



PROJECT PROPOSALS

EMC 3460 Media & Messages // March 20



PROPOSAL FORMAT

- Subject
 - Summary of your project idea
- Need for Project
 - Why is your project important?
 - Why is it necessary?
 - Incorporate your primary and secondary research

PROPOSAL FORMAT

- Target Audience
 - Who is your target audience?
 - Why is this your target audience for your project?
- Proposed Theme and Platform
 - What platforms will you be using?
 - Weebly, Wix, WordPress, Tumblr
 - Facebook, Twitter, Instagram
 - Why are you using these platforms?

PROPOSAL FORMAT

- Communication Objectives
 - What are your goals with your website?
 - What are the aims of your project?
 - What are your goals in reaching your target audience?
- Timeline and Budget (Hypothetical)
 - How long will it take you to complete each step of the project?
 - How much will it cost (hypothetically)?

WRITING

- Clear and precise
- Good use of diction
- Not necessarily persuasive
- Thorough
 - Answer any and all possible questions
- Concise
 - You don't have to be wordy or use flowery language
 - Jargon when necessary
- Grammar and spelling