

DEPARTMENT OF DIGITAL ARTS AND CREATIVE INDUSTRIES

BACHELOR OF ARTS (HONS)  
IN  
CREATIVE MEDIA INDUSTRIES

CAPSTONE PROJECT HANDBOOK  
(2023-2024)

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 professionals.

To allow research and creative output 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:**

	CMI4002 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 output:**

Research Dissertation	<ul style="list-style-type: none"><li>• Write a research dissertation with 6000-8000 words in English</li></ul>
Business Proposal for Creative Media Entrepreneurship	<ul style="list-style-type: none"><li>• Write a business proposal for a small-scale cultural organization/ designer brand/ studio for art-related service with 4,000-5,000 words in English</li></ul>

### **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.

2 May 2023	Submission of Capstone Project Preference from Student
Late May 2023	Release the result of the Capstone Project and Supervisor
June-August 2023	Preparation stage: Literature review, Preproduction Planning; Submission of Initial Proposals
Early Sep 2023	Proposal Due
Early Oct 2023	Revised Proposal Due
Mid Oct 2023	Approval of Proposals (all students will receive emails from the undergraduate coordinators)
Mid Oct -Late Nov 2023	Commencement of Writing, Research and Development, Production
Early Dec 2023	Work In Progress Presentation to supervisor
Early April	First Draft Due (Dissertation)
6 May 2024	Submission of Final Research Dissertation/ Creative Project/ Curatorial Project*/**
Mid May 2024	Capstone Project Presentation Day ***

\*\* Late Policy: Projects that are submitted after the deadline (but within 6 hours) will be marked down by 10% (A→A-); projects that are up to 48 hours late will be marked down by one letter grade (A→B); 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.

\*\*\*\* This is a great opportunity for students to showcase their project experience and develop professional skills to enhance their career readiness. Each student/team will be given 10 minutes to present their work (Dissertation/Business Plan).

## 2. Project Proposal

You must submit a formal written proposal in Term 1. The 1,000-word proposal will function as an outline for your research dissertation, creative project, or curatorial project.

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 provide 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. Work In Progress Presentation**

The student updates the designated supervisor on the project's progress near the end of Term 1.

## **4. Submission of Final Research Dissertation/ Creative Project/ Curatorial Project**

Due on 6 May 2024: Students should submit the final capstone project to Moodle.

## **5. Capstone Project Presentation Day**

Students must present their capstone projects during the CMI Capstone Project Presentation Day. Each student will be given 10 minutes to present their work (Dissertation/Business Proposal). The presentation will be evaluated by the capstone project assessment panel consisting of three DA+CI faculty members (including the project supervisor).

## **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 skill, creative use of computer techniques, and self-initiative attitude of the student.

### **Grading Criteria:**

#### **VIS4002 Research Dissertation or Business Proposal**

- 30% Continuous Assessment (including project proposal)
- 70% Final Research Dissertation or Business Proposal
  - a. 60% Dissertation or Business Proposal
  - b. 10% Oral Presentation (10 minutes)

Link to the Syllabus and Rubrics:

[CMI4001 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 limitation of availability of facilities and equipment on campus.