

Graduate Applied Project Portfolio (APP) Guidelines

What is the Graduate Applied Project Portfolio (APP)?

The Graduate Applied Project Portfolio (APP) is one of the three 'Capstone' (final) options that students can pursue to complete their MAGC degree requirements. The APP involves developing, researching, executing, and delivering an original creative or professional project in the form of a portfolio, including a significant written component. This practical experience enables both academic and professional development, preparing students for a successful post-graduation career trajectory.

The APP encourages students to apply theoretical knowledge and professional skills acquired during their degree coursework to real-world settings and challenges. The APP should investigate and address issues resulting in professional and/or practical solutions. The APP allows students to engage with different social actors, such as nonprofit organizations, businesses, creatives, and government agencies.

What the Graduate Applied Project Portfolio is Not

1. An internship
2. A research paper or thesis
3. A personal creative project unrelated to MAGC coursework

Mandatory Components of the Applied Project Portfolio

A comprehensive APP must consist of these mandatory components:

1. Practical Deliverable(s)

The length and format are to be decided in consultation with your APP Faculty Advisor (see Table 1). The size of the project should be substantive and appropriate to the degree Capstone yet must also be feasible and able to be completed in the allotted timeframe (see extension guidelines).

2. Project Report – Critical analysis & reflection

A 30 – 40 page long project report (excluding appendices, references and bibliography). The project report must demonstrate **a critical analysis of original ideas and a reflection on the applied aspects** of the practical deliverables. For the recommended outline see Table 2 and for layout requirements see Table 2.2.

Applied Project Portfolio - Practical Deliverable(s)

Examples
• Magazine publishing project
• Exhibition (hybrid/online/physical)
• Training Manual
• Policy Platform
• Advocacy Plan
• Website
• Podcast series
• Workshop or Seminar series
• Business Proposal
• Audio & Video Projects
• Communications Campaign
• NGO or Non-Profit Development Plan
• Marketing Strategy
• Activist Intervention Plan
• Volunteer Training Program
Other creative projects to be determined by Faculty Advisor & approved by the Program Director

Table 1. List of acceptable examples of practical deliverables

Applied Project Portfolio - Project Report outline

Title page
Abstract & 5-7 key words
Table of contents
Introduction
Main body of text • contextual review - positioning the project in the existing landscape and assessing the contribution to the field, also in part a literature review of the chosen subject area • methodology – justification of chosen research framework & methods • critical analysis –choices, strengths, weakness, challenges • reflection on application of the project – outcomes & impact of the project
Conclusion
References or cited literature
Appendices (if required)
Acknowledgments

Table 2. Recommended outline for Project Report

Layout Requirements for Written Documentation

• Language	US or UK English
• Paper format	A4
• Margins	1 inch – top, bottom, left and right
• Fonts and size	Calibri, Helvetica, Times New Roman 12
• Spacing	1.5, no extra spaces between paragraphs
• Numbering	Bottom right
• File	PDF

Table 2.2. Acceptable layout requirements for written documentation

Note: Resources from within an organization or workplace, such as employees, footage, or documents, may require special approval. It is the responsibility of the student to verify.

The Graduate Applied Project Portfolio Learning Outcomes

Regardless of program tracks, all MAGC graduates share common learning outcomes. Upon successful completion of the APP, students will be able to:

1. Use critical and creative thinking to research, develop and produce original work on a chosen topic
2. Design and execute a creative project integrating theoretical knowledge and professional skills acquired during courses
3. Demonstrate critical reflection upon the creative process grounded in theory studied during coursework. These include ethical, social, political, environmental, etc., implications.
4. Collaborate with different social actors to accomplish goals for a professional outcome
5. Articulate the project's value, position within its respective context, and the skills it demonstrates.

How to apply for the Graduate Applied Project Portfolio

- I. **Register for the GR5099 course** – Thesis/Applied Project seminar (usually taken the semester before beginning the Applied Project Portfolio). During the GR5099 coursework, develop your project ideas, initial research, collect references to establish a foundation for a contextual review and identify potential project advisors. Check the list of available faculty members and their areas of expertise and research on the Communication, Media and Culture

(CMC) department website. Students can also look for potential faculty advisors outside the CMC department within the university. The choice of faculty advisor must be approved by the MAGC Program Director.

- II. Complete the Applied Project Request Form and Declare a Faculty Advisor –**
Applications are due by the end of the add/drop week of the semester that the student wishes to register into. The application will be reviewed and if all parties agree, the final approval will be given by the Provost and the Program Director.

https://aupforms.formstack.com/workflows/applied_capstone_project_request_form

Note: Late applications must be submitted prior to mid-semester and are only approved in exceptional circumstances. The student would need to provide all application documents per the usual procedure.

The application must contain:

• A project title, under 50 characters long
• 700–750-word project outline
• Project goals, statement, methods
• 15-20 references - academic, professional, artistic
• Detailed list of resources
• Detailed timeline, from start to the submission phase project

- III. Fill out the Applied Project Portfolio 'Ready to submit' form**

Note: Before the final submission of your Applied Project Portfolio, you must submit a draft version of the practical deliverables and the project report to your Faculty Advisor. This interim submission is necessary to proceed towards submitting the finalized version of your Applied Project Portfolio.

- IV. Final submission and extension deadlines:**

- December 1st (Fall semester)
- April 15th (Spring semester)
- July 5th (Summer semester)

Note: Extensions depend on proof of sufficient work conducted by the student and must be discussed with the Faculty Advisor.

V. Portfolio Presentation

The Applied Project Portfolio should be presented by the student in the presence of their Faculty Advisor, Second Reader, and the MAGC program Director. Presentations can be private or public with the possibility of inviting external members.

Roles - Faculty Advisor, Second Reader & MAGC Program Director

- **The Faculty Advisor** provides active support at all levels of the Applied Project Portfolio. From application to final submission, the advisor is responsible for guiding their advisee in the progression and completion of their project. APP faculty advisors should schedule check-in meetings with their advisee as they see fit to ensure that the student is making sufficient progress on their project. Advisees can contact their APP faculty advisor at any point for assistance on their project. Finally, APP faculty advisors are present for the public presentation, will write the final grade report, and issue a final grade in consultation with the second reader. In exceptional cases where the project requires more than one faculty advisor, co-direction may be approved.
- **APP Second Reader**
Once the student has completed their project, a Second Reader must be selected to read and evaluate the project and report. The APP Second Reader is NOT involved in the project during its completion and must be chosen and declared while filing the Ready to Submit Form. An APP Second Reader may be external to AUP, though this requires additional approval from the MAGC Program Director.
- **The MAGC Program Director** must approve the Portfolio application and may be involved in cases where the student has an urgent need or is in a situation that requires attention from the Program Director. The Program Director must also approve the choice of Faculty Advisor and may assist the student in selecting an appropriate Advisor for the topic. The Program Director is present for the public presentation and signs off on the final grade report.