



ACADEMY *of* ART UNIVERSITY

FOUNDED IN SAN FRANCISCO 1929 BY ARTISTS FOR ARTISTS

# Master of Arts

## MA Final Portfolio Review Guidelines

### School of Illustration

Final Review is to assess your knowledge and skills as you near the end of your MA program.

After reviewing your portfolio the department will be better able to advise you about your career.

#### **YOUR DIPLOMA CANNOT BE PROCESSED WITHOUT A COMPLETED FINAL REVIEW**

**REQUIREMENTS:** Upload 8-10 quality illustrations directed toward legitimate markets.

- These should, therefore, exclude works from Chiaroscuro, Still Life Painting, Color Theory, Clothed Figure Drawing, Sustained Figure Drawing, Head Drawing, Perspective and Character Design courses.
- These need to be finished pieces that demonstrate a working understanding of principles such as value pattern, continuity, accuracy in perspective, drawing, and composition.

#### **UPLOAD YOUR PORTFOLIO THROUGH LMS**

For instructions on how to upload your portfolio PDF to the LMS and tips on how to reduce your file size, go to the Graduate Showcase resource page at this URL: <http://gradshowcase.academyart.edu/resources.html>

**Please make sure to label each item.**

**DUE DATE:** Check with the department for the due date.

#### **Program Learning Outcomes to be considered:**

##### Strategic Communication

- Develop strategic elements focused on the target customer, product/service, and market
- Gather, assess, apply relevant information, including historical research, to strategic work

## Visual Communication

- Use appropriate visual media, including freehand drawing, to convey essential elements

## Verbal Communication

- Convey creative ideas, concepts, and brand tone through engaging and sophisticated language at each stage of the creative process
- Communicate verbally and in writing with a unique and versatile voice

## Conceptual Thinking

- Communicate relevant objectives through the use of appealing aesthetic choices
- Think conceptually and execute projects beyond traditional advertising media

## Professional Readiness

- Produce a cohesive portfolio tailored to reflect career goals
- Submit work according to professional presentation standards

## Academy of Art University Learning Outcomes for ALL degrees

### Graduates of the Academy of Art University will demonstrate the ability to:

- Produce a body of work suitable for seeking professional opportunities in their chosen field of art and design.
- Solve creative problems within their field of art and design, including research and synthesis of technical, aesthetic, and conceptual knowledge.
- Communicate their ideas professionally and connect with their intended audience using visual, oral, and written presentation skills relevant to their field.
- Execute technical, aesthetic, and conceptual decisions based on an understanding of art and design principles.
- Evaluate work in their field, including their own work, using professional terminology.
- Recognize the influence of major cultural and aesthetic trends, both historical and contemporary, on art and design products.
- Learn the professional skills and behaviors necessary to compete in the global marketplace for art and design.
- Engage with a variety of communities beyond the classroom through internship opportunities, study abroad programs, athletics, student interest clubs as well as collaborative, civic and pro bono projects.