



# Personal Project Brief – IDE Master Graduation Project

Name student \_\_\_\_\_ Student number \_\_\_\_\_

## PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

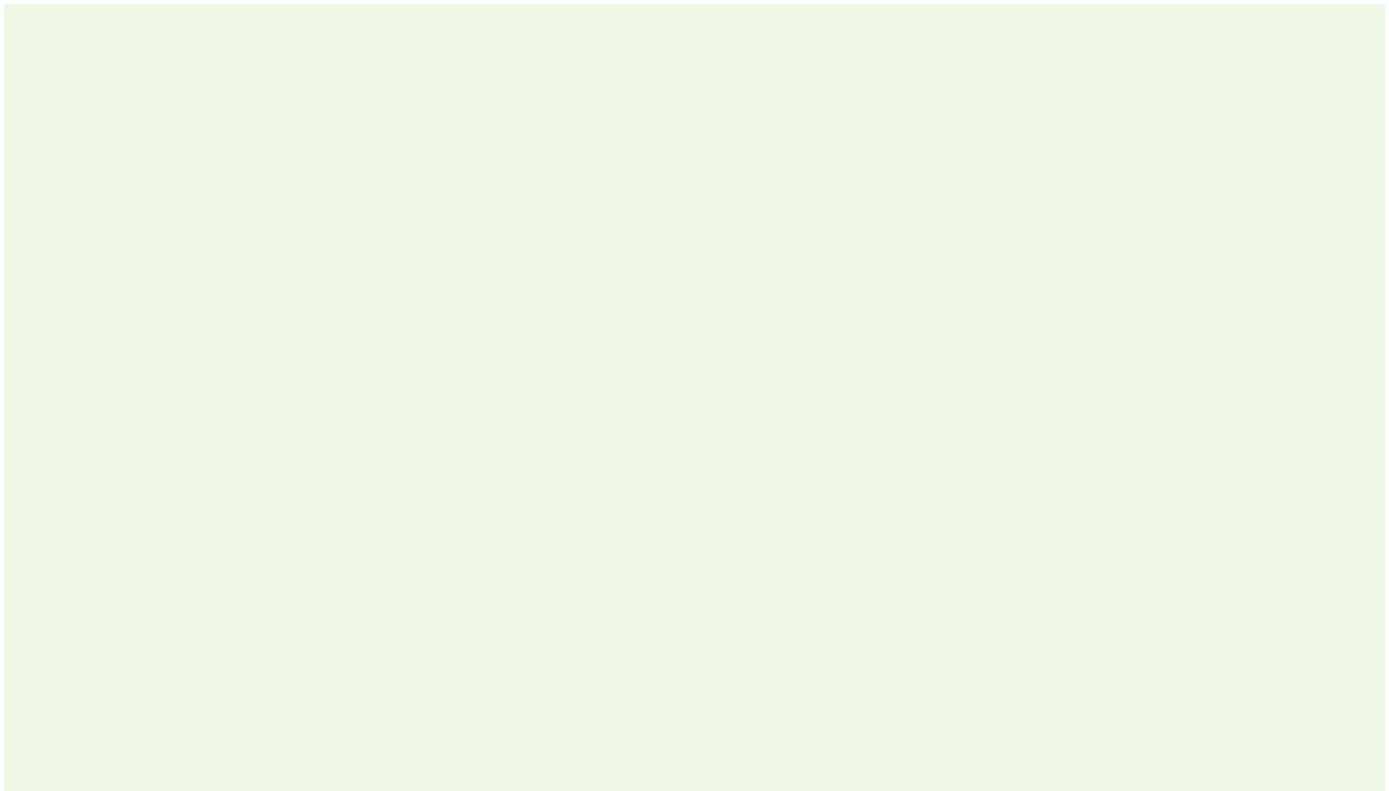
Complete all fields, keep information clear, specific and concise

**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.*

### Introduction

*Describe the context of your project here; 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)*



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*introduction (continued): space for images*

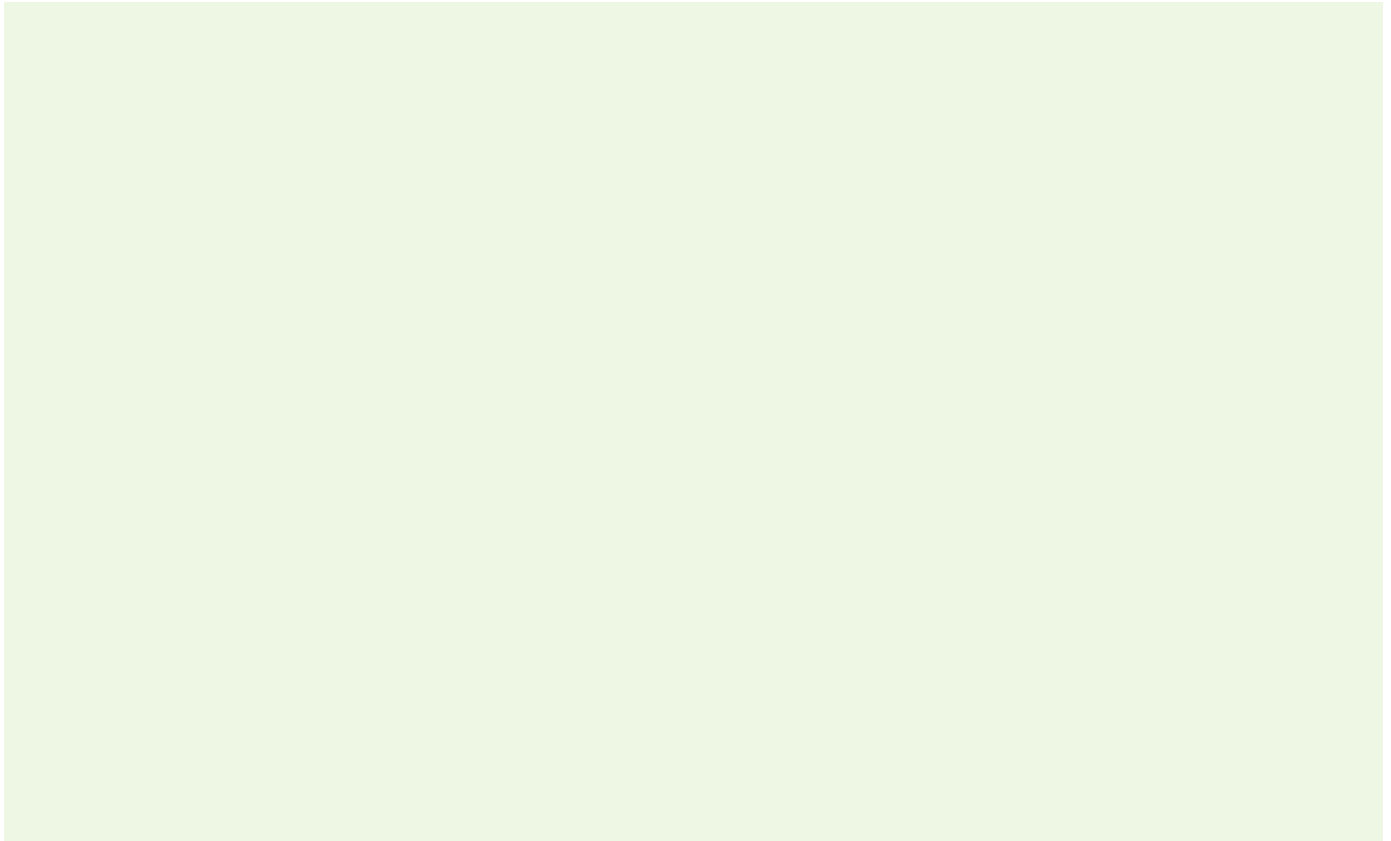


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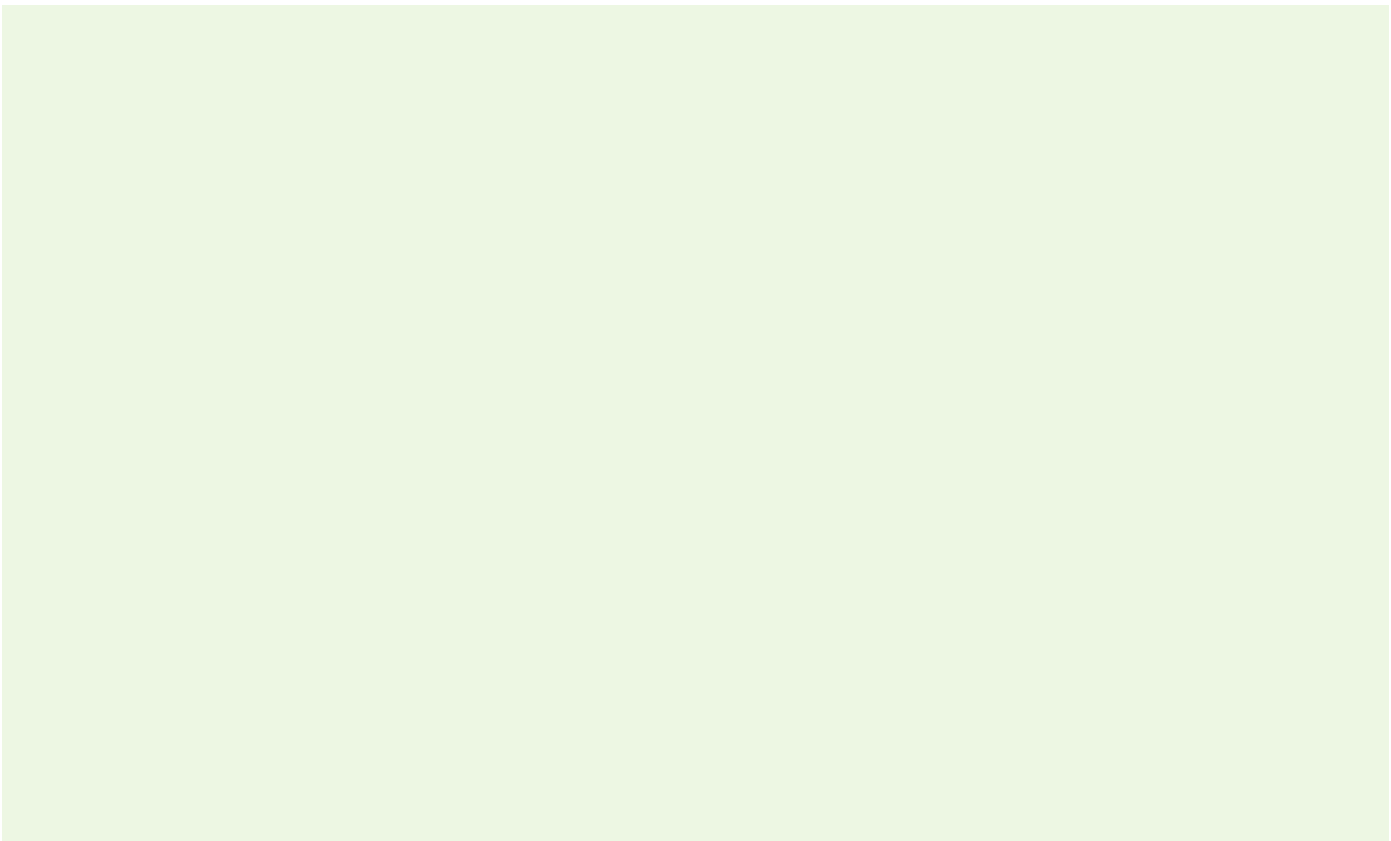


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## Personal Project Brief – IDE Master Graduation Project

### 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 (Design/Investigate/Validate/Create), and you may use the green text format:*

*Then 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 and key moments

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 a **kick-off meeting, mid-term evaluation meeting, green light meeting and graduation 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).

Make sure to attach the full plan to this project brief.  
The four key moment dates must be filled in below

<b>Kick off meeting</b> _____
<b>Mid-term evaluation</b> _____
<b>Green light meeting</b> _____
<b>Graduation ceremony</b> _____

*In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project*

Part of project scheduled part-time	
For how many project weeks	
Number of project days per week	

Comments:

## 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 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. Personal learning ambitions are limited to a maximum number of five.

(200 words max)