

Master of Fine Arts Fashion Product Development Final Review Handbook


This handbook contains the Fashion Product Development 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 16 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 Fashion page on the Graduate Showcase:

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

Table of Contents

1. [Eligibility for Final Review](#)
2. [Scheduling Your Final Review](#)
3. [Deliverable Details and Due Dates](#)
4. [Final Review Process](#)
5. [Checklists](#)
6. [Preparation Timeline](#)
7. [Frequently Asked Questions](#)
8. [Important Links](#)
9. [Online Presentation Details](#)
10. [Contact Information](#)

 **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/aau/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

Final Book: One (1) copy of your Final Thesis, professionally printed book must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.

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

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

Upload/Deliver To:	Upload to the Thesis Book Icon in LMS
Due Date:	Professionally printed books, portfolio, samples and other deliverables, and PDF upload must be received by your department one week in advance of your Final Review. NOTE: Please note that Summer Final Reviews will be scheduled at the end of Summer semester. All printed books and PDF must be received by your department one week in advance of your final review.
Format:	PDF

Final Collection: One (1) copy of your Final Collection, professionally printed collection book and production documents must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.

[Link to more detailed portfolio checklist](#)

Upload/Deliver To:	Upload to the Portfolio Icon in LMS
Due Date:	Professionally printed books, portfolio, samples and other deliverables, and PDF upload must be received by your department one week in advance of your Final Review. NOTE: Please note that Summer Final Reviews will be scheduled at the end of Summer semester. All printed books and PDF must be received by your department one week in advance of your final review.
Format:	PDF

Oral Presentation: Description of oral presentation required by the department.

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

Upload/Deliver To:	At the Final Review
---------------------------	---------------------

Due Date:	Professionally printed books, portfolio, samples and other deliverables, and PDF upload must be received by your department one week in advance of your Final Review. NOTE: Please note that Summer Final Reviews will be scheduled at the end of Summer semester. All printed books and PDF must be received by your department one week in advance of your final review.
Format:	A PowerPoint or PDF presentation, accompanying your oral proposal, is required.
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.
Notes:	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](#)

[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.

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
Final Review Presentation	20 minutes
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.

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

B. Evaluation Questions

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

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

C. 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 COLLECTION CHECKLIST

- Final Collection:** One (1) copy of your Final Collection, professionally printed collection book and production documents must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.
- COLLECTION CONCEPT**
 - Product line concept development
 - Trend analysis for each season
 - Concept development for each season
 - Material, color and style directions for each season
 - COLLECTION**
 - Product line plan: full year with multiple seasonal collections with technical designs – including assortment plans, classifications, detailed line sheets for each season: materials, color ways, sizes and other product details
 - PRODUCTION DOCUMENTS**
 - Specification sheets, cost sheets with technical design, tech packs including trims and accessories (swatches and samples needed)
 - FINAL SAMPLES**
 - Five complete products of your Final Collection with all branded labels

FINAL BOOK CHECKLIST

For the Written Final 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.

- Thesis Book Contents:** One final accumulation of all the thesis works and development process, professionally printed book must be submitted to the School of Fashion Merchandising when presenting. The Thesis Final Book is the completion of the detailed project including development process and documents produced. You will want to address the following in an articulate and well professional manner:
- Cover Page
 - Table of Contents
 - Thesis Abstract: Define your Thesis Project. Describe background information on your topic and how you researched and developed this product

- Brand Introduction
- Fully developed final thesis project Including the following:
 - Brand overview: description, mission and vision
 - Thorough market research and analysis
 - Thorough trend research and analysis
 - Branding and labeling
 - Target customer research and analysis
 - Competitor analysis
 - Unique Selling Points
 - Product features and benefits
 - Product line concept development
- Trend analysis for each season
- Concept development for each season
- Material, color and style directions for each season
 - Product line plan: full year with multiple seasonal collections (minimum of 8 styles each collection) with technical designs – including assortment plans, classifications, seasonality analysis, detailed line sheets for each season: materials, color ways, sizes and other product details
 - Production documents for 5 samples: Specification sheets, cost sheets with technical design, tech packs including trims and accessories (swatches and samples needed)
 - Sourcing and production plan: Vendor research, vendor analysis and cost comparison, material sourcing and production plan (CMT or FPP).
 - Product development timeline including sourcing and production timeline for full year
 - 5 Samples
 - Distribution plan
 - Marketing collateral: website, brand introduction package, lookbook etc.
 - Production cost analysis
 - Growth
 - Appendix
 - Work cited (MLA Format http://elmo.academyart.edu/reference-help/mla_citation_guide.htm and http://arc.academyart.edu/writing/mla_examples.html)

Cover Page: The cover of your thesis book must include the following:

- Project Title
- Your Name
- Student ID Number
- Academy of Art University, Graduate School of Fashion
- Final Thesis Project Title
- 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

Thesis Abstract: The Thesis Abstract is a short but detailed summary of your Thesis Project. By reading this summary, the committee should have a solid sense of what you have created without having to read the full book. The summary should include what the project was about, why



the project was created, and what methods you used to fulfill the intent of the project. The summary should be approximately 150 words.

- Area of emphasis
 - Rationale for choosing subject matter
 - Genre
 - Methods of developing project
 - Subject matter
-

COLLECTION PRESENTATION CHECKLIST

Overview: The oral and visual presentation is a summation of the research and product development process with final outcomes of the Final Thesis. All materials should be original and unique to each thesis. Presentation must include visual materials, collateral and prototypes.

This is a formal presentation of a student's Final Thesis as proposed by the student and approved at Midpoint Review to the committee. Recap your written document in your presentation. Do not include heavy details from your written presentation. Summarize and show that you have a thorough understanding of your business, product, marketing and financial strategies and plans.

- You must present the fully developed content as proposed at your Midpoint.
- All work presented for the Final Review should be created after successfully passing the Midpoint Review.
- All work presented for the Final Review should be unique and original.
- The project presentation must exemplify your highest level of technical proficiency.

All the presentation materials should be written, edited and formatted professionally and academically. Committee can disregard the submissions if materials are not professionally written and presented.

Visual Presentation: SLIDE DECK: A PDF presentation accompanying your oral presentation is **required**.

Oral Presentation: A student must summarize and communicate a project to the committee within the timeframe, keeping in mind that a visual presentation is a guide for the presenter, not the report of the complete thesis. A student must speak without reading the presentation slides. Practice your oral presentation in advance of your review to check the grammar, spelling and quality of images used and to ensure the timing of your presentation.

Thesis Review: Prepare to answer questions raised by the committee and to defend your work at the end of your presentation.

Time: The Final Review is approximately **one hour** in length. Your oral presentation should be presented in approximately 20 minutes followed by 15 minutes of Q&A and reviews.

- | | |
|--|-------------|
| <input type="checkbox"/> Set up and preparation | 5 minutes |
| <input type="checkbox"/> Introduction and thesis project | 5 minutes |
| <input type="checkbox"/> Final thesis presentation | 15 minutes |
| <input type="checkbox"/> Conclusion | 1 minute |
| <input type="checkbox"/> Q & A and review | 15 minutes |
| <input type="checkbox"/> Committee discussion | 15 minutes |
| <input type="checkbox"/> Deliberation | 4-5 minutes |

6. PREPARATION TIMELINE





3 to 4 months before your review	Read Fashion Product Development 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	<ul style="list-style-type: none"> ● Check graduate website for Final Review sign-up schedule
6 weeks before your review	Prepare your thesis book <ul style="list-style-type: none"> ● Work with an editor or contact ARC 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 two (2) identical bound copies of your Final Review Thesis Book; these must be received two (2) weeks prior to your review date Practice your oral presentation out loud and with a timer Review the online-specific requirements and test all of your equipment Email your PowerPoint or PDF presentation to Online Graduate School
2 weeks before your review	On-campus students verify your equipment works prior to your actual presentation date <ul style="list-style-type: none"> ● Send your PowerPoint presentation to Online Graduate School via email ● Meet online with your Online Graduate Department Learning Coordinator to review your presentation room setup and use
1 week before your review	<ul style="list-style-type: none"> ● Meet online with your Online Coordinator to review your presentation room setup and use Upload your PDF of your portfolio and thesis book to your home page 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"> Get plenty of rest the night before ● If you will be using a cellphone, make sure the battery is charged Have a glass of water available during your presentation Arrive at your Final Review on time and ready to go Greet your committee members prior to beginning your presentation Listen to the committee’s advice and take notes Maintain professionalism during the entire review
Following your review	View your Final Review results here

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 FinalReview@academyart.edu 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 written proposal. There are some sections that have limitation of length, but the main part of your proposal does not have a limit. The written proposal 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	http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources
Academy Resource Center (ARC)	http://www.academyart.edu/students/my-academy/academy-resource-center Your resource for proofreading, ESL assistance, Final Review, Writing Lab.
Accessing Your Review Results	http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/ReviewResults.pdf
Online Chat Schedules & Recordings	Chat Schedule: http://online.academyart.edu/innovative-learning/chats.html Graduate Chats: http://gradshowcase.academyart.edu/graduate-chats.html Twitter: @aauchats
Graduate School Calendar	http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources
Graduate Review Showcase	http://gradshowcase.academyart.edu/ Here you will find a link to the Final Review Orientation, and links to the Final Review Guidelines and Handbooks.
Online Connection Through Mobile Devices	http://www.adobe.com/products/adobeconnect/feature-details/adobe-connectmobile.html  Application required for using the Adobe Connect Meetings from your mobile device.
Online Presentation Do's & Don'ts	http://gradshowcase.academyart.edu/  Look under Additional Presentation Tools
Online Technical Requirements	http://gradshowcase.academyart.edu/ 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: http://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm 
Uploading Review Content	http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content_WI15.pdf



Photographing &
Submitting Artwork

<http://media.academyart.edu/howto/index.html>

<http://howto.academyart.edu/submitting-artwork>

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

Phone: (415) 618-3614

10. CONTACT INFORMATION

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

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

Department Contact(s):
Amelia Trujilo
Fashion Merchandising Department Admin. Assistant
Tel: (415) 618-3907
Email: ATrujilo@academyart.edu

Sharon Murphy
Graduate Merchandising Director
Tel: (415) 618-3871
Email: ShMurphy@academyart.edu

Andrea Skillings
Fashion Product Development Program Coordinator
Tel: (415) 618-3953
Email: ASkillings@academyart.edu

Send Materials To: Academy of Art University

School of Fashion
Final Review

79 New Montgomery
San Francisco, CA 94105

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