

MIDPOINT REVIEW GUIDELINES – COMPUTER ARTS NEW MEDIA

Methodology: the integration of concept and tools

The final project should not be viewed as an experimental project on a narrow topic, but as an inclusive experience that incorporates the totality of the student's graduate program.

The final project provides the final assessment of the student's educational program. It is meant to be resolved, cohesive, and represent a major direction or development in the student's work. Like the provisional and final review presentations, the project should incorporate the totality of the student's academic experience to date and exhibit substantial development throughout the program. The final project should demonstrate that the student has acquired a thorough knowledge and mastery in the discipline and is prepared to be involved in the field at an advanced level, exhibiting critical thinking and ability over and above the product and expertise expected at the undergraduate level.

We encourage proposals that encompass the student's highest level of conceptual and technical abilities. Address specific needs in our society where New Media will take an active role. The student will integrate concept and technical capabilities to help establish new forms of communication and innovative access of information to meet specific needs for any community or audience.

PORTFOLIO PRESENTED

- Project samples from studio classes taken, that demonstrate skills
- Can display work done outside of class
- Video, banner, animation, website redesign, photoshop projects
- Work that should be presented (rough minimum guidelines – more may be needed depending on the nature of your proposal:
 - Animation or Digital Video projects
 - Digital Imaging (illustration or compositing)
 - Functionally working interactive projects

PRESENTATION

An Oral 20 minute presentation should include a clear and concise description of the proposed final project. The student must also demonstrate that the project is research based, and intends to solve an innovative, conceptual and technological problem.

A Written Proposal must include the following:

- (1) An abstract description of the project. Encapsulate the final project in one paragraph or less.
- (2) A detailed proposal of the final project, well thought out & specific
- (3) Statement of interest
- (4) Bibliography of inspirational resources
- (5) Formal ideas on how the project may look, tight sketches or examples OK
- (6) Proposed medium/media
- (7) Directed Study Outline
- (8) Detailed timeline that incorporates logical steps in the development process within a realistic timeframe from start to completion. Depict Directed Study—kinds of skills to be developed in DS within the course of your timeline.
- (9) A document that discusses your approach for Usability Testing in the course of final project development. Note: Usability Testing phases are required within the detailed timeline (see #7).
- (10) Flowchart diagram of how the project may function
- (11) A resume.

A Portfolio review should include at least 10 examples of past work relevant to the thesis project proposal.

PROPOSAL

Well thought out & specific

We are looking for proposals that encompass the student's highest level of conceptual and technical abilities. Address specific needs in our society where New Media will take an active role. The student will integrate concept and technical capabilities to help establish new forms of experimentation and exploration for communication meaningful solutions.

CONTENT

Greater artistic content
Less electronic publishing/Graphic Design feel

SCALE

Achievable. Demonstrated in Detailed Timeline.

EVALUATIONS CAN BE MEASURED FROM 3 POINTS:

A. PERSONAL and PROFESSIONAL CHALLENGE

The degree of student ambition to reinvent and experiment.

Questions for evaluating thesis project criteria:

- How will the project make the student grow and discover?
- How will the project impact the professional realm?
- Is the thesis too ambitious? or not rigorous enough?
- Does the student have enough time to complete the project?
- Has the student demonstrated ability to do what he/she plans?
- Does the student have adequate and inspirational resources?

B. INNOVATION and CREATIVITY

The degree of originality in both concept and form.

Questions for evaluating thesis project criteria:

- Is the concept something new, interesting and compelling?
- Does the project question existing conventions and technology?
- Is the concept technically challenging?
- Has the student demonstrated ability to do good design?
- Does the project stimulate us intellectually and artistically?
- Will the thesis project be candidate for publication?

C. ARTICULATION OF IDEAS and TOOLS

The degree of critical thinking and problem solving ability.

Questions for evaluating thesis project criteria:

- Are the student's ideas complete, original and thought out?

- Does the student demonstrate organizational skills?
- Does the student demonstrate technical skills?
- Has the student demonstrated form=function/function=form?
- Is the concept appropriate for the audience?
- Has the student ever met great challenges before?