

Master of Arts

MA Final Portfolio Review Guidelines

School of Web Design & New Media

This handbook contains the Web Design & New Media MA Final Portfolio Review requirements, planning guides, and resources. It is your responsibility to use the latest version of the Final Portfolio Review Handbook. If you are uncertain if this is the latest version, please refer to the Web Design & New Media page on the Graduate Showcase: <http://gradshowcase.academyart.edu/>

SCHEDULING YOUR FINAL PORTFOLIO REVIEW

Review Date

Final Portfolio Reviews are conducted in the spring, summer and fall semesters. Students do not need to sign up for a review date since they will not present their work in person. Reviews will start module 14.

NOTE: You should receive an email from the Final Review Coordinator around module 10 or 11 with details on how to submit your deliverables for review. [If you do not receive this email, please contact the Final Review Coordinator.](#)

Attendance & Cancellations

Final Portfolio Review submission is *mandatory*. All Final Portfolio Reviews must be held at the end of the semester in which you complete your regular program units. If you do not submit the material required for Final Portfolio Review, your Final Portfolio Review will be noted as “Not Approved”.

Note: reviews are not conducted with the student present; your attendance is not requested.

Results

Approved: You have passed the review portion of your MA degree requirements and may be granted your degree upon completing all degree requirements.

Not Approved (Resubmit): You have not passed, *but the Final Portfolio Review Committee has determined that the problems in your submitted portfolio are correctable in a short amount of time.* You will resubmit requested materials for reassessment within the timeframe specified by the chair of your review. *Refer to your review for this timeframe.*

Not Approved: You have not passed. Following specific Final Portfolio Review Committee requirements, you must re-take your portfolio class. You will need to submit portfolio review at a new Final Portfolio Review next semester.

DELIVERABLES: DETAILS & DUE DATES

Your final portfolio review consists of the following two components:

- a. **Academic portfolio (PDF)** that includes
 - i. A chosen title that expresses your professional focus and interest (i.e., Visual Designer, UX Designer, etc.).
 - ii. Six to Twelve (6–12) projects total. These projects must include the following:
 - **Minimum One (1)** large, comprehensive case study that showcases a project created during your WNM MA study.
 - *Suggestion: Look to the project you created in WNM 700 and WNM 635 for this piece.*
 - **Minimum Two (2)** additional, substantial projects that include full process documentation focused on your field of focus (i.e., visual design process, UX process, motion graphics process, etc.)
 - *Suggestion: Look to the final projects from your visual design and UX classes for these pieces.*
 - **Minimum One (1)** fully-coded, responsive, working website project. This website must be linked from the online portfolio, and you must show the process of its creation, testing, and development.
 - *Your portfolio website does NOT count as this project.*
 - *Suggestion: Look to the final projects from your web design classes for these pieces.*
 - **Two to Eight (2–8)** additional, supplemental projects that showcase your skills in your field of focus.
 - iii. Live links to the following must be clearly indicated on the first page of your academic portfolio PDF:
 - Link to your professional portfolio website.
 - Link to your case study web page.
 - Link to your coded website project.
 - Note: Your actual portfolio URL must be reflected in your personal collateral (business card, letterhead, etc.)
 - iv. All outside sources must be cited on one page of your academic portfolio PDF, including image sources, text sources, audio sources and research sources
- b. **Professional portfolio website** showcasing the above projects (6–12 projects total).

How to Upload Your Deliverables:

You will upload the academic portfolio PDF to your review dashboard. *If we cannot find your portfolio PDF or the link to your portfolio website, then you have not met the requirements of the degree.*

Upload/Deliver To: Upload to both the Portfolio Icon & the Thesis Icon in the LMS

Due Date: Module 13
Format: PDF
Naming: lastname_firstinitial_semester.pdf (i.e: Smith_J_Fall2018.pdf)

A. Academic Portfolio (PDF):

Technical Requirements:

- Your top three (3) interactive projects must show the primary user flow fully prototyped **either** in motion graphics or in a robust prototyping tool that shows screen transitions and microinteractions. Consult your portfolio instructor for best current prototyping options. Interactive projects must include live links to the prototype, ready to launch from the PDF document.
- Your coded website project must be well designed and responsive. It must have front-end interactivity implemented in JavaScript, and it must have a functioning backend using PHP and a database OR a CMS technology such as WordPress.

Your Primary Case Study should demonstrate the following:

- Design Thinking
- Comprehensive Research
- Visual Design
- Technologically-forward Thinking
- Documentation of a causal, iterative design process, with justified design decisions.
- Documentation of robust User Testing that supports the above process.

If you choose to show a group or collaborative project, it must include a detailed description that clearly states your role in the project and the roles of your fellow group members.

B. Professional Portfolio Website:

In a fully-coded, functional, professional portfolio website, you will showcase your case study projects and additional projects that demonstrate your ability to execute integrated deliverables.

Your portfolio website Your website must be coded by YOU. You may use frameworks like Bootstrap, but **you may NOT use prebuilt templates or themes.**

Your portfolio website must be well designed. It must have front-end interactivity implemented in JavaScript, and it must have a functioning backend using PHP and a database OR a CMS technology such as WordPress.

Suggestion: A simple, hand-coded portfolio website is just fine. Focus your energies on the contents of the portfolio, rather than the site itself.

Other Projects:

You may include additional projects in your professional portfolio website that express other interests and skills you've learned but have not included in the case studies. These projects include, but are not limited to, design concepts, websites, mobile apps, interactive projects, fine art projects, and projects created outside your Academy studies.

Your portfolio content copy must be professionally executed, grammatically correct and free of spelling and typographical errors. The website should be tested for functionality prior to being submitted.

FINAL PORTFOLIO CHECKLIST

Portfolio Requirements and Specifications:

A. Your Academic Portfolio Document (in PDF format, this is the same file you upload to your Student Homepage)

PDF components and labeling requirements:

Content:

- Your Name & Student ID#
- A title that expresses your professional focus and interest
- Introduction to yourself, your interests and motivations
- Summary of your previous academic and career achievement
- Brief statement of your career/professional interests after you graduate
- Case Studies (1)
- Additional Large-scale Projects (2)
- Coded Website (1)
- Supplemental Projects (2–8)
- Representative images of the projects
- Comprehensive research for each project
- Evidence of design iterations and reasons for change (testing)
- Live link to professional portfolio website

B. Your Live Professional Portfolio Website (Live responsive website)

Professional portfolio website components and labeling requirements:

Content:

- One (1) comprehensive case study project
- Two (2) additional large-scale projects
- One (1) coded website project
- Two to Eight (2–8) Additional projects that express other interests and skills (Projects created outside WNM courses are accepted)

Technical requirement:

- Portfolio site must be a fully-programmed, professional, responsive website that is built from scratch or built with a framework with appropriate customization. *A portfolio website built from a template or theme is not acceptable.* Your portfolio website must be well designed.

It must have front-end interactivity implemented in JavaScript, and it must have a functioning backend using PHP and a database.

CONTACT INFORMATION

All WNM-related Questions: newmedia@academyart.edu
(415) 618-3822

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

MASTER OF ARTS LEARNING OUTCOMES

Graduate students will meet the following student performance criteria:

Present a clearly defined portfolio that comprehensively integrates all the skills learned in the MA program.

Design Thinking

- Conduct appropriate, cited market research with clear evidence in well-justified user-centered design decisions that focus on real target users.
- Create interactive architecture that best reflects the needs of the project's functionality.

Visual Communication

- Effectively utilize grid, hierarchy, typography, color, and composition.
- Demonstrate use of the above design principles to effectively implement/display interactivity appropriate to the projects.

Technical Abilities

- Demonstrate an understanding of the current interactive technologies best suited to execute substantive projects and a portfolio site that meets professional standards.

User Experience

- Demonstrate a realistic consideration of potential users.
- Apply testing results to refine project throughout the design process and show iteration.

Professional Readiness

- Produce a cohesive portfolio tailored to reflect stated career goals