

Project Proposal form

IDE Master Graduation Project

In this proposal the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document needs to be prepared for the Kick-off meeting and should be submitted in MyCase.

Name student _____ **Student number** _____

Project title _____

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

MSc programme Design for Interaction Integrated Product Design Strategic Product Design

Other (in case of a double degree outside IDE): _____

Introduction

Describe the context of your project in the box below; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

→ space available for images / figures on next page

Introduction (continued): space for images

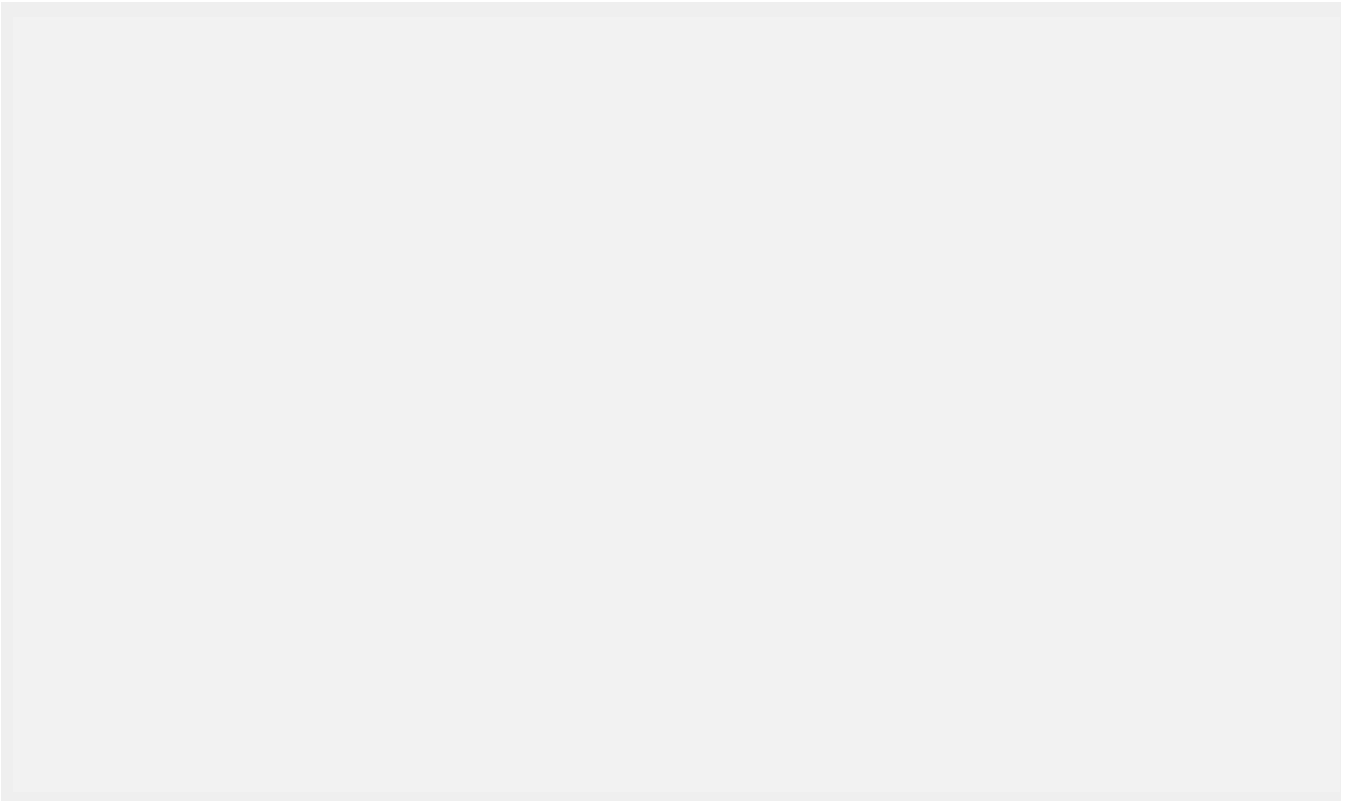


Figure 1: _____

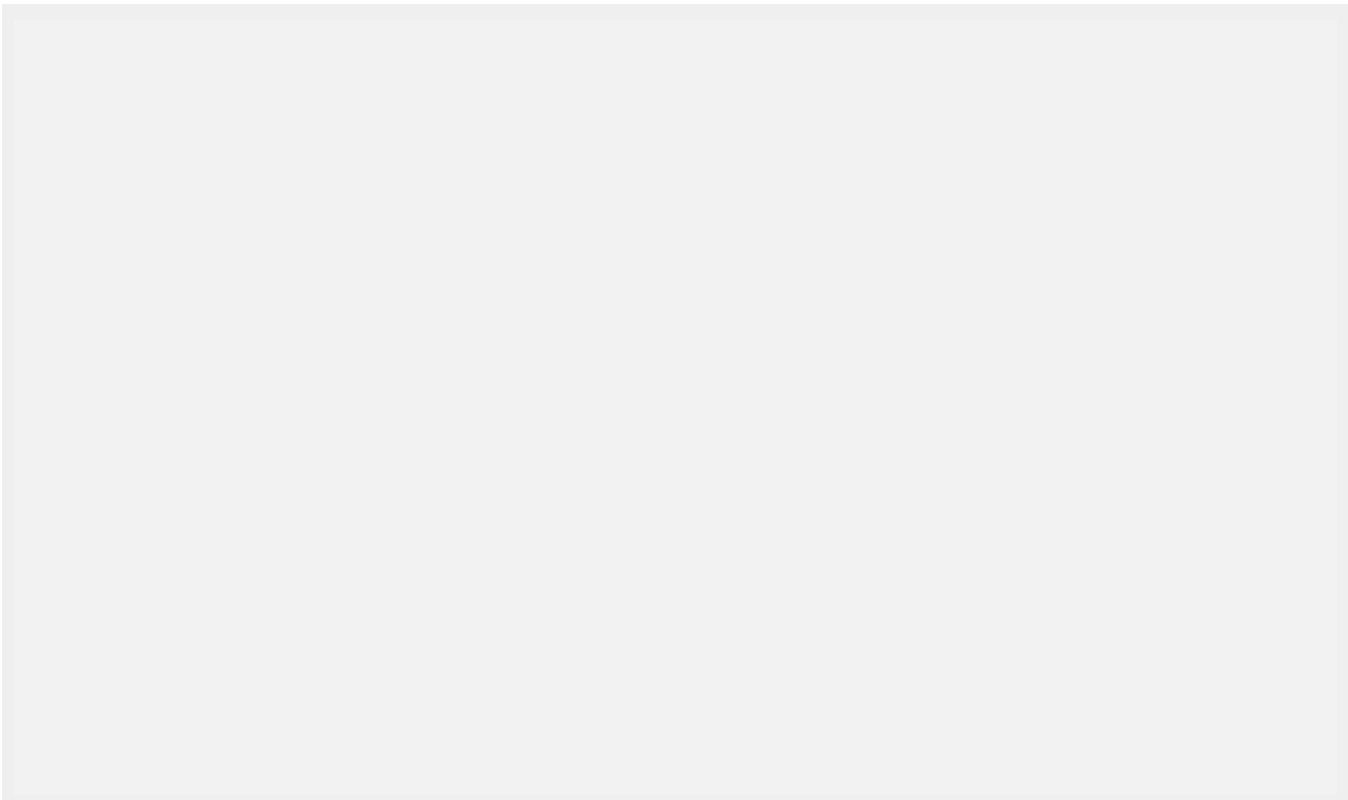


Figure 2: _____

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice. (max 200 words)

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project (1 sentence. As you graduate as an industrial design engineer, your assignment will start with a verb (Investigate/Design/Validate/Create), and you may use the format:

(Investigate/Design/Validate/Create) a (what will be the deliverable → prototype/roadmap/process/intervention /approach/guideline/strategy/...) to (what should it do →(create/understand/evaluate/validate/improve/execute/ analyse/...)) (the objective → experience/value/process/product/...) for (whom → target group/client/...) in (what context).

Explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words).

Project planning

*To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include the **Kick-off**, **Midterm Evaluation**, **Green Light** and **Finalisation** (ceremony). Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities). Add (an image of) the planning in the box below. If it is not readable, you can add the planning as an attachment to My Case along with this Proposal.*

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some (max 5) personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology (200 words max).