

**Request for Proposals**

The first checkpoint in your timeline is to provide specific information about the scope and nature of your project. Your team will have to fairly quickly decide on the “plot” keeping in mind the limited amount of time that you have.

Due: Tuesday, September 8

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Date:  
Project Title:  
Brief description of project:  
Submitted by:  
.....

Please answer the following questions as completely as possible.

- 1.What do you want to accomplish by doing this project?
- 2.What should your audience be able to do or what benefit is there for your audience?
- 3.Who is your audience?
- 4.What is the topic area you will be presenting/discussing?
- 5.What approach will you use?

### **Proposal Form Explained**

Note: The examples are not necessarily complete. They are included to get you started filling out the proposal form. Use the Project Concept Checklist when developing your answers to the Request for Proposal questions.

#### **Date:**

Date that form was filled out.

#### **Title:**

Can be a working title (one that is used until the actual title is chosen) or the actual title of the project.

#### **Brief Description of project:**

A one or two sentence statement about the project.

#### **Example:**

This project provides an interactive environment for people to learn about their cars.

#### **Submitted by:**

Name(s) of the team or team members.

#### **1. What do you want to accomplish by doing this project?**

This is a one or two sentence statement of your overall goal or vision for this project. It should be concise and clear enough to be understood by people who don't have your insight into the project.

\* Think about... How will you know if you have succeeded in reaching your goal?

#### **Example:**

The goal for this project is to increase peoples', especially women's, knowledge of how a car works and thus increase their confidence in diagnosing problems with their cars, fixing their own cars, or discussing what needs to be fixed with mechanics or others.

#### **2. What should your audience be able to do or what benefit is there for your audience after viewing/using your product?**

This is a one sentence statement for each of the things your audience will do after or each of the benefits your audience will gain from using/viewing your project.

\* Think about... How will you know when the audience has succeeded (i.e., performed or benefited)?

**Example:**

(1) Participants will be able to name the parts of the car located under the hood. (2) Participants will be able to describe the function of each part.

**3. Who is your audience?**

This is a description of your target audience. What are the audience's experience and prior knowledge? What are the audience's current abilities? What are the audience's attitudes and interests? What are the audience's personal characteristics/demographics? Do you have more than one target audience?

**Example:**

The target audience for the course "Understanding Your Automobile" has little to no knowledge of how automobiles work. The audience is generally between the ages of 25 and 40, mostly female, often singles or single mothers who work full time. They are highly motivated to learn because of economic and safety factors, but feel intimidated because of their lack of knowledge. Occasionally males and females with some knowledge of automobiles and people with physical limitations take the course.

**4. What will you be presenting/discussing?**

This is a description of the content of your project. What is the main topic? What are the subtopics? What is the importance of each?

\* Think about... Can you effectively cover the content in the time you have available for development?

**Example:**

The topic of this project is the parts of a car which are located under the hood. A description of each part as well as information about the function of each part and its role in making the car run will be presented. Parts to be discussed will include the engine, the radiator, the various cables, the dipstick, the windshield washer reservoir, the spark plugs, and others. Learning the parts and their functions is important because it helps demystify the tangle of metal and cables people see when they lift up the hood of a car.

**5. What approach will you use?**

This is a description of the treatment -- the approach to be taken to the topic. What is the visual content? Who are the characters? What is the story line? What are the main themes?

\* Think about...What are at least two media/technologies you might use with this treatment? What will the environment be like for your audience?

**Example:**

The presentation will open with a photograph of the engine compartment of a car. The car will have a smart-alecky, but lovable personality. Each part under the hood will become animated, jump out of its spot, and the car will announce what part it is and discuss its function and importance to the working of an automobile. At various times, participants will be asked by the car to point to a part or reassemble the engine compartment. The talking car and its animated parts will make the automobile and how it works seem less intimidating and more "user friendly".

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\* These questions are not a required part of the Request for proposals but you should be prepared to answer them during your presentation in case you are asked by the Studio representative.

### Proposal Checklist

Here are some things that will help you prepare to sell your idea. The items marked by \*\* are ones that are not necessary at this point but still should be kept in mind as your project develops.

1.

Goal or vision is clearly stated.

You can measure your success. \*\*

2.

Audience performance and/or benefit is clearly stated.

You can measure audience performance/benefit. \*\*

3.

Audience experience and prior knowledge are indicated.

Audience attitudes and interests are indicated.

Audience current abilities are stated.

Audience demographics are stated.

Primary and secondary audiences are indicated.

4.

Content is well organized and written clearly with no grammatical or spelling errors.

Content contains main topics and sub topics.

Content takes into account audience analysis data.

Content matches identified goal and expected audience, performance/benefit.

Content can be adequately covered in time allotted for project. \*\*

5.

Clear overview of movie is included.

Description is from audience's point of view and includes what the audience will see or do.

Overall mood, style, or effect is described.

Story lines and themes are included.

Descriptions of characters, scenes and locations are provided.

Presentation methods are described. \*\*

Audience environment is described. \*\*