

Master of Arts, Web Design & New Media

Final Portfolio Review Handbook

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”.

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: 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.

CONTACT INFORMATION

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

WNM Department Contact: Jenna Robinson
WNM Academic Administrator
newmedia@academyart.edu
(415) 618-3822

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.

DELIVERABLE DETAILS & DUE DATES

Your final portfolio review consists of the following two components:

- a. Academic portfolio (PDF) that includes
 - i. A statement to express your interests in professional disciplines.
 - ii. **Three (3)** comprehensive case studies that showcase projects created within WNM MA study (PDF format)
- b. A professional portfolio website showcasing case studies and supplemental projects.
 - i. The live link to your professional portfolio website must be clearly indicated in your academic portfolio PDF

How to Upload Your Deliverables:

You will upload the academic portfolio PDF to your review dashboard.

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):

Case Study Project Technical Requirements:

- Web and mobile-based projects: You are required to show the main functionality fully coded and functional. Web/mobile and interactive projects must include live links and be ready to launch from the PDF document.
- For other interactive projects (Non-HTML based): You are required to show a prototype (an AfterEffects motion graphic prototype is the minimum requirement).

Projects should demonstrate the following:

- Design Thinking
- Comprehensive Research
- Visual Design
- Technologically-forward Thinking
- Documentation of 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.

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 statement to express your interests in professional disciplines.
 - Introduce yourself, your interests and motivations
 - Summarize your previous academic and career achievement
 - Elaborate on your career/professional interests after you graduate
- Case Studies (3)
 - Show representative images of the projects
 - Show comprehensive research for each project
 - Show design iteration
- Live link to professional portfolio website

Labeling:

- Provide title of each artwork/project
- Show the semester and year in which the work was completed
- Class and instructor names

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

Professional portfolio website components and labeling requirements:

Content:

- Three (3) comprehensive case study projects
- Additional projects that express other interests and skills fully produced or prototyped version (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.*