

“The Break”

Creative Capstone Project

Audit Trail

- Composed a prospectus, which described how I would will begin, implement, and end the project.
- Held a prospectus meeting to go over the project plan with all three members of Capstone Committee and received approval from each member.
- Composed a mind map of ideas within communication, professional sales, and arts needed to draw up a professional and effective business plan.
- Brainstormed and strategized what key areas of importance should be elaborated on within business plan
- Asked myself, “How will my three areas of emphasis be integrated effectively?”
- Did extensive market research for where the bar/bistro would be located along with industry research, to match the strategy if the plan were to be implemented tomorrow.
- Created a “Why” statement for the business
- Generated creative ideas and images through Adobe, Illustrator, InDesign, and Photoshop to give the business an authentic voice and vision with the design of a business pamphlet/menu
- Sent rough drafts of business plan and business pamphlet/menu to members for review and feedback on what could be adjusted to better its performance.

- Produced an 11-page support paper addressing all three academic disciplines related to the project showing how I have used best theory and practice.
- Submitted support paper to WSU writing lab to ensure correct writing methods were used.
- Had the business plan portfolio, support paper, and pamphlet menu professionally printed and bound.
- Provided an analysis of my learning experience.