

# Master of Arts, Web Design & New Media

## Final Portfolio Review Handbook

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This handbook contains the Web Design & New Media Final Portfolio Review requirements, planning guides, and resources. Please read through all of this information carefully before preparing your materials for Final Portfolio Review. If you have any questions or need clarification on any aspect of your upcoming Final Portfolio Review, you will find information about who to contact on [the last page](#) of this handbook.

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/>

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## 1. ELIGIBILITY FOR FINAL PORTFOLIO REVIEW

### A. Eligibility

All Final Portfolio 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 two steps:

1. **REGISTRATION:** Register for your final semester of coursework with your advisor or online through your [Online Student Registration Profile](#).
2. **REVIEW SIGN-UP:** Once you have confirmed your graduation term and registered for courses, at the start of your final semester, you will need to contact your advisor and notify them your intention of participating the Final Portfolio Review. There is no separate sign-up requirement. See further details for Final Portfolio Review below.

Plan ahead and prepare as much of your work 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 PORTFOLIO REVIEW

### A. Review Date

Final Portfolio Reviews are conducted in the spring, summer and fall semesters. Students do not need to be present. Final Portfolio Reviews typically start in the twelfth or thirteenth week of the fall or spring semester and in the sixth week of the summer semester.

**NOTE:** You should receive an email from the Final Review Coordinator approximately one week prior to the start of the semester you will be submitting your Final Portfolio Review with details on how to submit. If you do not receive this email, please contact the Final Review Coordinator.

### B. Attendance & Cancellations

Final Portfolio Review submission is *mandatory*. You do not need to be present for the Final Portfolio Review. 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”.

### **3. MASTER OF ARTS LEARNING OUTCOMES**

The portfolio course instructors will provide all students with professional strategies in helping them to complete their chosen degree path. It is the student's responsibility to research and refine his or her project, refine case studies, prepare content material, and execute a professional portfolio website.

**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.

## 4. DELIVERABLE DETAILS & DUE DATES

Your Final Portfolio Review will consist of the following two components: Academic Portfolio PDF and Professional Portfolio website. [Link to tutorial on uploading work to LMS.](#)

**IMPORTANT:** If your deliverables are not received in time, your Final Portfolio Review will be cancelled, and you will need to submit the following semester.

Your final portfolio review consists of the following two components:

1. Academic portfolio (PDF) including
  - a. A statement to express your interests in professional disciplines.
  - b. **Three (3)** comprehensive case studies that showcase projects created within WNM MA study (PDF format)
  - c. Live link to your professional portfolio website
2. A professional portfolio website showcasing case studies and supplemental projects.

### A. Academic Portfolio (PDF):

In this PDF file, you will showcase three (3) pieces of your best academic work created in WNM department classes.

**NOTE:** Other work—including professionally-created pieces—may be included in your portfolio website but not as part of this case study PDF.

Projects should demonstrate the following:

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

### **How to Upload the Academic Portfolio (PDF):**

You will upload this stand-alone PDF to your Student Homepage. Web/mobile and 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.

Examples: [See this folder](#)

<b>Upload/Deliver To:</b>	Upload to the Portfolio Icon in the LMS
<b>Due Date:</b>	1 week prior to department MA review date
<b>Format:</b>	PDF
<b>Naming:</b>	Lastname_firstinitial_semester.pdf (i.e: Smith_J_Fall2016.pdf)

### **B. 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.

#### **Case Study Project Requirements:**

- Web and mobile-based projects: you are required to show the main functionality fully coded and functional.
- For other interactive projects (Non-HTML based), you are required to show a prototype (an AfterEffects motion graphic prototype is the minimum requirement).

#### **Other projects:**

You may include additional projects 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, and fine art projects. For these projects you may show fully-produced projects or prototypes/simulations created with appropriate prototyping tools of your choosing (e.g. Framer.js, Sketch, Adobe XD, Marvel, Invision, Flinto etc.).

Each project should have its own section with a written description and visual representation appropriate to it. Additionally, the description and visual representation should demonstrate a detailed process and iteration of the project.

Professional Editing: The content copy must be professionally executed, grammatically correct and free of spelling and typographical errors. The website should be tested for functionality prior to submitting for final portfolio review.

Use of Outside Projects: Projects created outside of your classes at AAU, though they may be included in your professional portfolio website, do not count as case studies toward your degree requirements. The three (3) case studies in your reviewed Portfolio PDF must be work completed as part of a class during your degree program. A case study project may be from a class outside of the School of Web Design & New Media (e.g., a collaborative project with the Industrial Design or Advertising Departments). 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.

**Technical requirement:**

Fully-programmed, professional, responsive website that is either built from scratch or built with a framework with appropriate customization. A portfolio website built from a “template” or “theme” is not acceptable.

<b>Upload/Deliver To:</b>	Include live URL on the last page of your case study PDF
<b>Due Date:</b>	1 week prior to department MA review date
<b>Format:</b>	Clickable live web URL

## **5. FINAL PORTFOLIO REVIEW PROCESS**

### **A. Review Expectations and Structure**

Students do not need to be present at the final portfolio review. All required materials should be uploaded to the LMS prior to review date.

**Review Committee:** The final portfolio review committee is comprised of faculty and/or industry professionals approved by the Graduate School and the Department Directors.

## **B. 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 complete additional studio work, and/or re-take your portfolio class. You will need to submit portfolio review at a new Final Portfolio Review next semester.

Please follow [these instructions](#) to view your results and written feedback after your Final Portfolio 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 Portfolio 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 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.
- Submission of all Final materials.
- Approval of your Final Portfolio Review
- No outstanding financial obligations.

**NOTE:** If Final Portfolio Review conditions have not been met within two semesters, you will need to reapply to the Graduate School to graduate.

## 5. CHECKLISTS

### FINAL PORTFOLIO CHECKLIST

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#### 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:

##### **Labeling:**

- Provide title of each artwork/project
- Name (Last,First)
- Student ID#
- Show the semester and year in which the work was completed
- Class and teacher information

##### **Content:**

- 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



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

Professional portfolio website components and labeling requirements:

### **Labeling:**

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

### **Content:**

- Case study projects with description, process documentation  
(Website and mobile project should be fully produced. Other interactive projects should include a prototype)
- Additional projects that express other interests and skills fully produced or prototyped version (Projects created outside AAU 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 with a template is not acceptable.

## 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 Portfolio Review Handbook</li><li>➤ Watch the Final Review Orientation</li></ul>
2 to 3 months before your review	<ul style="list-style-type: none"><li>➤ Check in with your advisor to confirm your eligibility for Final Portfolio Review</li></ul>
6 weeks before	<ul style="list-style-type: none"><li>➤ Prepare your Academic Portfolio (PDF)</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>➤ Prepare your portfolio website</li></ul>
2 week before	<ul style="list-style-type: none"><li>➤ Finalize and test your live website</li></ul>
1 week before	<ul style="list-style-type: none"><li>➤ Upload your PDF portfolio to the LMS</li><li>➤ Re-test your projects for technical problems: fonts, file types, or other issues</li></ul>
Following your review	<ul style="list-style-type: none"><li>➤ View your Final Portfolio Review Results in detail</li><li>➤ Conduct any required follow up items</li></ul>

## 7. FREQUENTLY ASKED QUESTIONS

<p>When can I schedule my Final Portfolio Review?</p>	<p>Once you have completed your eligibility requirements, your name will be added to the LMS for Final Portfolio Review. If you have any questions you can contact the Final Review Coordinator via email at <a href="mailto:FinalReview@academyart.edu">FinalReview@academyart.edu</a></p>
<p>How many pages should the PDF be?</p>	<p>Varies based on your project Do not use spreads</p>
<p>If I'm an online student, do I need to send in physical samples of my work?</p>	<p>No.</p>
<p>Can we include work we've done outside of the Academy?</p>	<p>The three (3) case studies in your reviewed Portfolio PDF must be work completed as part of a class during your degree program. You may include additional projects in your portfolio website that express other interests and skills you've learned but have not included in the case studies.</p>
<p>Do I have to present my portfolio for Final Portfolio Review?</p>	<p>Students do not need to be present for the final portfolio review. Upload all required material to LMS one week prior to final portfolio review date.</p>
<p>Do I have to prepare a PDF and a website?</p>	<p>Your PDF submission is considered as your Academic Portfolio, which showcases your study in AAU especially within the School of Web Design and New Media. A professional portfolio website provides you the opportunity to showcase additional projects that express your other interests and skills.</p>

## 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/academic-resource-center">http://www.academyart.edu/students/my-academy/academic-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
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 - Portfolio PDF	<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. CONTACT INFORMATION

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