

# Master of Fine Arts, Web Design & New Media

## Final Review Handbook

---

This handbook contains the Web Design & New Media 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 23](#) 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 Web Design & New Media page on the Graduate Showcase:

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

### Table of Contents

[Eligibility for Final Review](#)

[Scheduling Your Final Review](#)

[Deliverable Details and Due Dates](#)

[Final Review Process](#)

[Checklists](#)

[Preparation Timeline](#)

[Frequently Asked Questions](#)

[Important Links](#)

[Online Presentation Details](#)

[Contact Information](#)

## 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/>.
  - a. Refer to the [Graduate School Calendar](#) for the available online sign-up dates. 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/>. If you do not receive this email, please contact the Final Review Coordinator.

## **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 (section 9). You will be sent confirmation of your review date about 2 weeks 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

Your Final Review will consist of the following four components: portfolio, thesis book, oral presentation, and Directed Study Journals. [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.

**Portfolio:** In this PDF Portfolio, you will showcase 8-10 pieces of your best work created in WNM department classes. Interactive projects must include live links and be ready to launch from the PDF document. Collaborative work is acceptable; however, you must clearly indicate your role and specific duties in the project.

**Upload/Deliver To:** Upload to the Portfolio Icon in the LMS

**Due Date:** 1 week prior to your review date

**Format:** PDF

PDF Portfolio components and labeling requirements:

- Show a representative image of the project
- Provide title of artwork
- Show the semester and year in which the work was completed
- Class and teacher information
- Link to the work online (if available)

[Review more detailed portfolio checklist](#)

**Thesis Book:** This is a formal presentation to the Review Committee which details your design process and is a comprehensive record of your Thesis Project.

Professional Editing: The proposal must be professionally executed, grammatically correct and free of spelling errors and typos. The proposal should be tested for functionality prior to the presentation.

**Upload/Deliver To:** Upload to the Portfolio Icon in the LMS

**Due Date:** 1 week prior to your review date

**Format:** PDF to be uploaded; in addition, you will provide a copy of this document in your DVDs

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

### Slide Show Presentation:

Your final slide show presentation must provide a synopsis of the research and the creative processes involved in the completion of the work. The slide show presentation is the overview of your process, and showcases the deliverables of your Final Thesis Project (including the actual coded project and / or simulations). **Flawless spelling and grammar are required** of all submissions. Online students are required to create and use a PowerPoint or PDF presentation.

**Upload/Deliver To:** At the Final Review Presentation

**Due Date:** On campus students turn in the DVDs to the Review Chair on the day of the presentation. Online students [mail their DVDs](#), which must be postmarked by the date of their online presentation.

**Format:** Various file formats stored on DVDs

**Practice & Prepare:** Practice your oral presentation in advance to your review. Be prepared to answer questions when you are finished.

**Notes:** You may use notes, flashcards, or prompts in your PowerPoint as cues to help remember the information. Do not read your entire presentation.

### Directed Study Journal:

Your Directed Study Journal must be made available to the review committee. Please include photographs and sketches.

**On Campus and Online Students:** Include your Directed Study Journal in the appropriate folder in your DVD submission. Please see DVD contents checklist.

## 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:

<b>Final Review Panel/Student Introduction:</b>	5 minutes
<b>Final Review Presentation:</b>	<b>20 minutes</b>
<b>Committee Q&amp;A Session:</b>	10 minutes
<b>Committee Discussion (private):</b>	15 minutes
<b>Committee Decision &amp; Feedback:</b>	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.

## B. 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 MFA 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 :

**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.

Please follow [these instructions](#) to view your results and written feedback after your Final Review.

## C. Evaluation Questions

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

[http://www.academyart.edu/academics/web\\_design/graduate](http://www.academyart.edu/academics/web_design/graduate)

## D. Awarding the Master of Fine Arts 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.

**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 PORTFOLIO CHECKLIST

---

#### Portfolio Requirements and Specifications:

##### PDF Portfolio for Upload:

You will create a separate stand-alone portfolio presentation in PDF format. You will upload this to your Student Homepage. In this PDF Portfolio, you will showcase 8-10 pieces of your best work created in WNM department classes. Interactive projects must include live links and be ready to launch from the PDF document. Collaborative work is acceptable; however, you must clearly indicate your role and specific duties in the project.

**Note:** Many students also have an online portfolio. If you have an online portfolio please provide a URL link to your online portfolio on the last page of the PDF portfolio.

PDF Portfolio components and labeling requirements:

- Show a representative image of the project
- Provide title of artwork
- Show the semester and year in which the work was completed
- Class and teacher information
- Link to the work online (if available)

##### Portfolio for the Slide Show

Due to the time constraints during the Final Review, you should present a very brief portfolio (only two slides) of selected projects. These selected projects should demonstrate your skills and educational progress in the WNM Department to date. The portfolio elements can be arranged in the slideshow

presentation according to your preference. Most students provide the portfolio near the beginning of the Slide Show presentation, but you can modify to best support the flow of your presentation. Collaborative work is acceptable; however, you must clearly indicate your role and specific duties in the project.

Slide Show Portfolio (Slide 1 of 2):

- Show three portfolio projects on this one slide. Each project should be represented by a single image with full labeling and live link to the project hosted on your personal web space.
- If you have an online portfolio please provide a URL link to your online portfolio on this slide.

Slide Show Portfolio (Slide 2 of 2):

- Present one of the three projects from the previous slide in more detail.
- Provide three short sentences describing skills acquired from the project and how you will apply to the execution of the Thesis Project.
- Link to the work online (if available)

## DVD CONTENT CHECKLIST

---

### Checklist:

The DVD contains all the Final Review Materials and is turned in by mail. In addition to the Final Review materials, the DVD includes a copy of the PDF Portfolio and the Thesis Book which you have already uploaded to your student homepage.

[Mail in](#) or drop off two copies of your DVD containing of all Final Project materials. The label for each DVD must be professionally printed (no stick-on or handwritten labels) directly onto the DVD itself. The printed DVD must contain the following information:

- Name
- Student ID#
- Final Review
- Project Name
- Date of Final Presentation
- Resubmission Date (if applicable)
- Version Name: There are three options: "1st Submission," "2nd Submission" or "Resubmission"

DVDs must be housed in a white sleeve. Inside the DVD create the following folders:

- Artist Information Folder (name: "artist info")
- Coding & Scripting Folder (name: "coding")
- Screenshots Folder (name: "screenshots")
- Digital Thesis Book Folder (name: "thesis book")
- Slide Show Presentation Folder (name: "slide show")
- Video Folder (name: "video")
- Directed Studies Journal Folder (name: "journal")



Be sure to provide the following documents in the appropriate folder:

- Your **Portfolio PDF Document** (in PDF format, this is the same file you turned into your Student Homepage)
- Your **Final Digital Thesis Book** (in PDF format, this is the same file you turned into your Student Homepage)
- Your **Digital Slideshow Presentation** (in the software-specific format such as PowerPoint or Keynote, AND a PDF version)

In addition, include these Artist information files in the “artist info” folder:

- Readme.pdf
- Links.pdf
- ArtistInfo.pdf

The white sleeve must have a printed label (12 point, Arial or Helvetica, top-left corner) that contains:

- Your Name
- Student ID Number
- Final Thesis
- Date of Final Presentation
- Time of Presentation
- Resubmission Date (if applicable)
- Version Name: There are two options: “1st Submission” or “Resubmission”
- Final Thesis Title

**PDF/Text  
Formatting for  
Audio Info Folder  
Documents:**

Format PDF documents in:

- Font: Helvetica or Arial
- Font Size: 12pt type
- Line Spacing: Standard
- Perfect spelling and grammar is expected

**NOTE:** These formatting requirements only pertain to packaging your materials on the DVD

**Artist Info Folder:**

**README.PDF**

- Indicate clear instructions on how to experience the project optimally
- Indicate compatible browser types

**LINKS.PDF**

Include all applicable links:

- Projects hosted on your website
- Concept video(s) on Vimeo or YouTube\*
- Screen capture video on Vimeo or YouTube\*

**\*NOTE:** you must still provide the actual video file in the video folder

### ARTISTINFO.PDF

Indicate:

- Name
- Student ID#
- Web Design and New Media Graduate School
- Project Title
- Semester of Presentation (example: Fall 2016)

### Coding and Scripting Folder:

- Supply all coding and scripting utilized to develop the final project

**NOTE:** If you have code that cannot be turned in (databases, IDE dependent projects, etc.) please submit screenshots of relevant sections instead

### Screenshots Folder:

This must be enclosed in disc for the purpose of print and online promotions.  
Include:

- Sequential screen shots:** A series of related screenshots in logical sequence to demonstrate project flow. Sequentially name as follows:  
**lastname\_firstinitial\_screenshot\_##.jpg**
  - (Example: lee\_s\_screenshot\_01.jpg, lee\_s\_screenshot\_02.jpg, lee\_s\_screenshot\_03.jpg, etc.)

### Digital Thesis Book Folder:

- Provide the Digital Thesis Book in PDF format. Name as follows:  
**lastname\_firstinitial\_summary.pdf**
  - (Example: "lee\_s\_summary.pdf")
- Separate PDF of the Thesis Abstract: basic formatting, no special fonts, layouts etc.  
Double-spaced, 12pt Helvetica or Arial. Include:
  - Project name
  - Student name
  - Student ID
  - Presentation date

### Sideshow/Visual Presentation

- Provide the visual projected presentation that supports your slide show presentation. Name as follows: "**lastname\_firstinitial\_presentation.pdf**, or **.ppt**. (This should be well- tested for functionality and/or backwards compatibility.)
  - (Example: "lee\_s\_presentation.pdf")

### Video Folder:

- Concept video in .MOV format
- Supplemental videos, other concept demo videos
- Screen capture of video of the project being used. (No sound required. 3-5 minutes long, File size: less than 100 MB – use compression to decrease file size.) Name as follows:  
**lastname\_firstinitial\_screencapture.jpg**
  - (Example: "lee\_s\_screencapture.jpg")

**Directed Study  
Journal Folder:**

- Include saved/downloaded wiki/blog\* or photographed/scanned physical journal\*\*
- Between 25-100 pages of relevant, hand-drawn or sketched journals
- 200k max file size per image

\*Use a plug in or utility that allows you to download complete webpages/blogs. Search for a plug-in for your preferred browser.

\*\*For photographed/scanned files name as follows: **lee\_s\_journal\_01.jpg**, **lee\_s\_journal\_02.jpg**, etc.

## THESIS BOOK CHECKLIST

---

**Thesis Book  
Contents:**

In your Digital Thesis Book, you must include the following sections, in this order and with a separate heading for each:

- |  |   |
|--|---|
| <input type="checkbox"/> Cover Page            | <input type="checkbox"/> Strategic Process      |
| <input type="checkbox"/> Table of Contents     | <input type="checkbox"/> Visual Process         |
| <input type="checkbox"/> Autobiography         | <input type="checkbox"/> UX Process             |
| <input type="checkbox"/> Resume                | <input type="checkbox"/> Technical Process      |
| <input type="checkbox"/> Elevator Pitch        | <input type="checkbox"/> Analysis & Conclusions |
| <input type="checkbox"/> Thesis Abstract       | <input type="checkbox"/> Link to Portfolio      |
| <input type="checkbox"/> Statement of Interest | <input type="checkbox"/> Projects Links         |
| <input type="checkbox"/> Proof of Concept      | <input type="checkbox"/> Bibliography & Credits |

**Table of Contents:**

All Final proposals must have a table of contents (TOC)

- Number each page of the proposal
- List each topic section and its corresponding page number in the TOC
- Select an appropriate font: font size should be no smaller than 10 pt. and easily readable

**Autobiography:**

For your autobiography, you will briefly address the following in no more than one page in length:

- Who you are
- How you became involved in Web Design & New Media
- What led you to enroll at the Academy of Art University

- You may also include other information that seems appropriate or relevant to your work as an artist, such as: Relevant work, educational and personal experiences and career goals

You want to be sure to write your autobiography in a concise and succinct manner that is as engaging as possible.

**Resume:**

You will need to include a formal resume in your proposal. This is a one-page professional document that lists your work experiences, skills and education.

Please include:

- Name
- Address
- Phone number
- E-mail and website
- Additional contact information
- Recent exhibitions
- Educational background
- Recent or pertinent employment history
- Other recent information relevant to your career as an artist including teaching experience, professional memberships, volunteer experiences, relevant skills, etc.

**NOTE:** Dates should be listed chronologically, most recent at the top of the list

**Elevator Pitch:**

Provide the core concept, problem and solution in three (3) sentences

**Thesis**

Provide a brief summary that encapsulates the essence of your project by

**Abstract:**

communicating the problem, the solution, the audience and benefits, why it's important, unique and worth the effort. 300-500 words. Save this section as a separate PDF as well and include your Digital Thesis Book folder.

**Statement of Interest:**

Statement of interest should cover both subject matter and approach to meet personal goals. Identify challenges you have met to produce your Final Thesis and the skills you acquired in the Web Design and New Media program.

**Proof of Concept (Walk-through):**

Present a step-by-step high fidelity storyboard for three (3) distinct representative use-case scenarios. Label clearly with numbering, title, description and interactive hints (identifying the position of click or touch events).

**Strategic Process:**

- One (1) unique positioning statement (3-5 sentences)
- Identify the topic category of your project (educational, documentary, historical, real time application, experimental, installation, etc.)

- Key Research: Three (3) core competitors, two (2) inspirational projects or sites and 3-5 sources and analysis for content
- Provide three (3) conclusions based on competitive analysis and consideration of our target audience and use cases.
- One (1) competitors' Matrix chart illustrating relevant features of competing projects.
- Consider why other competitors left out relevant features

**Visual Process:**

- Demonstration of the evolution of your design ideation
- Inspiration for visual design – Identify 2-3 projects or websites as design inspiration resources
- Mood boards
- Branding – logo specification, font choices, color palette
- Preliminary sketches– 2-3 pages of brainstorming, mind-maps, project lists, layouts and mock-ups
- Visual design process – show progression of visual design from preliminary to refinement to final.
- Final visual design guidelines – 1-2 pages of overlaid diagram graphic showing page grid, spacing, and visual guidelines.

**User Experience  
Process:**

- Target Audience – 1-3 pages: primary, secondary and tertiary (if necessary)
- Personas – at least 2-3 personas that include members of your target audience
- Provide diagrams of final Information Architecture; UI, wireframes, sitemap, key user flow, the structure of your UI, etc.
- Detailed User Testing Process – include description of all phases of user testing such as indication of test group, number of people, how many rounds of testing with a description of the approach and show documentation of analysis. Provide user tasks document, the task analysis, and describe how this effort affected the final work
- Results of user testing to validate your design, according to reasonable and responsible methods as directed by WNM Department instructors or Directors

**Technical  
Process:**

- Project Form (website, wireless game, DVD, etc.)
- Technology Used
- Indicate the use and origin of any open source utilities; indicate version number.
- Technical Specifications to optimize user experience --Hardware Specifics (PC, MAC running on MACOSX v.?) Browser (optimal recommendations for best experience; include version Video Player (what type) Internet Connection if it applies
- Describe technical experiments and resulting solution

- Diagram indicating the ways in which data flows into and out of your project

**Analysis and  
Conclusions:**

- Restate the problem and describe how your project solved this problem
- Describe in your own words the successes and challenges, the skills gained, and whether or not the goals stated at your Midpoint Review were met and how/why they changed
- Incorporate highlights from your directed study journal to help demonstrate development process
- Exhibit the key process stages such as research, exploration of both technical and interactive approach

**Link to Portfolio:**

**Note:** Images from the Portfolio are no longer included directly inside the Digital Thesis Book. Instead, the portfolio is now delivered as a PDF document and is uploaded to your Student Homepage (and included in your DVD). For creating the portfolio please see the instructions in the section “[Final Portfolio Checklist](#)”. Inside the Digital Thesis Book you will create a single page that has a large “active” link / URL that when clicked takes the viewer to the PDF hosted on your own webspace.

**Project Links:**

Include all applicable links including:

- Projects hosted on a website
- Concept video(s)
- Screen capture video on Vimeo or YouTube

**Bibliography &  
Credits:**

Cite all resources and attribute research accordingly. For more details see: <http://www.aresearchguide.com/11guide.html#bib>.

If your project contains any outside references such as images and written text that are not your property but relevant to the final project, you must obtain the necessary guidelines, permissions for usage and copyrights. This is the sole responsibility of the student. References will be expected in the Bibliography.

## FINAL REVIEW SLIDE SHOW PRESENTATION

---

### Slideshow Presentation:

What you include in your slide show presentation is primarily up to you; however, you will want to be sure to include some of your own images as well as some images from your list of artistic influences.

Whether you decide to follow the provided slide show presentation 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.

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 slide show presentation simultaneously.

### Formatting Guidelines:

Though there is a degree of freedom in how you develop your slide show presentation, there are some important development guidelines you must follow:

- **Font:** Use the “classic” Arial font (some fonts do not load correctly). Your font should not require plugins or create presentation errors.
- **Size:** Use a font size that is large enough to read - recommended sizes are: 18 pt. for text, 24 pt. or larger for titles
- **Color:** Use a font color that is easy to read
- **Images:** Make sure your images are large enough to be clearly seen. No text outside of the class number and date on images
- **Credit:** When including art made by other artists, credit the artist
- **Brevity:** Use bullet points instead of written paragraphs
- **Content:** References, copyright information, and technical notes may be included at the end of the presentation.

### Presenting Mobile Applications Online:

If your project is presented on a mobile device such as a tablet or smartphone, you’ll have to figure out a way to present the application in your virtual presentation. Each project will be slightly different and you’ll have to work out your exact plan in advance of the review but here are some options:

- If the app is currently able to be downloaded from the Apple or Android store, please notify the committee five days in advance. Email [newmedia@academyart.edu](mailto:newmedia@academyart.edu) with the information of where to download it prior your review.

- If the application is only on your device you should show the actual application on the device during the thesis review holding it up to your webcam. In addition you can open it in an application simulator on your desktop and share your screen during the review in order to demonstrate it to the committee.
- Always have a backup video recording for presenting your application in case of technical difficulties. You are required to test your presentation before the day of the review for such errors, and be ready with this video recording as a backup option. You can make a video or screen capture of your desktop simulator, play that during the review while describing the user experience and functionality.

## FINAL REVIEW SLIDE SHOW CHECKLIST

---

**Slideshow Checklist:** Your Final Thesis Project slide show presentation should include the following sections:

- Cover Slide
- Personal Introduction
- Portfolio
- Concept Video (OPTIONAL)
- Thesis Abstract / Project Overview
- Research & Analysis
- User Testing
- Development Process
- Final Thesis Project
- Project “Next Steps,” if any
- Conclusion Slide

**Cover Slide  
(One Slide):**

The introduction/title slide must include the following items:

- Your name
- Your student ID#
- Department Name
- Project Title
- Date of the presentation
- Area of emphasis (Design, UX, Technology)

**Personal  
Introduction  
(One Slide):**

The Personal Introduction slide should include three to five short bullet points covering your previous education background and brief statement of interest in the Thesis Project topic.



<b>Portfolio (Two Slides):</b>	You should present a very brief portfolio of selected projects that demonstrate your skills and education progress in the WNM Department to date. For details on the requirements for presenting the portfolio in the slideshow presentation see <a href="#">Final Portfolio Checklist</a> .
<b>Link to the Concept Video (Optional) (One Slide):</b>	Concept Video in the DVDs. Many students do choose to use the Concept Video to give a presentation of the overall Final Thesis Project. You can embed the video into the slide presentation or go out to a separate video or link to the video hosted on a video sharing website such as YouTube or Vimeo.
<b>Thesis Abstract/Project Overview (Three to Five Slides):</b>	Provide a brief summary that encapsulates the essence of the Thesis Project by communicating the problem, the proposed solution, and the primary target audience. This Thesis Abstract should describe the benefits of the project, and why it is an important and unique. Consider taking a narrative approach to captivate the audience--perhaps relating a personal story that ties in with your interest in the Thesis Project.
<b>Research &amp; Analysis (Three to Five Slides):</b>	Students present Thesis Project research and analysis executed in pursuit of the project. Must show clear interest and knowledge of domain topic, provide examples of research, and present an analysis of the primary competitor(s) and target audience. Students should also present what you've learned about your domain topic in the pursuit of completing the thesis project.
<b>User Testing: (Two Slides):</b>	The user testing slide should cover all user testing done in your project from early informal test rounds to later testing. You don't need to go into great detail here but at a high level be sure and cover: <ul style="list-style-type: none"><li><input type="checkbox"/> Test Dates</li><li><input type="checkbox"/> Type of test</li><li><input type="checkbox"/> Number of participants</li><li><input type="checkbox"/> Lessons Learned / Follow-up</li></ul>
<b>Development Process (Five to Six Slides):</b>	A presentation of the Thesis Project development process to date. While there is no single way to present the project development process, documentation should a very brief overview of: <ul style="list-style-type: none"><li>● Visual/Interactive Development (mood board, branding, fonts, animation tests, etc.)</li><li>● Technical Explorations (preliminary technical research, experiments, prototypes, etc.)</li><li>● Information Architecture (scope document, specifications, flow chart, site map, etc.)</li><li>● User-centered Design Process/ User Experience Development (additional personas, surveys, preliminary testing, wireframes, prototypes, etc.)</li></ul>

- Primary Use Case Scenario / Task Flow Diagram (consider using the same use case/task flow shown in the Proof of Concept)

**NOTE:** It is important to provide enough detail about the development process while at the same time being concise. You can refer to the Digital Thesis Book if more detail is needed during the Question & Answer Session.

**Final Thesis Project  
(One Slide)**

(Show the community the actual Thesis Project):

Create a single slide with the text “Thesis Project”. This is the point when you show the actual Final Project Deliverables. This is generally in the form of opening the project in the web browser or mobile device and walking the committee through a demonstration of the project. At this time you can show any additional Click-through or animated simulations or prototypes.

This is the most important part of the presentation because you are showing off the actual project that you have been working on. Make sure you tell the story of your project and point out the benefits and challenges. After walking the Final Review committee through the project, you will go back to the Slide Show presentation and complete the final slides.

**Project Next Steps  
(Optional) (One Slide):**

It’s not an uncommon strategy for students to complete some but not all of their project, saving work that is relevant to thesis but outside of the scope of what’s required for graduation.

This work might include continuing to create project content, hiring outside help to complete a significant part of the project, raising funding to continue to develop the project, or pitching the project to outside agencies. If your project contains any of these initiatives they should be discussed in this slide.

**Conclusion Slide  
(One Slide)**

This slide should clearly indicate that you are finished with your presentation. You may choose

- Your Name
- Your Project Title
- Thank you!

## 6. PREPARATION TIMELINE

3 to 4 months before your review	<ul style="list-style-type: none"> <li>➤ Read Web Design &amp; New Media specific Final Review Handbook</li> <li>➤ Watch the Final Review Orientation</li> <li>➤ 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</li> </ul>
2 to 3 months before your review	<ul style="list-style-type: none"> <li>➤ Check Graduate School website for Final Review sign-up dates</li> <li>➤ Create your slideshow presentation</li> <li>➤ Create your proof of concept / step-by-step walkthrough</li> </ul>
6 weeks before	<ul style="list-style-type: none"> <li>➤ Prepare your Thesis Book</li> <li>➤ Work with ARC or a copy editor to make sure your text is grammatically correct and typo-free</li> </ul>
1 month before	<ul style="list-style-type: none"> <li>➤ Finalize and test your slideshow presentation</li> </ul>
3 weeks before	<ul style="list-style-type: none"> <li>➤ Practice your spoken presentation out loud with a timer</li> <li>➤ Connect with fellow students to practice your presentation</li> <li>➤ Test your equipment</li> <li>➤ Online: Review the online-specific requirements and test your equipment</li> </ul>
2 weeks before	<ul style="list-style-type: none"> <li>➤ Online: Meet with your Online Graduate Department Learning Coordinator to review your virtual review room setup and use</li> </ul>
1 week before	<ul style="list-style-type: none"> <li>➤ Upload your PDF portfolio and Thesis Book to the LMS</li> <li>➤ Plan your attire - dress professionally</li> <li>➤ Practice your presentation in front of a live audience</li> <li>➤ Re-test your project for technical problems: fonts, file types, or other issues (Recommended: PDF slide decks and backwards-compatible files)</li> <li>➤ Online: Plan to mail your 2 DVDs according to WNM instructions. DVDs must be postmarked by the day of your Final Review.</li> </ul>
Day of the review	<ul style="list-style-type: none"> <li>➤ Turn in your 2 DVDs to your Final Review Chair and copy your presentation files to the desktop of the presentation computer (both done at review)</li> <li>➤ Online: Log into your Final Review 15 minutes prior to your review time in order to upload files and test and materials or links</li> </ul>
Tips for the day of	<ul style="list-style-type: none"> <li>➤ Get plenty of rest the night before</li> <li>➤ Charge all/any devices you will need (laptops, cell phones, iPads/tablets, etc.)</li> <li>➤ Have a glass or bottle of water available during your presentation</li> <li>➤ Arrive at your Final Review on time and ready to go</li> <li>➤ Greet your committee members</li> <li>➤ Listen to the committee's advice and take notes</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Display professionalism during the review</li> <li>➤ Online: Make sure your cell-phone battery is charged, if using for review</li> </ul>
Following your review	<ul style="list-style-type: none"> <li>➤ View your Final Review Results in detail</li> <li>➤ Conduct any required follow up items</li> </ul>

## 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 <a href="mailto:FinalReview@academyart.edu">FinalReview@academyart.edu</a> 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?	Between 40-60 pages Do not use spreads
If I'm an online student, do I need to send in physical samples of my 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 and will not "break" your presentation. PDF format is recommended.
Do I have to present a concept video during my presentation?	Presenting the concept video during your Final Review Presentation is strictly optional. If you don't want to show the concept video during your Final Review presentation, just turn it in with your Final Review materials as part of your DVD submission.

## 8. IMPORTANT LINKS

Graduate Student Homepage & 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>
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>
Graduate School Review Showcase	<a href="http://gradshowcase.academyart.edu">http://gradshowcase.academyart.edu</a>  Links to review orientations, guidelines, tips, technical requirements, and sign up dates
Online Connection Through Mobile Apps	<a href="http://www.adobe.com/products/adobeconnect/apps/adobe-connectmobile.html">http://www.adobe.com/products/adobeconnect/apps/adobe-connectmobile.html</a>  Online: Application required for using Adobe Connect from your mobile device
Technology Troubleshooting	<a href="https://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm">https://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm</a>  Online: Check to see if your computer has the latest versions of plugins needed to run Adobe Connect
Accessing Your Review Results	<a href="http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Review_Results_FA15.pdf">http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Review_Results_FA15.pdf</a>
Uploading Review Deliverables - Thesis Book and Portfolio	<a href="http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content.pdf">http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content.pdf</a>
WNM Websites	artuwnm.com Facebook.com/artuwnm

## 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, webcam, 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](#)

## 10. CONTACT INFORMATION

Final Review Coordinator:	<a href="mailto:FinalReview@academyart.edu">FinalReview@academyart.edu</a> (415) 618-6297
WNM Department Contact:	Jenna Robinson WNM Administrative Assistant <a href="mailto:newmedia@academyart.edu">newmedia@academyart.edu</a> (415) 618-3822
Send DVDs To:	Academy of Art University School of Web Design & New Media 79 New Montgomery Street San Francisco CA 94105  <b>NOTE:</b> Please obtain a tracking number or return receipt of delivery for your shipments.