



ESM 449

BREN COMMUNICATION CAPSTONE

CALL FOR PROPOSALS // SPRING 2024

Communication capstone project proposals are due March 1, 2024.

It is highly recommended that clients schedule a scoping call to assess the viability of their project with capstone instructor, Lisa Leombruni (lisa@bren.ucsb.edu) and to ensure student interest. All students proposing a project are required to schedule a scoping call with Lisa Leombruni in advance.

Overview: The Bren Communication Capstone (ESM 449) provides hands-on, professional experience in designing and creating environmental communication and media products for clients. Clients benefit by getting high-quality materials to help achieve their communication and outreach goals. Students are also encouraged to propose their own creative projects.

Project Requirements: The Capstone is flexible and a variety of projects and formats are acceptable. Each Capstone should have a clear communication goal, such as raising awareness, promoting engagement, creating educational opportunities, or compelling individuals to engage in pro-environmental behavior—*it should not simply be promotional work*. Projects must also be properly scoped to be completed within a 10 week period. All projects must clearly **incorporate at least two** of the following elements:

**Strategy | Narrative/story development | Audience research
Development of a communication skill or tool**

FOR STUDENTS

Have a project idea? Please contact Lisa asap if you have not done so already to set up a time to discuss your idea. Note also that you will have time to make changes to your project scope in the first two weeks of spring quarter.

Don't have a project? No problem! If you do not have a project in mind, you will be provided a list of clients to select from by Friday, March 15, 2024. You will have until April 5, 2024 to select your capstone and create your group.

FOR CLIENTS

Please email Lisa Leombruni (lisa@bren.ucsb.edu) to set up a scoping call your idea ASAP. We want to ensure there will be student interest for your project this year, and that it is scoped appropriately.

What to include in your proposal:

Your proposal should be no more than 450 words and include:

- Project Title, Client, Primary Client Contact & Contact Info
- Project goal
- Target audience
- List of marketable skills for students (e.g. writing, audience research, infographic design)
- Project description, including the required project elements (be sure to indicate whether you're including strategy, story development, audience research, and/or comm skill)
- Final and interim deliverables (interim deliverables will be what the client reviews during the project to provide feedback and help guide the final product)
- Timeline, with benchmarks & scheduled check-ins with primary contact



Successful past capstone projects include:

audience research, branding strategy, short films/video shorts, a series of blog posts or stories, development and implementation of new educational curricula, engagement strategies to promote awareness or pro-environmental behavior, and design and distribution of infographics. For examples of past Communication Capstone projects, please visit

www.BrenComm.com/capstone

Budget & Expenses: Any organization with an environmental mission and a need for communication or media assistance may be a client. Note that should a project require travel, research incentives, purchase of footage, music licensing, or any other additional support, the organization must provide funding to cover these expenses.

DEADLINE FOR PROPOSALS:

March 1, 2024 @ 5pm

submit to lisa@bren.ucsb.edu

DEADLINE FOR PROJECT SELECTION:

April 9, 2024 (end of week 1 S24)