

**Plan C Creative Project  
Procedures Handbook**

**Department of Instructional Technology  
Utah State University**

**(Spring 2006)**

**CREATIVE (Developmental) PROJECT  
REQUIREMENTS  
FOR  
MEd. (Plan C) Degree in  
EDUCATIONAL TECHNOLOGY**

(A guide for writing the proposal and summary)

The “Plan C” Masters degree option allows you to complete a creative (developmental) project in lieu of a formal thesis. Your Chairperson is responsible for approving, monitoring, and signing off the work completed for the requirement. The process begins with the approval of your proposal as outlined below:

1. Select a project that will permit you to demonstrate a broad variety of skills and knowledge developed during the course work phase of your degree program.
2. Conduct a review of literature in areas related to the selected creative (developmental) project.
3. Prepare a proposal which meets the requirements outlined on the attached sheets.
4. Submit the proposal for approval to your Chairperson, allowing a **minimum** of two weeks for review.
5. Work with your Chairperson for discussion, feedback, revision guidance, and final approval of the proposal.
6. Carry out the approved proposal with the highest level of professionalism. When appropriate, an informal log of activities, insights, costs, resources, and time should be maintained. This informal record should be used in the preparation of the summary, and then later included in your portfolio.
7. Upon completion of the creative (developmental) project, prepare a 4 to 6 page summary following the outline provided in this packet. Submit the summary for approval to your chairperson. You may include the approved copy in your portfolio. An alternate to the summary is a manuscript for an article about your project to be submitted to a professional journal. You should discuss these two options with your chairperson.

**CONTENT OUTLINE  
FOR  
PROPOSAL**

| Sections                            | Appropriate<br>Length |
|-------------------------------------|-----------------------|
| 1. Introduction                     | 1 page                |
| 2. Problem Statement                | 1 - 2 pages           |
| 2.1. Statement of problem           | 1 paragraph           |
| 2.2. Needs Assessment               |                       |
| 2.3. Definitions (when appropriate) |                       |
| 2.4. Assumptions                    |                       |
| 2.5. Limitations                    |                       |
| 3. Purpose and Objectives           | 1 page                |
| 4. Review of Literature             | 3 – 5 pages           |
| 5. Procedures and/or Methodology    | 1 – 2 pages           |
| 6. Reporting/Implementation Process | 1 page                |
| 7. References                       | 1 – 2 pages           |

Total length 10 – 12 pages

Note: The proposal should follow the writing standards outlined in the Publication Manual of the American Psychological Association, Fifth Edition. Margins, pagination, and typing standards should follow those outlined by the Utah State University School of Graduate Studies.

## WRITING THE PROPOSAL

The purpose of the creative (developmental) project is to provide an opportunity for you to make a practical application of knowledge to the improvement of a teaching/training skill or other interest for professional improvement. You should develop the proposal in cooperation and consultation with your chairperson. The department operates the Plan C on a “strong chairperson” approach. You work with your chairperson and obtain his/her signature on the completed proposal. After your chairperson signs the proposal, turn the signed copy into the faculty advisor to obtain the other signatures. A signed copy of the proposal must be placed on file in the main office of the Instructional Technology Department.

A written proposal for the creative (developmental) project is necessary to avoid misunderstandings and to protect your best interests and the University. In effect, the proposal has many of the attributes of any good contract. It should specify in adequate detail all important facets to be completed. The proposal provides a record for both you and the chairperson of the specific nature and extent of the experience agreed upon. In general, a proposal should include the following features.

### **FORMAT**

The University guidelines for spacing and margins for theses and dissertations should be used. These guidelines, entitled “Publication Guide for Graduate Students,” are available from the School of Graduate Studies. [<http://www.usu.edu/gradsch/thesis-diss-info/>] The American Psychological Association (APA) style format is strongly recommended and accepted by all departments in the College of Education. The *Publication Manual of the American Psychological Association (5<sup>th</sup> edition)* describes and provides examples of current forms for citing references in text, listing references, and headings.

In general, the proposal should include the following types of information. It is appropriate to include headings which identify each of these sections.

### **Problem Statement**

The purpose of this section is to present the problem to be addressed by the creative (developmental) project. Problem statements are usually derived from concerns for professional-improvement, program, or system based on your own experience. An overview of pertinent literature on the topic, in which you identify professional knowledge in the area of concern, is also vital. Identification of desired and existing conditions and the knowledge available should lead to a clear problem statement often expressed in terms of a “lack.” It is frequently a good practice to consult secondary sources of information such as *Review of Educational Research*, *Encyclopedia of Educational Research*, or *Review of Research in Education*. Reading secondary sources not only provides a good overview of topics that might be of interest, but also can aid you in becoming more clear about the problem outlined in your proposal.

### **Purpose, Objectives, Questions**

Once a problem has been clearly stated, you should explain the purpose of your project and the manner in which the problem will be addressed (ameliorated) by the

proposed experience. The purpose is stated as a global goal or objective. Objectives may be used to subdivide the purpose into meaningful units or processes. Objectives might also be stated as intended outcomes of the experience, providing a basis for evaluation. Questions to be answered during implementation activities may be included in place of *or* in addition to the objectives.

### **Review of Literature**

The purpose of the review of literature is to support the problem and purpose sections with relevant information. The review of literature should be comprehensive enough to demonstrate your familiarity with major research and theoretical contributions to the selected experience. At the proposal stage, however, the student should not devote inordinate amounts of time to obtaining and reporting all sources of information. The student should indicate the specific indices to be searched, the methods used (i.e., computer and/or hand-searching techniques), and time period to be searched.

### **Procedures**

In this section of the proposal, you should describe the steps to be taken in completion of the project/experience. An attempt should be made to be specific enough to communicate to the chairperson the extent of the work to be done in completing each step. An adequate description of the procedures to be followed will anticipate most of the questions which your chairperson might raise about the sequence of activity, populations, and/or materials involved in development and evaluation of the project.

A time line specifying the projected sequence and date of completion of the various steps is helpful to both the chairperson and to you during the completion of the project.

Judging the value of the completed project/experience is critical to decision-making about ways in which the process could be improved and whether it merits continued use. A description of the procedures to be used in evaluating the project/experience should be included. The evaluation should be structured to measure the success of the project/experience and to identify ideas in which it might be improved. If the experience adequately completes the steps outlined in the approved proposal, it will be judged a success even though major unanticipated flaws are identified as a result of the evaluation.

### **Reporting Process**

The project/experience will be reported in written form. It can be in the form of a brief summary (4-6 pages) indicating the results of the project/experience. A second written option is to prepare a manuscript for submission to a professional journal for publication. Your proposal should include brief descriptions as to how the results will be reported (manuscript or summary paper).

### **References**

There should be “one-to-one correspondence” between the articles cited in the body of the proposal and those listed in the reference section. Supplemental reference lists may be included if you wish to identify other sources you have found to have value for the project/experience, but which were not cited in the proposal.

(Sample **PROPOSAL** Title Page)

A MULTIMEDIA MODULE ON COMPUTER LITERACY

by

John Q. Student

A proposal for a project submitted  
in partial fulfillment of the  
requirements for the  
degree

of

MASTER OF SCIENCE

in

Instructional Technology

Approved:

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Major Professor  
(Type name here)

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Committee Member  
(Type name here)

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Committee Member  
(Type name here)

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Head, Department of  
Instructional Technology

UTAH STATE UNIVERSITY  
Logan, Utah  
2006

**Outline  
for  
Written Summary Report**

Cover Sheet (see attached sample).....1 page

Introduction.....1 page  
States the purpose of the project and specific, relevant background information on the project and the candidate.

Description of project.....3 - 5 pages  
Describes the project with emphasis on the candidate's involvement during all phases of the project, provides information from the literature review

Conclusions.....1 – 1 1/2 pages  
What the candidate learned from the project about the organization, the project, and her or his self.

Recommendations.....1 – 1 1/2 pages  
Based on the above conclusions, states recommendations the candidate would make to future candidates or the project involved or both.

(Note: The summary should be double-spaced and should follow the writing standards outlined in the *Publications Manual of the American Psychological Association, Fourth Edition* and those of the Utah State University School of Graduate Studies. The summary report must be approved by the committee chairperson before it is submitted to the committee for final approval.)

(Sample Creative Project **SUMMARY** Title Page)  
M.Ed. (Plan C)

A MULTIMEDIA MODULE ON COMPUTER LITERACY

by

John Q. Student

A project summary submitted  
in partial fulfillment of the  
requirements for the  
degree

of

MASTER OF SCIENCE

in

Instructional Technology

Approved:

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Major Professor  
(Type name here)

---

Committee Member  
(Type name here)

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Committee Member  
(Type name here)

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Head, Department of  
Instructional Technology

UTAH STATE UNIVERSITY  
Logan, Utah  
2006