DEPARTMENT OF DIGITAL ARTS AND CREATIVE INDUSTRIES

BACHELOR OF ARTS (HONS)
IN
CREATIVE MEDIA INDUSTRIES

CAPSTONE PROJECT HANDBOOK
(2026-2027)

LINGNAN UNIVERSITY

CAPSTONE PROJECT OVERVIEW

The Capstone Project is the culmination of skills, knowledge, and approaches students have acquired across the DACI curriculum, and therefore it is completed under faculty supervision during their final year at Lingnan University. The work represents the pinnacle of programme study and offers students an opportunity to demonstrate capabilities as an emerging professional.

To allow research and creative outputs to grow organically from students' personal interests, abilities, academic performance, and career goals, capstone projects can be undertaken individually or in groups and adopt one of the following approaches:

Capstone Project Options:

	CMI4006 Capstone Project	
Options	Research Dissertation	Business Proposal for Creative Media Entrepreneurship
No. of Credits	6	6

* For more information on the requirements for capstone projects, please refer to the CMI programme curriculum.

Expected outputs:

Research Dissertation	• Write a research dissertation with 6,000-7,000 words in English
Business Proposal for Creative Media Entrepreneurship	• Write a business proposal for a small-scale cultural organization/ designer brand/ studio for art-related services with 4,000-5,000 words in English

Supervision:

The academic staff in the Digital Arts and Creative Industries Department will provide supervision. The role of the supervisor is to guide the student through the entire Capstone process. Therefore, it's necessary for a student to have the same supervisor throughout the project. For academic matters concerning the Capstone Project, students may contact their respective advisors.

GENERAL GUIDELINES

1. Timeline and Deadlines

- During the capstone periods, the student and supervisor should meet at least six times (three times per semester). The suggested meeting times are as follows:

  1. An initial meeting to kick off the project;
  2. A meeting after the project proposal is submitted;
  3. A meeting including a Work-In-Progress presentation at the end of the first term;
  4. A mid-year evaluation meeting at the start of the second term;
  5. A meeting to check progress in the middle of the second term;
  6. A meeting to review the draft of the dissertation/business proposal (2-3 weeks before the final submission).

  It is up to the student and the supervisor to schedule additional meetings if desired.

- Students are advised to strictly adhere to the Capstone Timeline. Please note that the deadline for the Final Dissertation/Business Proposal is fixed.

- The supervisor and student can agree on different deadlines for all assessed components of the Capstone except the Final Dissertation/Business Proposal deadline.

Early December 2026	Release the results of the Capstone Project and Supervisor
December 2026 to January 2027	Preparation stage: Literature review,Preproduction Planning; Submission of Initial Proposals
11 January 2027	Proposal Due
18 January 2027	Revised Proposal Due
22 January 2027	Approval of Proposals
Mid-January to Late April 2025	Commencement of Writing, Research and Development, Production
10 April 2026	First Draft Due (Dissertation)
28 April 2027	Submission of Final Research Dissertation or Business Proposal */**
Early to Mid-May 2027	Project Presentation of Final Capstone Project for students taking CMI4006 Capstone Project

* Late submission (within 6 hours) will be marked down by 10%; up to 48 hours late will be marked down by 20%; projects that are more than 48 hours late will receive the F grade.
**Extensions: If a delay is reasonably expected, Final Project extensions should be requested from the Board of Examiners at least two weeks before the final deadline. Unexpected delays shall be evaluated on a case-by-case basis but must demonstrate extreme need. All extension requests should be properly motivated and include documentation when necessary.

2. Project Proposal

You must submit a formal written proposal in Term 1. The 1,000-word proposal (10% of total marks) will function as an outline for your research dissertation or business proposal.
The following is a suggested proposal outline:

Research Dissertation

Introduction

- A concise description of the project, including the rationale, research objectives, and questions to be addressed.

Research problem

- Explicit statement of the problem, issue, or critical focus to be researched.
- Clear, concise definitions of important terms.
- Straightforward statement arguing for the significance of the project.

Literature review

- What does previous research reveal about the different aspects of the problem?
- What research questions or hypotheses have emerged from the literature review, and how does this project extend/challenge previous work? You may establish the significance of your topic by arguing that the research fills a gap in the literature or provides the possibility for fruitful exploration.

Methodology

- What is the theoretical or analytical framework for the investigation?
- What will be used to conduct the research?
- What are the limitations of this methodology? What sources of bias will exist? How will they be controlled?

Chapter Outline

Works Cited

- Reference list of secondary sources (15-20 entries of scholarly and critical relevance) and a list of primary sources (e.g. films) useful for the investigation
- Use either The MLA Handbook or The Chicago Manual of Style (consult your supervisor for reference)

Business Proposal

Background Research and Inspirations

- An industry-specific overview that summarizes common practices, emerging trends, and market gaps in the chosen target field (such as cultural organizations, designer brands, or art-related service studios).

Objectives (Statement of Work)

- In this section, students describe how their proposal solves existing issues or fill gaps in the market that were identified in the background research and inspiration. It is important to showcase both the feasibility and innovation of the proposed business model. Students may also show their qualifications to carry out this business plan.

Approach and Methodology

- This section requires students to develop a step-by-step plan for executing their proposed business. The approach should be both creative and feasible. To support their proposal, students are highly encouraged to include empirical, preliminary studies such as questionnaire surveys to identify potential customer needs or product/service tests where potential clients can see or use the proposed product/service. These studies provide evidence for the viability of the proposed business.

Timeframe

- Students develop a clear schedule accounting for each stage of the step-by-step plan from the methodology section.

Budget Plan

- Students identify the major business expenses with reference to contemporary market prices such as the cost of staff, equipment, rent, and other relevant factors.

3. Approval of Proposals

The proposal should be submitted to the supervisor for endorsement by 22 January 2027 and approved by the DACI Department. Students are required to work on the topic of the project proposal after it has been approved. Any modification to the project topic requires approval from the DACI Department. To obtain approval, students should submit their application to DACI@LN.edu.hk for further consideration.

4. Submission of Final Research Dissertation/ Business Proposal

Due on 28 April 2027: Students should submit the final capstone project to Moodle.

5. Project Presentation

Each student is required to present their project in English to an assessment panel. The panel consists of at least two DACI faculty members (including the project supervisor), who will assess and grade the presentation. Faculty members and students may also be invited to attend.

GRADING

This Capstone Project uses continuous assessment throughout the duration of the academic year. The major weight of the final grade considers the holistic process of creativity and production. The evaluation is based on time management skills, organizational ability, problem-solving skills, critical thinking, originality, creativity, aesthetic quality, communication appropriateness, decision-making skills, creative use of computer techniques, and self-initiative attitude of the student.

Grading Criteria:

CMI4006 Research Dissertation or Business Proposal

- 30% Continuous Assessment (including project proposal, attendance of meetings, participation, progress, project involvement, attitude, meeting deadlines)
    - 10% Project Proposal
- 70% Final Research Dissertation or Business Proposal
    - 20% Final presentation (15 minutes including Q and A)
    - 50% Research Dissertation or Business Proposal

Link to the Syllabus and Rubrics:
CMI4006 Capstone Project

ADVICE FOR STUDENTS:

Advisors should encourage constructive and fruitful discussions with the students.

Students should:

- research and understand the relevant subjects of the project;
- take the initiative to arrange meetings with your advisor;
- hand in required deliverables at a defined deadline;
- be prepared for meetings with the project advisor and ready to adjust methodological and theoretical approaches according to advice provided by the advisor;
- attend all project meetings;
- be conscious of their work methods;
- take notes during supervision sessions and project meetings;
- be aware of the limited availability of facilities and equipment on campus.

(Appendix 1)

Assignment of Copyright in Student's Works

This assignment_____ (The title of the Work) is made on_____(Date) in connection with the student's capstone project at the Department of Digital Arts and Creative Industries of Lingnan University.

Parties

1. _____(Name of Student) (Student ID No_____)

2. The Department of Digital Arts and Creative Industries of Lingnan University, Tuen Mun, Hong Kong ("The Department").

In consideration of the student being studied at the Department and his/her Work created under the guidance of the Department's instructors, the parties agree as follows:

1. The student hereby assigns to the Department the copyright and permission to use, reproduce, publish, exhibit, and distribute the Work, on a voluntary basis.
2. The Department may use the Work for educational, promotional, archival, and administrative purposes, in any format, including print, digital, and online, on the condition that it is non-commercial.
3. The Department will credit the student as the creator of the Work, whenever deemed appropriate.
4. When the student graduates or otherwise ceases to be a student of the University, this agreement remains applicable.

Signed:

_____ (Signature of Student)