

CEED Project Brief 2021 – Overall Guidelines

The template for the CEED project brief has been set up to guide you as to the overall structure expected for the brief, and the formatting and font options have been chosen to ensure a consistent quality of appearance.

While it may be debated as to whether these are the best choices, frankly it is a waste of time and energy to tinker with the formatting. It's been set up to streamline the process of project brief preparation, and it's worth getting used to it – the formatting of the CEED Seminar paper will be similar, and no deviation from formatting is permitted in the seminar papers (as they will be printed together in a proceedings book).

Length

The main body of the project brief (excluding the references and Gantt chart) should be a **maximum of 15 pages**. This must be accomplished without “cheating” on the font size, margins, or line/paragraph/heading spacing. You must be complete but concise – remember, all the stakeholders have to read each draft.

If the client requires additional material to be included for clarity, please discuss it with the CEED office – there may be cases where it is appropriate to include detailed testing plans, reference materials or diagrams in an appendix. This is not an excuse to provide an overstuffed brief by shoving excess into an appendix – the vast majority of project briefs should not need an appendix.

Formatting and Fonts

The formatting and font of the brief should match that of the template:

- Text justified
- Font is Times New Roman – 12 point for the main body, headings as shown in the template.
- Margins – 2.54 cm Top, Bottom, Left and Right

Orphaned Headings/Captions

One common error to avoid is orphaned headings and captions – headings that appear at the bottom of page, separated from the text they represent, or captions that appear on a different page to the associated figure or table.

Use page breaks and arrange your text, tables and figures as necessary to avoid this.

Table and Figure Captions

Table and figure captions should be formatted as per the captions for Tables 1 and 2 in the template.

- The Table/Figure number is indented 1 cm from the left margin; the text of the caption is indented 3 cm from the left margin and 1 cm from the right margin.
- The caption font is the same as the main body of the text

Gantt Chart

In general, the Gantt chart should be presented by itself on a page (or more likely pages). A well planned project timeline may in some cases result in a Gantt chart too large to include in A4 pages. If so, it is appropriate to include an A3 page (or pages) – this may be done by inserting section breaks to change the page size.

Table of Contents

CEED project briefs do not need tables of contents, and should not include them.

Referencing

Referencing in the text and the formatting of the reference list must follow the APA 7 referencing style.

[Introduction - APA 7 referencing style - Guides at University of Western Australia \(uwa.edu.au\)](https://www.uwa.edu.au/learning/academic-integrity/apa7-referencing-style)