

# CALL FOR PROPOSALS: BREN COMMUNICATION CAPSTONE

SPRING 2019



**Overview:** The Bren Communication Capstone (ESM 449) is a required course for students in the Communication Focus that 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. Teams of 2-5 students will develop their products in 10 weeks, April 1 – June 7, 2019.

**Project Requirements:** The Communication Capstone is flexible and a variety of projects and formats are acceptable; students or clients may submit proposals. The 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. In addition, each project must clearly incorporate also at least two of the following elements:

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

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. See “Capstones” on [www.BrenComm.com](http://www.BrenComm.com) for more examples. Projects must also be properly scoped and able to be completed within a 10 week period.

*Note to students:* If your project requires significant prep work during the winter quarter 2019, you may be eligible to have your efforts count for academic credit in the form of an Independent Study. Please contact Lisa Leombruni if you feel this may apply to you.

**What to include in your proposal:** Your proposal should be no more than 750 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 communication tool/skill advancement)
- 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 for feedback

**Please submit your proposal to Lisa Leombruni ([lisa@bren.ucsb.edu](mailto:lisa@bren.ucsb.edu)) by Feb 15, 2019 @ 5pm**

**Timeline:** Your proposal will be reviewed twice before it is potentially selected: 1) by the Capstone Review Committee (faculty & staff), and 2) by the students enrolled in the capstone course (ESM 449).

- Proposals Due: Feb 15, 2019
- Capstone Review Committee Mtg. Feb 25, 2019
- Student Capstone Selection Meeting Mar 1, 2019 @ 11:00am
- Final capstone projects selected / clients notified Mar 15, 2019

**Eligibility & Budget:** Any organization with an environmental mission and a need for communication or media assistance may be an external 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 project components. **Please be sure the project does not require any expenses that will not be covered by the external client.**

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\*\*You are welcome and encouraged to meet with Lisa Leombruni to help determine whether your project is appropriate for a Capstone Project, to discuss how to adjust it to make it more successful, and to help set an appropriate scope for a 10 week project.\*\*