

This format is developed from Barrett, Levinson and Listani (2001) *The MIT Guide to Teaching Web Site Design* MIT press page 9 and can be used as a working structure for both written and oral group proposals.

Proposal Format

Front Matter

Title page	Name of project, names of team members, contact email address (one of – or a group contact), type of report (in this case - Proposal), date
Abstract	One paragraph (150-200 words); state problem, methods, expected results; no figures or references in abstract; do not use first person pronouns
Table of contents	Explicit summary of structure with appropriate number of heading levels.
List of figures	If you have four or more figures offer a separate contents list indicating figure by number, caption and page.

Body

Introduction	Background motivation for the project. Establishes the need for the project and states primary and secondary audience
Statement of objectives	Offers a clear objective set for the project, purpose of site and the scope of the site
Description of the project	Crucial element – you must allow the reader to ‘visualise’ the project by describing the look and feel, design strategies, technical requirements, tools needed, platform/browser dependencies. Identify plug-ins. Show a preliminary page mock up/storyboard
Tasks and milestones	Produce a graphical representation of the project mapping tasks (vertical) over time (horizontal). Illustrate key milestones and critical paths.
Roles each team member will perform	Specify each team members contribution to the project – cross reference this to the project plan. Specify each team members development needs and research responsibilities.

End Matter

References	Accurate, complete and appropriate. Any work referenced in the main body must be included here – use Harvard referencing system.
Appendices	As required by team. This section may include storyboard/mock ups or specification of planned activities