The DAI Creative Work Project (CWP) Proposal describes the topic that the MAIA candidate will explore in the culminating work, whether a Creative Work or Thesis. A Creative Work usually includes a research component as well as an original creation related to the research whereas a Thesis focuses more on research, analysis, and new knowledge in written form. This sheet details the expectations for the CWP Proposal.

Typically, the research component of the Proposal raises a very clear question or identifies a problem on the basis of the background research. Subsequently, the Proposal attempts to address that question or suggests a potential solution/solutions.

**Format**
- Proposal is 15-20 pages in length (5,000-6,000 words).
- Annotations should be included at the end of the paper as endnotes, rather than at the bottom of the page as footnotes. You may include in-text citations in the body of your paper, following APA style.
- **Number** the sections of your CWP according to the example below (I. Introduction, II Literature Review, etc.)
- The tone is formal; (in most instances) rely on third person. (i.e. do not use "I" or “you”)

**Content**
CWP Proposal and final CWP Written Document should include/address the following:
- **I. Introduction:** Introduce the problem and research goals. Include 3-5 reference notes, facts and statements to establish credibility. The introduction should clear and thorough. Typically include 5-10 references/facts/statistics to build an argument.
- **II. Literature Review:** Proposal demonstrates a strong literature review. This establishes a command of the existing body of knowledge about the research topic. All items references in the Literature Review section should be included in the Reference List.
- **III. Statement of Problem:** State the problem or the central question very clearly - “This research will...” (a few sentences stated very clearly). A clearly stated problem is essential to your Proposal
- **IV. Anticipated Sub-Problems:** Additional issues to be addressed or affected by the research.
- **Scope and Limitations:** Explain what types of questions will be excluded from the research and why.
- **V. Significance of the Problem:** What contribution will this research make? Why is this important or innovative? Who is affected by the outcomes, or success of the work? Use research facts about numbers involved; money involved; people involved.
- **VI. Tools and Methods for Gathering and Analyzing Data:** What methods and data gathering tools will be used? How will they be used?
- **VII. Presentation of Outcomes: Creative Work:** Describe the type of design or designs that you will produce as outcomes (deliverables) of your Creative work Project? The creative design response should be related to analysis and conclusions drawn from research. You may include schematic designs, prototypes, iterations, or design development here.
- **VIII. Reference List:** List all the references that you have used in your research and literature review, in APA style. Alphabetical order.
- **IX. End Notes.** Use the APA format for inside reference notes, as well as final endnotes.
- **X. (Optional) Glossary of Terms:** If the language used is obscure—resembles an alphabetized dictionary.

**Evaluation:** The CWP Proposal will be evaluated using the Rubric for Evaluating Graduate Writing (online). At least two members of the creative work committee must submit an evaluation form to the Graduate Coordinator within 2 weeks of initial submission of the CWP proposal by the student. Students should communicate clearly with their Committee members to make sure the evaluations are completed on time. NOTE: Final outcomes that are surveys or reviews are not considered a valid Creative Work Project. A satisfactory CWP demonstrates the development of an original voice for verbal and visual expression in an area of design thinking.