

CALL FOR PROPOSALS



BREN COMMUNICATION CAPSTONE (ESM 449)

SPRING 2020

Do you need help with an environmental communication, media, or outreach product? Submit a proposal to have a talented team of Bren Communication Master's students work on your project over 10 weeks, March 30 – June 5, 2020.

Overview: The Bren Communication Capstone (ESM 449) is a required course for students in the Communication Focus. The capstone 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, and should submit a proposal for their idea.

Project Requirements: The 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 for more examples. Projects must also be properly scoped and able to be completed within a 10 week period.



CALL FOR PROPOSALS, cont.



BREN COMM CAPSTONE

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 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

Note to students: If your project requires significant prep work during the winter quarter 2020, 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.

DEADLINE:
Friday, February 21 @ 5pm

Email proposals to Lisa Leombruni
lisa@bren.ucsb.edu

Timeline: Your proposal will be reviewed twice before potentially selected: 1) by the Capstone Review Committee, and 2) by students enrolled in the capstone (ESM 449):

- *Proposals Due: Feb 21, 2020*
- *Review #1: Capstone Review Committee - Week of March 2*
- *Review #2: Student Selection Meeting - March 11, 2020*
- *Final projects selected/clients notified - March 20, 2020*

Eligibility & Budget: 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 project components.

Please feel free to contact Lisa Leombruni for assistance in designing your project.