[VCD] CAPSTONE PROPOSAL
GD2 & WEB 3

REQUIRED CORE EXPECTATIONS OF THE CAPSTONE PROJECT

STUDENT INITIATES AND LEADS THE PROJECT THROUGHOUT.

- Neither client nor instructor should be directing/managing the project; you are responsible for primary decision-making.
- Student and client interests may diverge at some point in the semester. You should anticipate how your capstone project/interests will remain primary in the event this occurs.

THERE IS A STRONG RESEARCH COMPONENT DEMONSTRATING BOTH PRIMARY AND SECONDARY RESEARCH.

- You will need to understand the role of research and its relationship to informing final visual solutions. Kathryn Best writes in her forward to *Creative Research,* "Research is a systematic process of enquiry. And design, by its very nature, takes a people-centred approach to problem-solving" (5).
- You will need to conduct some initial investigation on your topic to understand what information is already out there and to determine a driving research question/area of investigation that will serve as the focus for your project.
- You will develop a research plan.

THE PROJECT WILL CULMINATE INTO A PRACTICAL AND FULLY-EXECUTED FINAL SOLUTION THAT CONTRIBUTES UNIQUELY TO THE COMMUNITY AND/OR THE PROFESSION.

- Your project should advance the field, society or the community in some way.
- You should innovate in some way rather than simply following some existing, prescribed path.

THE PROJECT DEMONSTRATES THE HEIGHT OF YOUR ABILITIES.

- This project should stretch you.
- You should play to your strengths—do you bring unique interests, knowledge, or skillsets to the table? Can you leverage your minors or hobbies, for example?
- The quality of the final execution (conceptually, aesthetically, and technically) should be among your best work thus far.
- This project should demonstrate your proficiency as a college graduate in your concentration within VCD and should serve as your transition to the professional world.

CAPSTONE PROJECT PROPOSAL: To progress into your capstone course, you must submit a proposal for your capstone project (to be approved by your professor). Your proposal must be concisely written and address all of the following elements:

- Problem you are investigating
- Research framework for your investigation
- Description of your project
- Persons involved with you and their roles (if a team project, a collaboration, or if a client is involved)
- Target audience(s)
- Schedule for completion with specific dates and deliverables identified (including dates for completion of each phase of the general process listed below)
- Dependencies (elements you know will be challenging or will require additional help)