**Guidelines for Preparing a Research Proposal for Graduate Studies
in the School of Creative Media**

Introduction

To apply for admission to either the MPhil or PhD programmes at the School of Creative Media (SCM), each applicant is required to prepare a research proposal.

The proposal has to be written concisely and clearly to help the SCM School Graduate Studies Committee (SGSC) make a judicious decision regarding the research project. The applicant may consider the following aspects:

- Research topic, objectives and definitions;
- Relevance to the mission of the School;
- The state of the art in the proposed research;
- Its importance to the area of creative media;
- Research plan;
- The scope of the proposed research project.

It is highly recommended that you seek comments on your proposal by discussing it with a faculty member whose expertise is closest to the topic of your research/or the faculty member most likely to be involved in supervision before finalising it.

Contents of the Research Proposal

(a)   Abstract

A clear statement of the aims of the research and why it is a worthy and/or interesting topic. You also need to briefly define your methodology.

(b)   Introduction

An outline of the research background of the topic should give an overview of existing literature (critical discourses and similar studies), some current findings in the area, with references, and the intended research to be proposed. Setting out the background will help you to state clearly what you consider the research problem to be, what hypotheses you wish to test, and what conceptual paradigms you want to use.

(c)   Literature Review

A detailed list of related research (publication date, page numbers, volumes and publishers, etc.) you have read and cited, with a brief assessment.

(d)   Research Problems

From the background material stated above, it should be clear to a reader what the research problem is, and what theory, questions (hypotheses), or phenomena you wish to investigate.

(e)   *Methodology*

You need to explain the method you intend to use in the research. It should be clear to a reader the methodology to be used, its sources, and its appropriateness for the purpose of investigation. For qualitative and critical research, the "methodology" section should also address the modeling process, theoretical debates and key concepts that would advance knowledge and inform the investigation.

For example, you may describe how to model the problem, what you would do differently from the more conventional methods, approaches that might lead to a better outcome, how to collect your data, who might be the appropriate respondents, whether you will use an established data base, case studies, experimental methods, open-ended interviews, semi-overt participant observation, archival data, etc.

(f)   *Relevant research experience*

The applicants should explain their previous research experience, if any, in relevant areas.

(g)   *Bibliography/references*

Length of the Research Proposal

Since the School is interdisciplinary in nature, we welcome applicants with backgrounds in media art or digital-media technology. All proposals should be typed, double-spaced with 12 pt font size, and include a list of references cited.

(1) Media Art:
   a. For the MPhil degree programme, the proposal should be around ten pages.
   b. For the PhD degree programme, the proposal should be around 30 pages.

(2) Media Technology:
   a. For the MPhil degree programme, the proposal should be around four pages.
   b. For the PhD degree programme, the proposal should be around eight pages.

The applicant should be reminded that the proposal is only the first step toward a potential research degree. After being admitted, as with most research endeavours the candidate may have to adjust the actual details in the proposed research during the course of the programme, which will be a continuous process under the guidance of his/her supervisors.