



## Master of Fine Arts, Advertising Final Review Handbook

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This handbook contains the Advertising Final Review requirements, planning guides, and resources. Please read through all of this information carefully before preparing your materials for Final Review. If you have any questions or need clarification on any aspect of your upcoming Final Review, you will find information about who to contact on page 19 of this handbook.

It is your responsibility to use the latest version of the Final Review Handbook. If you are uncertain if this is the latest version, please refer to the Advertising page on the Graduate Showcase:

<http://gradshowcase.academyart.edu/>

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 ONLINE ICON: The online icon will mark items that are specific to online students only.

On campus students can skip these items.

## 1. ELIGIBILITY FOR FINAL REVIEW

### A. Eligibility

All Final Reviews must be held at the end of the semester in which you complete your regular program units.

You must declare your graduation term before a tentative date can be set. The process has three steps:

1. **DECLARATION:** In the semester prior to your Final Review, you can either contact your advisor to declare your graduation term or go through your self-service page. Additional graduation declaration and commencement information is found online here: <http://www.academyart.edu/content/aa/en/students/my-academy/academic-resources/graduation-commencement.html>
2. **REGISTRATION:** Register for your final semester of coursework with your advisor or online through your [Online Student Registration Profile](#).
3. **REVIEW SIGN-UP:** Once you have declared your graduation term and registered for courses, at the start of the semester you are presenting, you will need to review the Final Review online orientation and complete the online sign-up form available here: <http://gradshowcase.academyart.edu/>. Refer to the Graduate School Calendar for the available online sign-up dates here: <http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources>. See further details for scheduling a final review below.

**NOTE:** If Final Thesis Project conditions have not been met within two semesters, you will need to reapply to the Graduate School to graduate.

Plan ahead and prepare as much of your project as possible by the beginning of the semester. Strive to have only your final touches remaining to be completed *during* your last semester of coursework.

## 2. SCHEDULING YOUR FINAL REVIEW

### A. Review Date

Final Reviews are conducted in the spring, summer and fall semesters. Presentations typically start in the eleventh or twelfth week of the fall or spring semester and in the sixth week of the summer semester. You can find the sign-up dates in the Graduate School Calendar:

<http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources>

No Final Reviews are permitted during the intersession. A finalized date will be set during the semester the Final Review is to be conducted, based on director availability. This date can be changed only in case of personal emergency, and must be approved by both the Graduate School and the department director to be official.

**NOTE:** Please communicate with your Graduate Advisor about when would be the most appropriate term to schedule your Final Review. It is important to know the final cut-off date for scheduling your review. You should receive an email from the Final Review Coordinator approximately one week prior to the start of the semester you will be presenting your Final Review with details on how to sign-up. The email will direct you to the Graduate Midpoint and Final Review Showcase <http://gradshowcase.academyart.edu/>.

## **B. Review Orientation**

You are required to watch the online Final Review Orientation prior to completing the Final Review sign-up form online. You have the option of presenting your Midpoint or Final Review online or on campus. If you will be doing your Final Review online please review the [online presentation specifications](#). You will be sent confirmation of your review date shortly after the close of the review sign-up period. Please [contact](#) the Final Review Coordinator if you have any questions on scheduling your review.

## **C. Attendance & Cancellations**

Final Review attendance is mandatory. All Final Reviews must be held at the end of the semester in which you complete your regular program units. If you do not attend the Final Review will be considered a “No Show” and will be noted as “Not Approved”.

Cancellations or postponements may be approved as a rare exception, all requests must be organized through the Final Review Coordinator at least 5 working days prior to the scheduled review date. Late cancellations or postponements will be considered “No Show” and will be noted as “Not Approved” for the Final Review.

Students are asked **not** to invite non-committee members, friends or family to their Final Review. Please do not provide food at the Final Review.

### 3. DELIVERABLE DETAILS & DUE DATES

Your Final Review will consist of the following four components: portfolio, thesis book, oral presentation, and Directed Study Journals. [Link to tutorial on uploading work to LMS.](#)

**IMPORTANT:** If your Thesis Book and Portfolio are not received in time, your Final Review will be cancelled, and you will need to present the following semester.

**Portfolio:** Your portfolio of finished work consisting of the culmination of your projects completed in the MFA program that demonstrates the highest quality required for graduated level work. **Flawless spelling and grammar are required** of all written submissions.

[Link to more detailed portfolio checklist](#)

<b>Upload/Deliver To:</b>	Upload to the Portfolio Icon in LMS
<b>Due Date:</b>	Two (2) weeks prior to review date
<b>Format:</b>	PDF; One (1) copy of your final portfolio of finished work presented in a professionally-bound book

**Thesis Book:** Your written presentation will be different depending on your emphasis. In your professionally-bound written presentation, you must include the following sections, in this order and with a separate heading for each: Cover Page, Table of Contents, Autobiography, Resume, Portfolio.

Professional Editing: The proposal must be professionally executed, grammatically correct and free of spelling errors and typos.

[Link to more detailed thesis book checklist](#)

<b>Upload/Deliver To:</b>	Upload to the Thesis Book Icon in LMS
<b>Due Date:</b>	Two (2) weeks prior to review date
<b>Format:</b>	PDF; One (1) copy of your final portfolio of finished work presented in a professionally-bound book

**Oral Presentation:** The oral presentation is the overview of your actual presentation. On campus students are advised to and online students are required to create and use a PowerPoint or PDF presentation. Electronic media must be presented on a computer.

[Link to more detailed oral presentation checklist](#)

<b>Upload/Deliver To:</b>	At the Final Review
<b>Due Date:</b>	At the scheduled day/time of your review; Two (2) weeks prior to review date if presenting online
<b>Format:</b>	PowerPoint or PDF
<b>Practice and Prepare:</b>	Practice your oral presentation in advance of your review to ensure your comfort level during the presentation. Be prepared to answer questions when you are finished.
<b>Notes:</b>	You may use notes, flashcards, or prompts in your PowerPoint as cues to help you remember the information during your oral presentation. Do not read your entire presentation.

[Link to online presentation details for online students](#)

**Directed Study Journals:** Your Directed Study Journal must be made available to the review team. Your department's specific journal requirements are outlined in the Directed Study Guidelines:

[http://www.academyart.edu/content/dam/assets/pdf/gradstudents/directed\\_study\\_guidelines.pdf](http://www.academyart.edu/content/dam/assets/pdf/gradstudents/directed_study_guidelines.pdf)

## 4. FINAL REVIEW PROCESS

### A. Review Expectations and Structure

Final Reviews are one hour in duration. Your presentation should be 20 minutes long.

The Final Review meeting will follow this structure:

Final Review Panel/Student Introduction	5 minutes
<b>Final Review Presentation</b>	<b>20 minutes</b>
Committee Question & Answer Session	10 minutes
Committee Discussion – closed door/offline	15 minutes
Committee Decision & Feedback	10 minutes

**Review Committee:** The Final Review Committee is comprised of faculty and/or industry professionals approved by the Graduate School and the Department Directors.

**Committee Question & Answer Session:** After your presentation, questions will be asked by the Committee for clarification on your project.

**Committee Discussion, Decision, & Feedback:** After the question and answer session, the committee will recess in private to discuss the merits of your proposal.

### B. Results

Upon reconvening, the committee will present you with one of the following outcomes:

**Approved:** You have passed the review portion of your degree requirements and may be granted your degree upon completing all degree requirements. [See awarding the Master’s Degree below.](#)

**Not Approved:** You have NOT passed, and will NOT be granted your degree until one of the following has been completed and the Final Review materials are approved by the Final Review Committee:

**Resubmit:** Following specific Final Review Committee requirements your project requires small changes that must be corrected and re-submitted within 3 weeks. If the re-submission meets the requirements, then the Final Review materials are approved and you may be granted your degree.

**OR**

**Represent:** Following specific Final Review Committee requirements you must complete additional studio work, and/or rethink your Final Project, to present at a new Final Review next semester. You must sign-up for a new review date at the start of the next semester.



Please follow directions outlined in the link below to view your results and written feedback after your Final Review.

[http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home\\_page/pdf/ReviewResults.pdf](http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/ReviewResults.pdf)

### C. Evaluation Questions

The work you submit will be assessed using the Graduate School of Advertising program learning outcomes. At the Final Review the review committee is evaluating your success in meeting the stated outcomes.

<http://www.academyart.edu/academics/advertising/graduate-degrees>

### D. Awarding the Master's Degree

Your degree will be awarded and diploma issued after you have completed ALL of the following:

- All curriculum requirements are fulfilled: all units and minimum grade requirements completed.
- Presentation and approval of your Final Review before Committee
- Submission of all Final Project materials.
- No outstanding financial obligations.
- Completed the Online Graduate Survey at <http://apply.academyart.edu/careersvsgradtrack/>.

**NOTE:** If Final Project conditions have not been met within two semesters, you will need to reapply to the Graduate School to graduate.



## 5. CHECKLISTS

### FINAL PORTFOLIO CHECKLIST

**Portfolio Contents:** Portfolio work must be accompanied by campaign cover pages and answer the creative brief questions.

**Campaign Cover Pages:** Each campaign or single-shot must have a cover page that will include:

- Client and/or product name
- Instructor's name (spelled correctly)
- Semester the campaign was created
- Credit for student Art Director/Copywriter/Creative Strategist (*your name and/or partner; if you worked alone just credit yourself for all three*)
- Creative briefs for all of the work

**Creative Brief Questions:**

- Why does our client need to advertise?
- What is the advertising going to accomplish?
- Who are we going to connect with?
- What are the most insightful things we know about them?
- What is the single most effective message we can tell them?
- What else is there to know that supports this message?





## PORTFOLIO EMPHASIS

### Creative Strategists:

**Creative Strategists** must present a minimum of 4 planning projects, such as brand analysis, brand books, and consumer segment report, etc. An explanation on the process behind project must be included.

### Art Directors:

**Art Directors** must present 4-5 campaigns plus single ads to reach a total of 18-20 pieces (single pieces may be used to reach the minimum amount required in the book). Creative briefs or detailed description must accompany each campaign. These must include:

- Integrated campaigns:** Three (3) integrated campaigns. Integrated campaigns must have direct mail, ambient, electronic media (i.e. television/viral video, radio, web), long copy and/or innovative ads.
- Interactive campaigns:** One (1) fully executed interactive campaign (can be a component of the integrated campaign).
- Collaboration campaign:** Minimum of one (1) campaign that was produced in collaboration with AAU Illustration, Photography or Web Design/New Media students.

### Copywriters:

**Art Directors** must present 4-5 campaigns plus single ads to reach a total of 18-20 pieces (single pieces may be used to reach the minimum amount required in the book). Creative briefs must precede each campaign, project or single-shot. These must include:

- Integrated campaigns:** Three (3) integrated campaigns or projects with direct mail, ambient, electronic media (i.e. television/viral video, radio, web), long copy and/or innovative ads.
- Interactive campaigns:** One (1) fully executed interactive campaign (can be a component of the integrated campaign).
- Collaboration campaign:** Minimum of one (1) campaign that was produced in collaboration with AAU Illustration, Photography or Web Design/New Media students.
- Long Copy:** Must include one example of long copy (can be included as a component of an integrated campaign.)

## THESIS BOOK CHECKLIST

Your Final Thesis Book must provide a synopsis of the research and creative processes involved in the completion of the work.

For the Thesis Book:

- **CONTENT:** Review the Thesis Book Checklist below.
- **GRAMMAR/SPELLING:** Be sure the proposal is grammatically correct and free of spelling errors and typos. The Academy Resource Center (ARC) offers support for both your thesis book and oral presentation.
- **EVOLUTION:** Your written Presentation must significantly reflect the evolution of your project since your Midpoint Review. **DO NOT** simply recap what you wrote in your Thesis Project Proposal at your Midpoint Review.

### Working with a Proofreader:

Flawless grammar and spelling are required throughout (including punctuation and capitalization). For this reason you are **REQUIRED** to seek the assistance of a Proofreader. Proofreaders are very busy, please make arrangements early.

- PURPOSE:** Proofreaders check for typos, misspellings, punctuation errors and simple grammar problems. They do not edit or re-write.
- DELIVERABLES & TIMELINES:** Agree in advance how you will provide the work—hard copy or PDF—and the turnaround time you need.
- FILE TYPES:** In general, PDF, Word Documents and other open source documents are the easiest for proofreaders to work with. If you send electronic files, never expect a proofreader to work with editable documents such as .PSD or .AI files.
- PROOFREADING STANDARDS:** Learn the standard proofreading marks
- EXPECTATIONS:** Be clear what you want proofed. Maybe you want everything checked. Maybe you only need the creative briefs and descriptions checked.
- SPELL CHECK:** Use spell check before you print or make PDFs. It will catch many simple errors, saving you time and money.
- RECHECK:** If you have your work checked a second time, be sure to include the original material with the proofreader's marks so he/she can reference it.

**NOTE:** ARC offers a Writing Lab available for all students. ARC can also recommend an outside proofreader or proofreading service. Your written presentation will be different depending on your emphasis.

### Thesis Book Contents:

In your professionally-bound written presentation, you must include the following sections, in this order and with a separate heading for each:

- Cover Page
- Table of Contents
- Autobiography
- Resume
- Portfolio

### Cover Page:

The cover of your Written Proposal must include the following:

- Your Name
- Student ID Number
- Academy of Art University, Graduate School of Advertising

- Intended Area of Concentration: Creative Strategist, Art Director, or Copywriter
- Identify this is your "Final Review"
- Date & Time of Presentation

**Table of Contents:**

- All Final Reviews must have a table of contents (TOC)
- Number each page of the book
  - List each topic section and it's corresponding page number in the TOC
  - Select an appropriate font
  - Font size should be no smaller than 10 pt. and easily readable

**Autobiography:**

- For your autobiography, you will *briefly* address the following in *no more than one page in length*:
- Explain who you are
  - Explain how you became involved in advertising, and with your emphasis in particular
  - Discuss your time here at Academy of Art University
  - You may also include other information that seems appropriate or relevant to your work as an artist

**Resume:**

You will need to include a formal resume in your proposal. This is a one-page professional document that lists your current contact information, work experiences, skills and education. In addition, your resume provides the reader with your contact information and a list of past experience, including:

- |   |   |
|---|---|
| <input type="checkbox"/> Name                           | <input type="checkbox"/> Educational background (beyond High School)                                |
| <input type="checkbox"/> Address                        | <input type="checkbox"/> Recent or pertinent employment history                                     |
| <input type="checkbox"/> Phone number                   | <input type="checkbox"/> Other recent information relevant to your career                           |
| <input type="checkbox"/> E-mail and website             | <input type="checkbox"/> Dates should be listed chronologically, most recent at the top of the list |
| <input type="checkbox"/> Additional contact information |   |

**Portfolio:**

Portfolio work must be accompanied by campaign cover pages and answer the creative brief questions.

**Campaign Cover Pages:** Each campaign or single-shot must have a cover page that will include:

- Client and/or product name
- Instructor's name (spelled correctly)
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- Credit for student Art Director/Copywriter/Creative Strategist (*your name and/or partner; if you worked alone just credit yourself for all three*)
- Creative briefs for all of the work

**Creative Brief Questions:**

- Why does our client need to advertise?
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- Who are we going to connect with?
- What are the most insightful things we know about them?
- What is the single most effective message we can tell them?
- What else is there to know that supports this message?



## FINAL ORAL PRESENTATION

**Oral Presentation:** The oral presentation is a summation of your Advertising portfolio. Original work must be shown but may be accompanied by slides or other visual materials.

- **POWER POINT/PDF:** If presenting online, a PowerPoint or PDF presentation, accompanying your oral proposal, is required.
- **RECAP:** Recap your written document as your presentation, but do NOT read your portfolio details verbatim.
- **CONTENT:** See [Portfolio Emphasis](#).
- **NOTES:** You may use notes, flashcards, or prompts in your PowerPoint as cues to help you remember the information during your oral presentation.
- **Q&A:** Plan to answer questions and defend your work at the end of your presentation.
- **PRACTICE and PREPARE:** Practice your oral presentation in advance of your review to ensure your comfort level during the presentation. Be prepared to answer questions when you are finished.

**IMPORTANT:** Do not read your entire presentation. Also, do not put speaker's notes in your PowerPoint presentation. The speaker's notes will be viewable by everyone.



## FINAL REVIEW POWERPOINT/PDF CHECKLIST





- PowerPoint/  
PDF Checklist:** Your PowerPoint should include the following slides:
- Introduction Slide
  - Portfolio Slides
  - Closing Slide

- Introduction  
Slide:** The introduction/title slide must include the following items:
- Your name
  - Department Name
  - Project title
  - Date of the presentation

- Portfolio Slide:** Your portfolio slides should include the following content in your PowerPoint Presentation:
- No more than **40 slides with 20 minutes** of content
  - All work from the portfolio for presentation. Do not reference work in the PowerPoint that is not reflected in your portfolio
- NOTE:** It is best to keep your written text in bullet-point format or very short sentences in the PowerPoint presentation. You don't want the Review Panel to have to read a lot of written information and listen to your oral presentation simultaneously.

- Closing Slide:** This slide should clearly indicate that you are finished with your presentation. You may choose to include the following:
- Your Name
  - Your Project Title
  - A Thank You

## 6. PREPARATION TIMELINE




3 to 4 months before your review	Read Advertising specific Final Review Handbook  Watch the Final Review Orientation  Review your Midpoint Thesis Book and review committee comments. Identify whether you have made changes to the project that may require approval from the Department Director prior to your Final Review
2 to 3 months before your review	Check <a href="#">graduate website</a> for Final Review sign-up schedule
6 weeks before your review	Prepare your thesis book  Work with an editor or contact <a href="#">ARC</a> to make sure your thesis book is grammatically correct and typo-free.
1 month before your review	Print your thesis book and have it professionally bound  Create your PowerPoint/PDF slide show  Organize and create notes for your oral presentation  Work with a friend, colleague or ARC on your oral presentation
3 weeks before your review	Send to your department one (1) bound copy of your Final Review Thesis Book; this must be received two (2) weeks prior to your review date  Practice your oral presentation out loud and with a timer  <ul style="list-style-type: none"> <li> Review the online-specific requirements and test all of your equipment</li> <li> Email your PowerPoint or PDF presentation to Online Graduate School</li> </ul>
2 weeks before your review	Upload your PDF of your portfolio and thesis book to your home page  On-campus students verify your equipment works prior to your actual presentation date  <ul style="list-style-type: none"> <li> Send your PowerPoint presentation to Online Graduate School via email</li> <li> Meet online with your Online Graduate Department Learning Coordinator to review your presentation room setup and use</li> </ul>
1 week before your review	Plan your attire, dress professionally  Practice your presentation in front of a live audience

Tips for the day of your review	<ul style="list-style-type: none"> <li>Get plenty of rest the night before</li> <li>● If you will be using a cellphone, make sure the battery is charged</li> <li>Have a glass of water available during your presentation</li> <li>Arrive at your Final Review on time and ready to go</li> <li>Greet your committee members prior to beginning your presentation</li> <li>Listen to the committee’s advice and take notes</li> <li>Maintain professionalism during the entire review</li> </ul>
Following your review	View your Final Review results <a href="#">here</a>

## 7. FREQUENTLY ASKED QUESTIONS

When can I schedule my Final Review?	Once you have completed your eligibility requirements and have petitioned to graduate, contact the Final Review Coordinator via email at <a href="mailto:FinalReview@academyart.edu">FinalReview@academyart.edu</a> to be added to the presentation list. <i>You must be in contact with the Coordinator no later than the first few days of the semester you wish to present.</i>
How many pages should the thesis book be?	There is no specified length for the completed Thesis Project Summary. The Thesis Book should be thorough in describing all aspects of your project, but you also want to think about how you can be concise and avoid redundancy of information in the content.
If I’m an online student, do I need to send in physical samples of my class work?	No.
Can we include work we’ve done outside of the Academy?	Work not executed at the Academy of Art University should not constitute more than 10% of your portfolio presentation.
Can I use fancy text, borders and custom backgrounds for my PowerPoint presentation?	We would recommend against it. Simple, easy to read and easy to see content is best.

## 8. IMPORTANT LINKS

Graduate student homepage	<a href="http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources">http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources</a>
Academy Resource Center (ARC)	<a href="http://www.academyart.edu/students/my-academy/academy-resource-center">http://www.academyart.edu/students/my-academy/academy-resource-center</a> Your resource for proofreading, ESL assistance, Final Review, Writing Lab.
Accessing Your Review Results	<a href="http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/ReviewResults.pdf">http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/ReviewResults.pdf</a>
Online Chat Schedules & Recordings	Chat Schedule: <a href="http://online.academyart.edu/innovative-learning/chats.html">http://online.academyart.edu/innovative-learning/chats.html</a>  Graduate Chats: <a href="http://gradshowcase.academyart.edu/graduate-chats.html">http://gradshowcase.academyart.edu/graduate-chats.html</a>  Twitter: @aauchats
Department Specific Websites	<a href="http://www.academyart.edu/academics/advertising/graduate-degrees">http://www.academyart.edu/academics/advertising/graduate-degrees</a>  <a href="http://online.academyart.edu/schools/advertising">http://online.academyart.edu/schools/advertising</a>
Graduate School Calendar	<a href="http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources">http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources</a>
Graduate Review Showcase	<a href="http://gradshowcase.academyart.edu/">http://gradshowcase.academyart.edu/</a> Here you will find a link to the Final Review Orientation, and links to the Final Review Guidelines and Handbooks.
Advertising Review Showcase Page	<a href="http://gradshowcase.academyart.edu/schools/advertising.html">http://gradshowcase.academyart.edu/schools/advertising.html</a>
Online Connection Through Mobile Devices	<a href="http://www.adobe.com/products/adobeconnect/feature-details/adobe-connectmobile.html">http://www.adobe.com/products/adobeconnect/feature-details/adobe-connectmobile.html</a>  Application required for using the Adobe Connect Meetings from your mobile device.
Online Presentation Do's & Don'ts	<a href="http://gradshowcase.academyart.edu/">http://gradshowcase.academyart.edu/</a>  Look under Additional Presentation Tools
Online Technical Requirements	 <a href="http://gradshowcase.academyart.edu/">http://gradshowcase.academyart.edu/</a> Look under Resources → Technical Resources → Online technical requirements





Technology Trouble Shooting	To participate in the web conference, you need to make sure that your computer has the latest versions of the Flash and Shockwave plugins and can run the web-casting software. To check this, please click on this link: <a href="http://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm">http://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm</a>
Uploading Review Content	<a href="http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content_WI15.pdf">http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content_WI15.pdf</a>
Photographing & Submitting Artwork	<a href="http://media.academyart.edu/howto/index.html">http://media.academyart.edu/howto/index.html</a> <a href="http://howto.academyart.edu/submitting-artwork">http://howto.academyart.edu/submitting-artwork</a>

## 9. ONLINE PRESENTATION DETAILS

### A. Scheduling a Meeting with an Online Graduate Review Coordinator

Academy of Art University's Online Graduate Review process provides a means for Academy students to present their project proposals via the Academy's online meeting environment. An Online Graduate Review Coordinator will contact you after your review has been scheduled to test your computer, internet connection, web-camera, and telephone. The Online Graduate Review Coordinator will also show you how the online review process works and how to upload and use your slideshow during your oral presentation. Students presenting online are required to have their equipment and any required presentation materials ready to upload and test at least two weeks prior to the presentation date (1 week for the Summer Semester).

### B. Online Presentation Guidelines

You are required to provide a PowerPoint or PDF presentation with visual and written information that will go along with your oral presentation. Be sure to follow your department guidelines, as some departments have different requirements. You can also find a checklist below with details on what to include in your presentation.

**Font:** Use an easily readable font (some fonts do not load correctly in Adobe Connect for PPT files). Use a font size and color that is clear to read.

**Images:** Images need to be in JPEG format and optimized for web viewing. Review your department requirements for labeling and titling your images.

**Credit:** When including art made by other artists, credit the artist.

**Content:** It is best to keep the text in bullet point format or very short clear sentences instead of written paragraphs. References, copyright information, and technical notes may be included at the end of the presentation.

Please refer to the links below for technical requirements:

[Online Technical Requirements](#)  
[Adobe Connect Diagnostic Test](#)

#### Online Graduate Review Contact Information

Email: [onlinegradreview@academyart.edu](mailto:onlinegradreview@academyart.edu)

Phone: (415) 618-3614



## 10. CONTACT INFORMATION

Final Review Coordinator: [finalreview@academyart.edu](mailto:finalreview@academyart.edu)  
(415) 618-6297

Contact for Online Students: [onlinegradreview@academyart.edu](mailto:onlinegradreview@academyart.edu)  
(415) 618-3614

Department Contact: Mark Edwards  
School of Advertising – Associate Director  
Tel: (415) 618-6120  
Email: [MEdwards@academyart.edu](mailto:MEdwards@academyart.edu)

Send Materials To: Academy of Art University  
  
School of Advertising  
Final Review  
  
79 New Montgomery  
San Francisco, CA 94105

**NOTE:** Please obtain a tracking number or return receipt of delivery for your shipments.