

# **Project Proposal Guidance and Template**

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## **Extended Diploma in Fashion Business and Retail**

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## Project proposal template

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In producing the project proposal, and in preparing for the project realisation, you should familiarise yourself with Units 12 and 13 of the qualification. In particular you should understand the assessment and grading criteria, which will be used to determine standards of achievement.

Unit 12 requires you to produce a project proposal of about 800 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed, 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 in Unit 13, the extended project.

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 - Context** (Approximately 300 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 11 units, 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.

It also provides an opportunity for you to explain your reasons for choosing a particular pathway and to outline both your immediate and longer-term aspirations. You should use this section to clearly explain the concept and aims of your personal project, and what you anticipate producing, making reference to the critical and contextual perspectives within which your own work is situated.

### **Section 2 – Research** (Approximately 50 words)

This section provides you with an opportunity to record the initial research sources that you intend to use, both primary and secondary and the ideas that will support and inform

the development of your project. Your sources of research should be as wide as possible, including: libraries, museums and galleries; books and magazines; theatre and live events; film, TV and radio, and websites and digital sources.

You should include references to print or digital media in the form of a bibliography presented using the Harvard system of referencing, within the template provided.

### **Section 3 - Problem solving** (Approximately 100 words)

In this section, you should describe how you intend to overcome problems you are likely to encounter during the development of your proposed project. Give examples of both practical and theoretical problems that you have resolved through your previous work.

Include examples of personal initiative and commitment that you have previously demonstrated and use this to anticipate the level of comprehension, appreciation, knowledge and proficiency that will be necessary to achieve your identified goals.

### **Section 4 - Planning and production** (Approximately 50 words)

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 within the agreed time-frame. Your planning should be presented within the template provided. It is important that you consider how you will balance ambition, time and realism in the realisation of the project. This should include what you are going to do, how you will do it and by when.

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The more time and thought you give to planning your project, the more successful it is likely to be. Remember to include time spent on: sourcing materials, performing questionnaires, accessing workshops, tutorial and peer group feedback opportunities and where you will incorporate independent study. You should also outline the 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.

### **Section 5 - Practical skills** (Approximately 100 words)

In this section, you should describe the practical elements of your project and the materials processes and technical skills that you will need to apply in order to successfully realise your proposal.

Give examples of techniques and processes that you have used during previous units. This can include the development of a range of skills used to support and ensure the successful communication of experiences and ideas and the resources you will need to access in order to fully explore the potential of your project concept.

### **Section 6 – Evaluation and reflection** (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 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 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 adversely and steps you can take to minimise disruption to your own progress.

### **Section 7 – Presentation** (Approximately 100 words)

The final section provides an opportunity for you to describe how you intend to organise and present the work generated throughout the development of your project. You should consider the most appropriate formats for communicating the development of your ideas to an identified audience, both visually and conceptually and how you will present your conclusions and outcomes.

### **Additional requirements, not included in the 800 word proposal:**

- Proposal cover sheet and project title
- Bibliography
- Project timetable
- Digital presentation

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Candidate Name

Candidate Number

Pathway

Project Title

Section 1: Context  
(approx. 300 words)

Section 2: Research  
(approx. 50 words)

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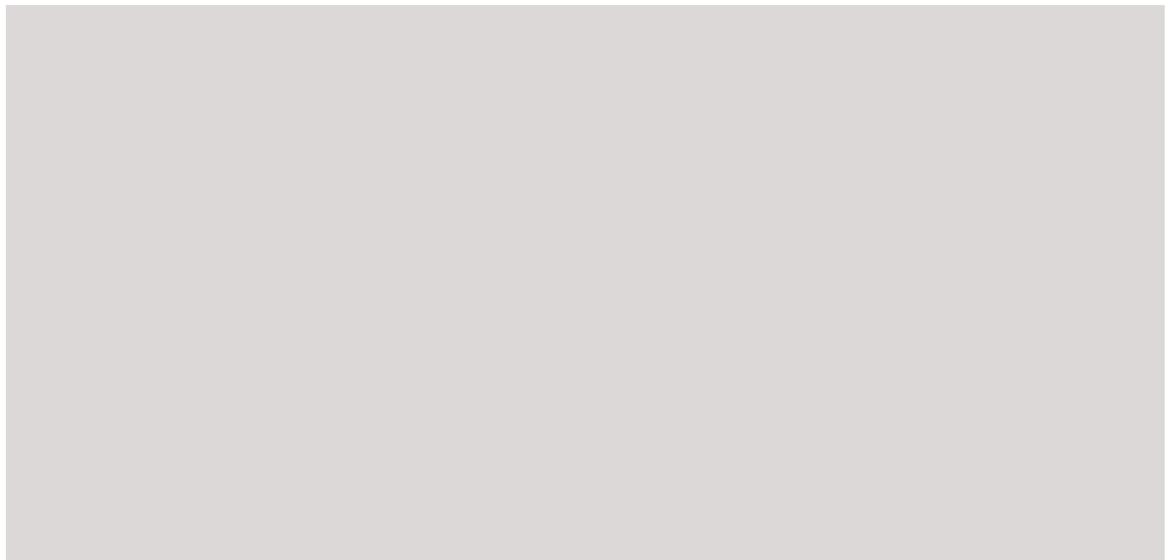
**Section 3: Problem Solving (approx. 100 words)**



**Section 4: Planning and production (approx. 50 words)**



**Section 5: Practical skills (approx. 100 words)**



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**Section 6: Evaluation  
and reflection (approx.  
100 words)**



**Section 7: Presentation  
(approx. 100 words)**



**Proposed Research  
Sources and  
Bibliography (Harvard  
Format)**

