

MA Design for Visual Communication

Study Proposal: Applicant Guidance

All applicants must submit a Study Proposal (including 750-1000 words) which outlines your intentions for a major project in your chosen field of visual communication and design research.

It should describe your area of enquiry and how you intend to go about developing your project by defining your research methods.

You must include a proposed timeline and clearly indicate how your project will progress by identifying key phases. Maybe we could say something like: 'You should also indicate what the potential outcome may be. (Remember: the fully developed outcome will be explored through the MA.)

Your Study Proposal should be a visually designed and considered document that conveys your applied use of design aesthetics and structure. You should consider this document as a 'visual' study proposal, and an opportunity to showcase the skills you've learned from the Postgraduate Diploma.

Your Study Proposal can be a development of a previous Diploma project or a new area of enquiry. We want to know that you can identify a suitable topic and put together a plan for how you'd go about working on a project during your MA.

How should I format my proposal?

Your proposal document should be formatted as follows:

- A4 landscape single pages
- Saved as PDF.
- No greater than 100MB in size.

How should I structure my proposal?

As general guidance, we suggest that you consider the structure of your proposal using the following titles:

- **Statement of Intent**
Clearly express your aims and motivations.
- **Research question**
What do you want to find out?
- **Research background**
Summarise the field of study and context.
- **Rationale**
Why is this a valuable project in the discipline?
- **Possible project partnerships, audience and outputs**
Speculate on possible partnership(s), resolution(s) or intervention(s).
- **Proposed methodologies**
How would you carry out this project, and why do you think this is appropriate?
- **Identifying your scope and boundaries**
Define your project boundaries, possible issues and how they'll be resolved.
- **Ethics and sustainability**
Briefly discuss of any ethical and sustainable implications of your project.
- **Timeline**
The MA Unit takes place over Terms 2 and 3; however, you can include any prior plans into your timeline.
- **Possible outcomes**
You don't need to supply a fully developed outcome - instead, just include an indication of what the outcome could be.
- **References and bibliography**
Choose a few key sources.