will have access to speak with the team behind the station allowing them to explain exactly what they want but also access to some of their audience to be able to test how they find proposed changes

*Misc changes,
Social Media,
Playlists,
Technical Upgrades (VT Studio)
Co-Ordinating on air rebrand*

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