ANNEX A

**Form for the thesis proposal presentation**

*This form contains a first research track of the thesis and it is designed for the student: both to start giving life to a research path and then as a first working hypothesis, and to present it to the professor who you intend to choose as a supervisor.*

*There is no need to exhaustively fill in all the sections: if on some points you do not have the ideas still clear, you can leave the spaces blank. The form can therefore constitute a tool to be updated or enriched during the research process.*

|  |  |
| --- | --- |
| 00. **Thesis type**: what type of thesis do I choose? | research consolidation |
| 01. **Starting project proposal:** what do i intend to design? starting from which problematic stimulus and with which objectives? What kind of innovation would you like to achieve? |  |
| 02. **Starting scientific intent**: What do I want to demonstrate, observe, refute, and what is the research question? |  |
| 03. **Thematic and cultural field in which the thesis proposal is inserted:** what are the issues at the center of the cultural debate that concern communication and to which I intend to refer? |  |
| 04. **Disciplinary field of Communication Design to which the thesis proposal refers:** which are the fields of Communication Design that I will cover (editorial design, packaging, data visualization, illustration, video, storytelling, business communication, digital strategy, wayfinding, communication design for services, interaction design, web design, etc.)? |  |
| 05. **Knowledge advancement:** how do I think of contributing (with which scientific contributions and / or with which design innovation) to the disciplinary area of Communication Design? |  |
| 06. **State of the art:** what do I already know about the proposed theme or the chosen project area? |  |
| 07. **Methodology:** what kind of method do I plan to use (bibliographic and documentary sources, field research, testing, analysis of case studies or previous projects, project proposals, etc.)? |  |
| 08. **Initial bibliography:** what are the texts that suggested to me the thesis proposal or do they support it? |  |