

# MA Design Management Application

## Project Proposal advice

Please provide a summary of your study proposal (**1500 words**).

It should:

- outline **your intentions for your major project**. It can be a development of a previous project or a new area of enquiry
- explain **why your project is important to the industry** and how it can extend subject knowledge in the field
- outline **your proposed approaches, methods and methodologies** for your project
- indicate to any **possible outcomes or products**
- **include references, a bibliography and appendix if necessary** (not included in the word count).

Please note, your proposal serves to inform your application and we understand that your ideas will develop and change throughout your studies.

## MAJOR PROJECT PROPOSAL AND TEMPLATE

### Major project proposal (1500 words)

All candidates will be expected to outline their major project ideas in the application. It is important to recognise that these ideas will inevitably develop and change during your study on the course and only serve to inform your application at this stage. You will have opportunities within the course to revise and submit updated versions of the Major Project Proposal before you complete the Major Project itself.

The template below provides a structure to develop and identify your Major Project Proposal and is based on the following considerations:

- What am I investigating?
- Why is it important to my studies, professional development and the field of study?
- Who is the intended audience for my work?
- How will the question be answered?

## MAJOR PROJECT PROPOSAL TEMPLATE (1500 words)

### **Project subject area:**

What is the subject area the project will investigate?

### **Project summary:**

Briefly describe the project.

### **Core design management and cultures research question the major project will investigate (what):**

What is the design management and cultures question/s to be investigated by the major project?

### **Personal objectives (why):**

Why is the project of personal relevance? Refer to your skills/experimental/experiential background and plan for continuing professional/educational development.

### **Project rationale (why):**

Why is the project of importance? How does the project extend subject knowledge in the field? (What new knowledge will be created?)

### **Project audience (who):**

Who is the intended audience, who am I communicating with?

### **Proposed approaches, methods and methodologies (how):**

Briefly explain your proposed approach, demonstrating an awareness of planning, project stages and the timescales involved. Explain briefly how you propose to conduct the research and the main research approaches and methods you might use. Indicate any possible ethical issues involved such as copyright, publication, confidentiality, health and safety etc.

### **Possible outcomes or products (how):**

Indicate the expected or anticipated outcomes, products your design management and cultures question design might result in and what resources might be needed to complete the project.

### **References and bibliography:** (not included in the word count)

Indicate the importance of previous related studies by providing evidence of key texts (theories/approaches/sources) and state their relevance to the proposed project.