

Faculty Proposal for Master's Project— Overview & Instructions

2016 – 2015

The students enrolled in the Medical Illustration Graduate Program (MIGP) produce a Master's Project in partial fulfillment of the requirements for graduation. The Master's Project demonstrates a student's competence in identifying and characterizing a health-related communications or education problem, reviewing the relevant literature, defining and characterizing the audience, proposing a solution to the problem, preparing a production budget and schedule, producing the solution to the problem, and, as time permits, evaluating the effectiveness of the solution. **Students are not assigned a Master's Project, but are free to choose from among projects proposed by AU faculty or to design their own project.**

Communication problems typically addressed by MIGP students include, but are not limited to:

- Increasing the effectiveness of knowledge transfer, understanding and retention in health science education
- Increasing the effectiveness of knowledge transfer and retention in the post-graduate training of health care professionals
- Increasing understanding of health science concepts among health care students
- Increasing awareness and understanding of general health concepts among patients and/or their families
- Increasing condition-specific knowledge transfer, understanding and retention among patients and/or their families
- Increasing awareness and understanding of health concepts among the general public
- Promoting positive health behaviors among patients
- Promoting positive health behaviors among the general public

AU faculty members may propose Master's Projects. Proposed projects must be submitted on the MIGP Faculty Proposal for Master's Project form. Proposals should be sent to the Program Director for the Medical Illustration Graduate Program by close of business on **July 1**. Proposed projects are evaluated on a first-come basis by the medical illustration faculty. The Program Director will notify the AU faculty member about the status of the evaluation. The Program Director will present accepted projects to the MIGP students for their consideration. The Program Director will notify the AU faculty member if a student has selected their proposal.

In evaluating a potential Master's Project, the following issues will be assessed:

- **Timeline: Students begin working on their Master's Projects in January, and projects are expected to be completed in April.** Can the project be completed with this timeframe?
- **Achievability:** Based on a student's level of knowledge, training and experience, can the proposed project be realistically completed by the student in the available time?
- **Scope:** Is the project of sufficient scope or complexity to satisfy the requirements for a Master's Project, and yet not so broad or complex as to be an overwhelming endeavor?
- **Impact:** How does the proposed project contribute to the enterprise? Does the proposed project add to the body of knowledge? Does the project provide a meaningful growth opportunity for the MIGP student?

Project research begins in the fall semester and content specialists should expect to meet with the students several times during that semester. Production of the project begins in the spring semester and will require more regular meetings to mentor a student. Please consider this time commitment in the fall and spring semester.

Questions and completed project proposals should be addressed to:

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CJ-1101

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Dept. of Medical Illustration
Medical illustration Graduate Program

Faculty Proposal for Master's Project

2016 – 2017

Date Submitted:

Working Title:

- 1) Describe the health issue to be addressed by this project:
- 2) State the communication or education problem to be addressed by this project:
- 3) Identify the primary learning domain(s) to be addressed by this project:
 Cognitive (mental skills or knowledge)
 Affective: (emotions, attitudes or behaviors)
 Psychomotor (physical skills or manual abilities)
- 4) State the goals and/or objectives to be attained by this project:
“After using/viewing this project, the audience member will be able to...”
- 5) Describe the primary audience for this project:
- 6) Describe any unique issues (socioeconomic, ethnic, cultural, etc.) among the primary audience:
- 7) Describe any secondary audience(s):
- 8) Describe the context or environment in which this project will be used:
- 9) Describe any known limitations on project deliverables (for example, deliverable must be reproducible via desktop printer):
- 10) Identify primary health-related content specialist(s) (**must** be AU faculty):
Name: _____
Dept.: _____
Ph: _____ Email: _____
- 11) Identify primary technical (non-health) specialist(s), if any:
Name: _____
Dept.: _____
Ph: _____ Email: _____
- 12) If known, describe the potential scope or impact of this project: