

## Final Review Requirements

MFA Candidate

Advertising

2006

### ❑ **Original Final Project Portfolio of Work**

A final portfolio of finished work consisting of 4-5 campaigns with 2-3 integrated campaigns with direct mail, ambient and interactive ads are mandatory. The portfolio should have ads for products and services.

### ❑ **Original Directed Study Journal** (18 units): The Directed Study Journal will be reviewed by the Final Review Committee, and will be returned to you at the end of the Review. Please include sketches, roughs, Directed Study Advisor comments, layout and copy explorations. See Directed Study Journal guidelines for more details.

### ❑ **Final Project Presentation**

a. **Written: Final Project Synopsis** must be turned in 2 weeks prior to your Review date. This is a separate document from your portfolio, documenting the creative process of your campaigns and single pieces. Please submit 6 copies, **bound** and of professional quality to the Final Review Coordinator, room 270A, 79 New Montgomery Street. Cover page must specify the following:

- Title of Project (mandatory)
- Student's Name and ID
- Major
- Date of Final Review

b. **Oral:** Come prepared to give a professional oral presentation. It should consist of an overview of your work and be no more than 20 minutes in duration.

### ❑ **Final Project for Library Archive**

1. Two copies of an 8.5" x 11" mini-book, spiral bound with strategies and scaled down finished-color ads - one copy for your Directors, one for the Library.
2. Two copies of a CD of all project images - one copy for your Directors, one for the Library.
3. Archival Box: It must be paper, not plastic. Your Final Project Visuals must fit inside. It may be purchased at Patrick's Office Supply on Mission at 2<sup>nd</sup> Street. It should be 9"x12" and cost generally runs \$13.00.

All materials submitted must be clearly labeled with your name, student ID number, date of Final Review and Major. If your materials are incomplete, the granting of your degree will be delayed.