

WRITING A PROPOSAL

What is a proposal?

In an academic context a proposal is an explanation and plan of an intended study or potential study. For an audio and/or film student, the proposal might be, for example, a creative project proposal.

A proposal generally outlines

- The topic/focus on the proposal.
- Why that topic/focus has been chosen and why that topic will be investigated.
- How the topic/focus will be researched and investigated.
- How the topic/focus fits in with the field of study.
- How the information will be used.
- A timeline/timeframe for the proposed task.

Questions to consider

Is the project, research topic or problem clearly outlined?

Are the aims and objectives achievable?

Is there a clear explanation of why the topic or field of study has been chosen?

Has relevant background information been provided? (current concepts, theories, opinion)

Are the methods of collecting information appropriate?

Has key terminology been defined?

Can the task be completed in the allocated time?