



## Master of Fine Arts, Industrial Design Midpoint Review Handbook

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This handbook contains the Industrial Design 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 14 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 Industrial Design page on the Graduate Showcase:

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

### Table of Contents

1. [Eligibility for Midpoint Review](#)
2. [Scheduling Your Midpoint Review](#)
3. [Deliverable Details and Due Dates](#)
4. [Midpoint 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 MIDPOINT REVIEW

### A. Eligibility

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

- Completed 24-36 Units
- Completed or be in progress of completing all core requirements (listed below)
- Completed 6 units of Liberal Arts

These core courses must be taken by all Industrial Design students \*

#### 63 Unit Program:

- IND 630: MS: Design Project 1
- IND 612: MS: Industrial Design Drawing 1
- IND 680: MS: Design Project 2
- IND 651: MS: Materials and Processes
- IND 662: MS: Industrial Design Drawing 2
- IND 780: MS: Thesis Preparation (Midpoint Class)

#### 78 Unit Program:

- IND 612: MS: Industrial Design Drawing 1
- IND 621: MS: Model Making
- IND 662: MS: Industrial Design Drawing 2
- IND 630: MS: Design Project 1
- IND 651: MS: Materials and Processes
- IND 725: MS: Introduction to Digital 3D Modeling
- IND 712: MS: Industrial Design Drawing 3
- IND 680: MS: Design Project 2
- IND 775: MS: Intermediate Digital 3D Modeling
- IND 762: MS: Industrial Design Drawing 4
- IND 780: MS: Thesis Preparation (Midpoint Class)

\* Core courses may be waived with academic director approval only

**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 YOUR MIDPOINT REVIEW**

### **A. Review Date**

Midpoint Reviews are conducted in the spring and fall semesters. Presentations typically start in the third or eleventh week of the fall or spring 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:** Examples of class work from DPs and Drawing Classes.

[Link to more detailed portfolio checklist](#)

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

**Thesis Book:** Printed bound book of your findings, research and reasons supporting your thesis choice.

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>	At the scheduled day/time of your review
<b>Due Date:</b>	At the scheduled day/time of your review
<b>Format:</b>	Final printed bound book of your thesis choice. 1-2 copies to be turned in to IDS director at presentation. Online students mail their materials to the Industrial Design office.

**Oral**

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

<b>Upload/Deliver To:</b>	At the Midpoint Review
<b>Due Date:</b>	On the scheduled day/time of your review
<b>Format:</b>	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](#)

## 4. MIDPOINT REVIEW PROCESS

### A. Review Expectations and Structure

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

The Midpoint Review meeting will follow this structure:

<b>Midpoint Review Presentation</b>	<b>20 minutes</b>
Committee Question & Answer Session	20 minutes
Committee Discussion – closed door/offline	20 minutes
Committee Decision & Feedback	Within 24 hours

**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.

**OR**

**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](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 Industrial Design 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/industrial\\_design/graduate](http://www.academyart.edu/academics/industrial_design/graduate)

## 5. CHECKLISTS

### PORTFOLIO CHECKLIST

<b>Portfolio Contents:</b>	Examples of class work from DPs and Drawing Classes. Best work that showcases your skills. <ul style="list-style-type: none"><li><input type="checkbox"/> Hand sketches (both quick renderings and rough sketches)</li><li><input type="checkbox"/> Models (both foam core study models and finished painted models)</li><li><input type="checkbox"/> Photoshop or digitally drawn drawings</li><li><input type="checkbox"/> Rhino/SolidWorks/Alias or computer aided finished renderings</li></ul>
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### THESIS BOOK CHECKLIST

<b>Thesis Book Contents:</b>	Printed bound book of your findings, research and reasons supporting your thesis choice.
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MPR Thesis proposal must include the following:

- Thesis statement – What will be your topic for 2 years?
- Problem statement – What is wrong now or what is missing from the works?
- Research findings supporting the purpose of this thesis topic.
- Current market status and situation.
- Challenges that you will face in researching and designing for this topic.
- Stakeholders - Who will it benefit and why?
- Why your topic will benefit industry or society.
- Clear argument of the value of the thesis topic (why).
- Plan for demonstrating the value of your topic (how many people agree that this is important).
- Market potential – Is there a market or need for this?
- Market opportunity – Is there a large enough market to support such research?
- Schedule for Thesis Research.
- Trend analysis that supports the public's need for your topic.
- How you will develop your design based on research findings.
- What your ultimate design career goal will be. Consultant? Corporate designer? Entrepreneur?
- Examples of your work (drawings, mockups, digital renderings of past work).

Please list everything that is included in the thesis book. ie: cover letter, resume, autobiography, thesis proposal. If these are not part of your thesis book then list what is.



### ORAL PRESENTATION CHECKLIST

<b>General Oral Presentation Guidelines:</b>	Live in person (or online via Adobe Connect) presentation in front of panel of teachers and design professionals.	
<b>Presentation (On-Campus):</b>	Students will be scheduled in groups of 3 during a 120 min session. Each student will have 20 minutes to present and 20 minutes for Q&A from the evaluation panel.	
<b>Duration (On-Campus):</b>	All MPR presentations will be 40 minutes long:	
	Presentation - <b>20 Minutes</b>	Q & A - <b>20 Minutes</b>
	Presentation - <b>20 Minutes</b>	Q & A - <b>20 Minutes</b>
	Presentation - <b>20 Minutes</b>	Q & A - <b>20 Minutes</b>
	Panel evaluation (private session) - <b>60 minutes</b>	
<b>Evaluation (On-Campus):</b>	Panel will then discuss and evaluate student presentations in private session after the 120 min presentation duration.	
<b>Presentation (Online):</b>	Students will be scheduled individually. Each student will have 20 minutes to present and 20 minutes for Q&A from the evaluation panel.	
<b>Duration (Online):</b>	All MPR presentations will be 40 minutes long:	
	Presentation	<b>20 Minutes</b>
	Question and Answer	<b>20 Minutes</b>
	Panel Evaluation	<b>Offline</b>
<b>Evaluation (Online):</b>	Panel will then discuss and evaluate student presentation in private session offline.	
<b>Results:</b>	After the presentation is complete you will be excused. Results will be posted on our dashboard within 24-48 hours.	





## MIDPOINT REVIEW PDF CHECKLIST

- Presentation – Live in person (or online via Skype) presentation in front of panel of teachers and design professionals.
- Journal (Book) – Printed bound book of your findings, research and reasons supporting your thesis choice.
- Portfolio – Examples of class work from DPs and Drawing classes.

### PDF Checklist:

#### 1 week before presentation date:

- Upload your journal - 95% complete presentation should be uploaded.

#### Day of presentation:

- Upload your final presentation - completed presentation should be uploaded on day of presentation.
- Journal (Book) – Final printed bound book of your thesis choice. 1-2 copies to be turned in to IDS director at presentation.
- Portfolio – Examples of class work from DPs and Drawing Classes should be included in your final book.

## 6. PREPARATION TIMELINE





1 week before your review	Upload your journal – 95% complete presentation should be uploaded.
Day of presentation	<p>Upload your final presentation - Completed presentation should be upload on day of presentation.</p> <p>Journal (Book) – Final printed bound book of your thesis choice. 1-2 copies to be turned in to IDS director at presentation. Online students see shipping information on next page.</p> <p>Poster – Printed poster to show your these topic in a concise visual summary.</p> <p>Portfolio – Examples of class work from DPs and Drawing Classes – should be included in your final book.</p>
Tips for the day of your review	<p>Get plenty of rest the night before</p> <ul style="list-style-type: none"> <li>● If you will be using a cellphone, make sure the battery is charged</li> </ul> <p>Have a glass of water available during your presentation</p> <p>Arrive at your Midpoint Review on time and ready to go</p> <p>Greet your committee members prior to beginning your presentation</p> <p>Listen to the committee’s advice and take notes</p> <p>Maintain professionalism during the entire review</p>
Following your review	View your Midpoint Review results <a href="#">here</a>
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: <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>
Directed Study Documentation	<p>Throughout all units of Directed Study coursework you will be keeping progress notes for each course through a Directed Study Journal, or online Thesis Progress Tracking. This documentation will 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. For details on format requirements for your department please refer to the Directed Study Guidelines found here:</p> <p><a href="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</a></p>

## 7. FREQUENTLY ASKED QUESTIONS

How many pages should the thesis book be?	There is no specified length for the completed thesis book. There are some sections that have limitation of length, but the main part of your proposal does not have a limit. 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.
Am I supposed to have a fully developed thesis or portfolio prepared for the Midpoint?	Please include your best work done in design project, drawing, and model making classes. This allows panelists and instructors to see your skill level.
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.
Department Specific Question?	Contact Diana Siler

## 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, Midpoint 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="https://www.academyart.edu/academics/industrial_design">https://www.academyart.edu/academics/industrial_design</a> <a href="http://online.academyart.edu/schools/industrial_design">http://online.academyart.edu/schools/industrial_design</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 Midpoint Review Orientation, and links to the Midpoint Review Guidelines and Handbooks.
Industrial Design Review Showcase Page	<a href="http://gradshowcase.academyart.edu/schools/industrial_design.html">http://gradshowcase.academyart.edu/schools/industrial_design.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

Midpoint Review Coordinator: [midpointreview@academyart.edu](mailto:midpointreview@academyart.edu)  
(415) 618-6390

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

Department Contact(s):  
Diana Siller  
Administrative Assistant - School of Industrial Design  
Tel: (415) 618-3727  
Email: [dsiler@academyart.edu](mailto:dsiler@academyart.edu)

Send Materials To: Academy of Art University  
  
School of Industrial Design  
Midpoint Review  
  
79 New Montgomery  
San Francisco, CA 94105

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