

Title of Project

Project Concept (15 points) – ½ page

What's the science?

What's the background of the problem?

What's the purpose of the project?

Potential Contribution to Biocommunication (5 points)

Identify the possible contribution(s) to the field of biocommunication. Explain how your results will make this contribution(s).

Supporting Image (5 points) – ½ page

Include one half-page image with your research proposal. This may be (but does not have to be) color artwork; it can be a concept sketch, a storyboard panel, a screen grab, a histological image, a flow diagram, etc. It does not have to be a polished image, but should support your project concept and give a visual sense of your project. Please include a caption and limit it to 2 sentences.

Goals and Objectives (5 points) – ¼ page

What's the intended outcome(s) for the project? This should be something that you can collect data or feedback on, should be measurable and tied to the *Measurement of Success* (later section).

Audience (5 points) – ¼ page

Who is your intended target audience (be specific)? How will you gain access to the primary intended audience? How will they benefit from this project?

Materials and Methods (5 points) – ¼ page

How will this project be created? What tools or resources will you use? Explain how your approach is innovative.

Measurement of Success (5 points) – ¼ page

How will you evaluate the success of your project? Directly relate the measurement of success to your *Goals and Objectives* and your *Audience*.

Budget (5 points) – 1 page

Please outline all the materials you anticipate needing for this project. This may include hardware and software; reference materials and other books; office supplies and lab materials, travel, and phone expenditures related to your project; digital photo, video, or audio equipment; voice talent; time and costs for phone calls and meetings, etc. We understand that many schools cover most if not all of these expenses. Please include everything you'll realistically need for your project and then clearly indicate which of your budget items are covered by the school, but please do not include your tuition in your budget.

Make sure you have a clear total for what is required for this project. Because the Vesalius Trust is a U.S. association, please use **US dollars**.

Below your budget, include **up to 5 sentences to justify the items in your budget**.

Production Schedule (5 points) – 1 page

We want to get a sense of how you plan to complete this project. Please outline deadlines and deliverables for each step of the process, which may include: proposal and ethics submission (e.g., IRB, REB, IEC, ERB, etc), meetings, research, sketches, wireframes or storyboards, final artwork or animation, user testing, launch, and evaluation. Please do not include thesis writing or thesis defense in this schedule, but do include meetings with advisors on your project itself.

References

Please include any references you used in writing this proposal.