

## Master of Fine Arts, Web Design & New Media Midpoint Review Guidelines

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This handbook contains the Web Design & New Media Final Thesis Review requirements, planning guides, and resources. It is your responsibility to use the latest version of the Final Review Guidelines. 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 MFA MIDPOINT REVIEW**

#### **Review Date**

MFA Midpoint Reviews are conducted in the spring and fall semesters as part of *WNM 643: Interactive Design & Concepts for Thesis Development*. Reviews will typically begin module 14. All students are expected to be prepared to present by module 14.

**NOTE:** All Midpoint Reviews will be held as part of the WNM 643 class, during a scheduled class session. This schedule will be determined early in the semester by the section instructors. WNM students do not sign up for a Midpoint Review date through the Review Coordinator's online form.

#### **Attendance & Cancellations**

Midpoint Review attendance is *mandatory*. If you do not attend, the Midpoint Review will be considered a "No Show" and will be noted as "Not Approved".

#### **Results**

**Approved:** You have passed and can now proceed with Directed Study the following semester.

**Not Approved:** You have not passed and will need to retake the WNM 643 class next semester. You will present your Midpoint Review again as part of that class.

### **CONTACT INFORMATION**

Midpoint Review Coordinator: [MidpointReview@academyart.edu](mailto:MidpointReview@academyart.edu)  
(415) 618-6297

WNM Department Contact: [newmedia@academyart.edu](mailto:newmedia@academyart.edu)  
(415) 618-3822

## **MIDPOINT REVIEW PROCESS**

### **Review Expectations and Structure**

The Midpoint Review presentation will follow this format:

<b>Midpoint Review Presentation:</b>	10-15 minutes
<b>Committee Q&amp;A Session:</b>	10-15 minutes
<b>Committee Decision &amp; Feedback:</b>	Provided in writing after review

## **DELIVERABLE DETAILS & DUE DATES**

Your Midpoint Review will consist of the following components:

- I. Midpoint Review Proposal
  - A. The PDF slide deck
  - B. Supporting documentation
- II. In-Class Presentation

### **How to Upload Your Deliverables**

You will upload your Midpoint Review Proposal PDF to your review dashboard 1 week prior to your review.

<b>Upload/Deliver To:</b>	Upload to both the Portfolio Icon & the Thesis Icon in the LMS
<b>Due Date:</b>	Module 13
<b>Format:</b>	PDF - Max Size 15 MB
<b>Naming:</b>	Lastname_firstinitial_midpoint_presentationdate (mmddyyyy).pdf (i.e: Smith_J_midpoint_05132018.pdf)

[Link to tutorial on uploading work to LMS.](#)

Content copy for all deliverables must be professionally executed, grammatically correct and free of spelling and typographical errors. We *strongly* recommend students practice their verbal presentation prior to the review.

The work you submit will be assessed using the Graduate School of Web Design & New Media program learning outcomes. At the Midpoint Review the review committee is looking at your progress toward achieving the stated outcomes. [http://www.academyart.edu/academics/web\\_design/graduate](http://www.academyart.edu/academics/web_design/graduate)

## **MIDPOINT REVIEW DELIVERABLES CHECKLIST**

Midpoint Requirements and Specifications:

### **Midpoint Review Proposal Content:**

#### **I. Part 1 - PDF Slide Deck**

- A. Cover Page
  - 1. Including project name, your name, your student ID
- B. Table of Contents
- C. Personal Introduction (1 slide)
  - 1. Brief personal introduction or bio that tells us a little about you
  - 2. May include relevant work experience, education, career goals, and links to a portfolio
- D. Project Introduction (3-5 sentences)
- E. Competitors & Inspiration
  - 1. Show a topic competitor, functional competitor, and inspirational project
- F. Target Audience
  - 1. Identify your primary and secondary audience, potential outcomes for each audience
  - 2. Interview 3 people in your target audience and give a few points about each person
- G. Audience Survey Results
  - 1. Identify and summarize 3 key findings or conclusions
- H. Key Persona
  - 1. Created through audience research - be specific
- I. User Story
  - 1. The context in which your key persona uses your project- How do they interact with it?  
What is the result?
- J. Task Flow
  - 1. Identify a clear task flow for your key persona to accomplish a specific task.
- K. Proof of Concept (external document - with links)
  - 1. The proof of concept is an expanded, visual version of the task flow in the interface
  - 2. Include a sequence of images that show how the key persona moves through the interface, step-by-step to complete the use case scenario/task flow
  - 3. Demonstrate how the project delivers a measurable outcome
- L. Testing/Testing Plan
  - 1. Include a brief, preliminary testing plan for development of the project
- M. Technical Summary
  - 1. Give a brief overview of the technical aspects of the project and how it will be built
  - 2. List languages, libraries, frameworks, APIs, or software you plan to use to create your prototype
- N. Bibliography
  - 1. Cite all resources and attribute research accordingly.
  - 2. For more details see [WNM Commitment to Original Work.](#)

- II. **Part 2 - Supporting Documents** (Not presented - extra slides as needed)
  - A. Additional Documents
    - 1. Include any additional research and outside references that you are not able to include in your presentation portion at the end of this proposal document.
  - B. Resources
  - C. Content Plan (optional)
  - D. Concept Video (optional - 30-60 seconds)
    - 1. May include animation or live video, as fits the project
    - 2. If shown in presentation, link to video should be included in the Midpoint Review Proposal
  - E. Visual Development (optional)
    - 1. Inspiration such as fonts, icons, UI elements, colors, images, etc. in order to convey the design essence of the project.

## **ADDITIONAL ONLINE PRESENTATION DETAILS**

### **Online Presentation**

Students enrolled in online sections of *WNM 643* will still have a scheduled date and time for their class's Midpoint Review presentations. It is required for all students in the online section to attend the entirety of the class presentations. The official date and time will be scheduled by the instructor and determined early in the semester for everyone's planning.

### **Scheduling Training with an Online Review Coordinator**

An Online Graduate Review Coordinator will contact you after your review has been scheduled to test your computer, internet connection, webcam, and telephone. 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. Your Midpoint Proposal can still be in progress, but you need to bring what you have up to that point to test in the online meeting environment.