

# MIDPOINT REVIEW GUIDELINES – ADVERTISING

The purpose of the Midpoint Review is to assess the progress that the student is making toward achieving their MFA Degree, and to provide assistance and direction in completing a body of creative work to be used as a final portfolio.

Advertising students are required to present a body of their best conceptual work completed to date and the strategic thinking that it is based upon, as well as a written document outlining their plan for completing a portfolio consisting of 15-20 finished conceptual ads for Final Review.

All students must present a creative journal, showing their conceptual and strategic thinking in the form of rough ads, copy, visual, etc.

## PORTFOLIO PRESENTED

- Samples of Projects from all studio classes
- Strong work which demonstrates skills & concepts
- Bring explanation of the strategy behind the campaigns you have done so far

## PRESENTATION

### ORAL

- What they want to achieve over the remaining semesters
- How they feel they have grown & prepared for their Directed Study phase
- Before you show every campaign/single ad, say a short introduction of who your client is, what product you are working with and what your strategy is, to help the Review Committee understand what the campaign is supposed to accomplish.
- Once you have finished with the short introduction, hold up one of your ads
- Briefly describe the visual
- Describe why you chose the visual, layout treatment, etc.
- Read the copy and/or headline
- Repeat the above steps with the rest of the campaign, except for the short intro unless it is a new campaign/single ad
- Briefly repeat why you did the ads the way you did. Why you choose the tone and manner for the campaign
- Be prepared to answer questions about your campaign/single ad

Remember, you only have 20 minutes to present 15-18 campaign/single pieces. The more prepared you are, the smoother the review will go.

### WRITTEN

Creative Briefs of all of the work you will be presenting (each campaign/single ad should include the following in the creative brief)

- Flawless grammar & spelling required
- Client Name
- Product Name
- Instructor's Name
- Semester Created
- Credit to Student Art Director/Copywriter (your name and/or partner, if you worked alone just created yourself for both)
- Strategy behind the campaign or single ad
- Why are we advertising?
- What is the advertising trying to achieve?

## MIDPOINT REVIEW GUIDELINES – ADVERTISING

- o Who are we talking to?
- o What do we know about them that will help us?
- o What is the main thought that we need to communicate?

### Final Thesis Project

- o Degree Plan Completed (timeline of courses taken)
- o Final Portfolio Proposal
- o Time line of courses that will help you accomplish the completion of your MFA

It might feel a bit overwhelming, but if you begin working on this document early, the rest will fall into place.

Your written proposal will help you with the oral presentation as well.

### PROPOSAL

- A standard portfolio of 15-18 finished conceptual works
- 4-5 campaigns including products, and services
- 2-3 integrated campaigns including direct mail, ambient and interactive ads
- What their thinking is
- ADV will assign the projects in Group Directed Study classes
  - o You will not need to propose a single final project. Over the course of your Directed Study you will do several projects, which will culminate in a complete book.

### Midpoint Review Tips:

The advertising department at the Academy is the only department where our book (portfolio) is our “Thesis.” Therefore, we cannot follow the standard Midpoint Review workshops for help. The best way to survive the Midpoint Review is to work on the written presentation first. It allows you to think about how to present your work, what you have done up-to-date and where to put your focus in order to accomplish your MFA objective/s. Most of our objectives might be to find a job once we are done, so the written document could help beyond the Midpoint Review. You will need six copies of this document to submit to the Graduate School Office one week before your scheduled Midpoint Review date.