ACADEMY *of* **ART UNIVERSITY**
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Master of Fine Arts Fashion Product Development
Midpoint Review Handbook

This handbook contains the Fashion Product Development Midpoint Review requirements, planning guides, and resources. Please read through all of this information carefully before preparing your materials for Midpoint Review. If you have any questions or need clarification on any aspect of your upcoming Midpoint Review, you will find information about who to contact on page 13 of this handbook.

It is your responsibility to use the latest version of the Midpoint Review Handbook. If you are uncertain if this is the latest version, please refer to the Fashion Product Development 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 MIDPOINT REVIEW

A. Eligibility

Prior to scheduling your Midpoint Review, you must have done the following:

- Completed at least 24 credits excluding EAP
- Completed FSH 632 and completed FSH 638 Product Line Development or in progress (Applicants who are currently enrolled in FSH 638 need departmental approval)

Note: International students who are tested into or choose to take EAP 605S or 605W: English for Art Purposes should do so immediately after taking EAP 604: MS: English for Art Purposes and before they plan to do their Midpoint Review.

Plan ahead and be prepared to present your proposal by the beginning of the semester.

2. SCHEDULING A MIDPOINT REVIEW

A. Review Date

Midpoint Reviews are conducted in the spring, summer and fall semesters. Presentations typically start in the third or fourth week of the fall or spring Semester and in the second week of the summer semester. You can find the signup dates in the Graduate School Calendar: http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources

NOTE: Please communicate with your Graduate Advisor about when would be the most appropriate time to schedule your Midpoint Review. It is important to know the final cut-off date for scheduling your review.

You should receive an email from the Midpoint Review Coordinator approximately one week prior to the start of the semester you will be presenting your Midpoint 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 Midpoint Review Orientation prior to completing the Midpoint 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 Midpoint Review online please review the online presentation specifications. Please contact the Midpoint Review Coordinator if you have any questions.

C. Attendance & Cancellations

Midpoint Review is a required component of your Master's level program and must be completed before commencing the directed study or final portfolio portion of your program. Cancellations or postponements must be organized through the Midpoint Review Coordinator at least 5 working days prior to the scheduled review date. Late cancellations or postponements will be considered "No Show" and fail the Midpoint Review.

3. DELIVERABLE DETAILS & DUE DATES

Your Midpoint Review will consist of the following three components: portfolio, thesis book, and oral presentation. Link to tutorial on uploading work to LMS

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

Portfolio: 3-5 Projects – from multiple major classes (may include projects from FSH 632, 634, 638, 643, 650 & 651) to demonstrate technical skills, research analysis skills, knowledge on the market and consumer on selected product categories

Link to more detailed portfolio checklist

Upload/Deliver To:	Upload to the Portfolio Icon in LMS
Due Date:	One (1) week prior to review date
Format:	QuickTime

Thesis Book: **All applicants must** meet with the MFA Graduate director and Product Development Coordinator prior to the submission of the proposals.

Thesis proposal
  a. Introduction of the thesis project: Product line and the format of the business
  b. Objectives of the proposed thesis project: Product line : Explain importance and market opportunities of your product line, and potential target market based on the research
  c. Demonstrate understanding of the industry including; industry size, industry trends, competitive landscape and other industry related information and current data

    d.   Demonstrate understanding of potential target customers using data and information

    e.   Demonstrate understanding of the potential competitors and leading brands in a selected area of fashion industry

    f.   Product line inspiration and concept

    g.   Demonstrate competencies in knowledge and skills to develop selected product categories including;

        i.   Product trend research and analysis

        ii.   Technical skills

        iii.   Product ideas and concept

    h.   Potential sourcing and manufacturing plan

    i.   Thesis timeline

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 Proposal Icon in LMS
Due Date:	One (1) week prior to review date
Format:	PDF

Oral Presentation:

Presentation is the summary of the proposal, not a duplicate of the proposal submitted.

Presentation must include;

    a.   Applicant introduction

    b.   Selected course works for the evaluation of the competencies in fashion and merchandising business environment

    c.   Thesis proposal

    d.   Thesis timeline

* Bring selected course works to the midpoint review for the evaluation of the competencies in fashion and merchandising business environment

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

Upload/Deliver To:	At the Midpoint Review
Due Date:	At the scheduled day/time of your 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](#)

4. MIDPOINT REVIEW PROCESS

A. Review Expectations and Structure

Midpoint Reviews are one hour in duration. Your presentation should be 15 minutes long.

The Midpoint Review meeting will follow this structure:

Midpoint Review Presentation	15 minutes
Committee Question & Answer Session	15 minutes
Committee Discussion – closed door/offline	10 minutes
Committee Decision & Feedback	10 minutes

Review Committee: The Midpoint 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, and can now proceed with Directed Study for the following semester.

Not Approved: You have NOT passed, and are NOT allowed to proceed with Directed Study until one of the following has been completed and the Midpoint Proposal is approved by the Midpoint Review Committee:

Resubmit: Following specific Midpoint 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 Midpoint Proposal is approved and you can proceed with Directed Study the following semester.

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OR

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Represent: Following specific Midpoint Review Committee requirements, you must complete additional studio work, rethink Final Project, and/or sign up for a new Midpoint Review next semester.

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

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 Fashion program learning outcomes. At the Midpoint Review the review committee is looking at your progress towards achieving the stated outcomes.

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

5. CHECKLISTS

MIDPOINT REVIEW: PROPOSAL REQUIREMENTS CHECKLIST

Thesis Proposal:

1. Resume and The Statement of Intent
2. 3-5 Projects – from multiple major classes (may include projects from FSH 632, 634, 638, 643, 650 & 651) to demonstrate technical skills, research analysis skills, knowledge on the market and consumer on selected product categories
3. Thesis proposal
    a. Introduction of the thesis project: Product line and the format of the business
    b. Objectives of the proposed thesis project: Product line
       : Explain importance and market opportunities of your product line, and potential target market based on the research
    c. Demonstrate understanding of the industry including; industry size, industry trends, competitive landscape and other industry related information and current data
    d. Demonstrate understanding of potential target customers using data and information
    e. Demonstrate understanding of the potential competitors and leading brands in a selected area of fashion industry
    f. Product line inspiration and concept
    g. Demonstrate competencies in knowledge and skills to develop selected product categories including;
        i. Product trend research and analysis
        ii. Technical skills
        iii. Product ideas and concept
    h. Potential sourcing and manufacturing plan
    i. Thesis timeline
4. Academic and professional writing MLA and Communication skills

MIDPOINT REVIEW POWERPOINT PDF GUIDELINES

PowerPoint Development Guidelines:	Whether you decide to follow the provided PowerPoint template or create your own presentation, you will need to start with an introduction/title slide and end with a final slide, which indicates the end of the presentation to the panel. **IMPORTANT!** PowerPoint slides should NOT include large blocks of text. Use bullet points and images to convey your point. Use your verbal presentation to elaborate. It is best to keep your presentations written text in bullet-point format or very short sentences so the panel does not have to read a lot of written information while listening to your oral presentation simultaneously.

Notes	You may use notes or flashcards as cues to help you remember the information during your oral presentation. Do not put speaker's notes in your PowerPoint presentation. The speaker's notes will be viewable by everyone. Do not read your entire presentation.
Content	Make sure your images are large enough to be clearly seen. References, copyright information, and technical notes may be included at the end of the presentation.
Font	Use the standard fonts: Arial, Times New Roman or Garamond (some fonts do not load correctly). If you have a specific font to use, save your PowerPoint as a PDF. Keep in mind that the fonts must be easy to read. Choose a font size that is large enough to read - recommended sizes are: 18 pt. for text and 24 pt. or larger for titles. Use a font color that is easy to read.
Format	You can use Microsoft PowerPoint or any program (Keynote etc) that will allow you to save it as a PPT or PDF.

File Types:	You are able to load the following file types separately into the online meeting room. Let your online learning coordinator know when you do your rehearsal: • *SWF* • *mp3* • *HTML* • *mp4* • *FLV* • *f4v* **IMPORTANT:** For all other file types, talk to your online learning coordinator about sharing your desktop.

6. PREPARATION TIMELINE

3 to 4 months before your review	Read Fashion Product Development specific Midpoint Review Handbook Watch the Midpoint Review Orientation
2 to 3 months before your review	🌐 Check graduate website for Midpoint Review sign-up schedule
6 weeks before your review	Prepare your thesis book 🌐 Work with an editor or contact ARC to make sure your thesis book is grammatically correct and typo-free.
1 month before your review	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	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 🌐 Meet online with your Online Graduate Department Learning Coordinator to review your presentation room setup and use
1 week before your review	🌐 Send your PowerPoint presentation to Online Graduate School via email 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	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 Midpoint 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 Midpoint Review results here
Directed Study	Once you have passed your Midpoint Review with an Approved result you will be able to start your Directed Studies. Please review Directed Study information here: http://www.academyart.edu/students/my-academy/academic-resources/graduate-student-academic-resources
Directed Study Journal	Throughout your 18 units of Directed Study coursework you will be keeping journals for each course. Your journal must record the progress you have made with your project between your Midpoint and Final Review. Be sure to keep drawings, diagrams and other documents pertaining to the progress of your Final

	Project. You will be able to keep this journal online in your LMS student profile or you can keep a physical copy. Check with your department as to which they prefer.

7. FREQUENTLY ASKED QUESTIONS

When can I schedule my Midpoint Review?	Once you have completed your eligibility requirements, you can sign up online when the sign up is available. Check the Graduate School calendar for dates and the Graduate School's Midpoint Review Page for the sign up link.
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.
Am I supposed to have a fully developed thesis or portfolio prepared for the Midpoint?	No. That will be developed through your group directed studies after you pass your Midpoint Review.
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, Midpoint 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 Midpoint Review Orientation, and links to the Midpoint 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

MIDPOINT REVIEW COORDINATOR:	midpointreview@academyart.edu (415) 618-6390
CONTACT FOR ONLINE STUDENTS:	Onlinegradreview@academyart.edu (415) 618-3614
DEPARTMENT CONTACT:	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 Midpoint Review 79 New Montgomery San Francisco, CA 94105 NOTE: Please obtain a tracking number or return receipt of delivery for your shipments.