

Petition to Graduate: Guidelines and Requirements for Online Students

Web Design & New Media, BFA | Academy of Art University

Petition to Graduate is an important process that the student must initiate in order to graduate. Students must comply with all guidelines, requirements and deadlines given by the Academy of Art University. Students who do not meet all of their department's requirements by the given deadlines may not be permitted to graduate or to register for subsequent semesters. **You should begin the process approximately two semesters before expected graduation. Contact your advisor for exact dates.**

Steps to Petition to Graduate:

1. Apply for Graduation through Student Self Service online:

my.academyart.edu > log into Self Service > My Educational Profile > Academics > Apply for Graduation > Select a term and click on "Apply"

2. Obtain your Academic Advising Report by contacting your Academic Advisor in the Student Services Department at (415) 618-6508.

3. Send the following items in one package to: Web Design & New Media Department/Attn: Sylvia Hathaway/180 New Montgomery Street/San Francisco, CA 94110

1. PDF Portfolio on disc: contains your portfolio in PDF, updated with recent course work as per Portfolio Design. Include a Portfolio Cover Page, clearly labeled with your identity, contact information and link to web portfolio. Each piece should include a description of the assignment title, strategic objective, concept and software employed to produce each piece. You must indicate if the photography, audio, video, font or any other element employed is original, as employers will not necessarily assume what they see is entirely original (see attached Portfolio Expectations for more detail).

2. Identity System & Resume on disc: contains a single, multiple page PDF of your final identity system and resume.

3. Course Planner Form: (attached to this document) Based on your specific degree program and the number of units/classes you have remaining in each category—and considering the courses you have completed—fill out the *Course Planner Form* completely, listing the courses you are taking in the current semester and the remaining courses you intend to take in order to graduate in the expected semester. Your list of preferred courses must include the department, course number and course name, and category to satisfy your degree requirements (eg: Core, Foundations, Art Elective etc). You must also arrange your remaining courses in sequence through your remaining semester(s) so that all prerequisites are met. If you wish to take a substitute course for a course that is not in the standard, recommended New Media curriculum, you must provide a valid reason for your decision in writing. *Be aware that certain courses are not offered in Summer semesters.*

4. Schedule Your Petition to Graduate Interview by calling the Web Design & New Media office at (415) 618-6526. Your phone interview with Online Director, Garman Yip, will only be granted once your materials have been received by the WNM office.

5. Preparing for your Interview

Be prepared to discuss the objective, concept, process and technical/production aspects of all pieces presented in your portfolio. As a Web Design & New Media Online Major, you are expected to begin building your portfolio in your first semester at the Academy and approach all assignments and projects as potential elements for inclusion in your portfolio. You are required to save all of your assignments/projects and continually develop, improve and supplement your portfolio every semester.

6. Approval of Petition to Graduate

As a result of the portfolio evaluation you may be required to register for courses that are different than those you listed on your *Course Planner Form*. You must register (or revise your existing registration) for your remaining semester(s) according to the decisions made in your Petition to Graduate appointment.

7. Denial or Resubmission Requirements

If your Petition to Graduate is denied by the Director or Associate Director, you may be required to submit additional materials, revise and resubmit existing work, take additional units, or perform additional assigned work in order to satisfy the AAU and New Media department criteria for graduation. You may also be required to submit missing elements in your portfolio by a specific deadline for further review and evaluation.

Web Design & New Media BFA Portfolio Expectations

Categories and Elements

Fine Arts/Foundation Core

Evidence of outcomes from Printmaking, Book Arts, and other/alternate Fine Arts and Foundations courses.

Web / Interactive Design

Web 1, 2, 3, Senior Project Studio, Interactive Design, Portfolio Design, Portfolio Studio

Show proficiency in:

- Commercial product/service business and/or informational/educational sites.
- Interface design printed screen shots demonstrating unified grid systems and navigation.
- Self-promotional/portfolio site (uploaded to your ISP) and interactive PDF version.

Imaging + Photography

Digital Imaging 1, 2, 3, Digital Photography

Show proficiency in:

- Examples of retouching and compositing skills showing before & after views.
- Conceptual imaging in service of a corporate communication objective.
- Examples of product, editorial, portrait and documentary photography/imaging.

Motion Graphics / Video

Motion Graphics 1, 2, Interactive Media 1, 2, Digital Video, Senior Project Studio

Show proficiency in:

- Commercial animation (Flash) banner ads
- TV station/network ID video spot :10 – :15 length + audio
- Film/movie/TV title sequence or trailer :30 – :60 length + audio
- Retail product or service commercial spot :15 – :30 length + audio

Print/Graphic Design

Digital Design 1, 2, 3, Portfolio Design, Portfolio Studio, Digital Typography, Senior Project Studio

Show proficiency in:

- Commercial advertising/marketing/promotion, including unified, multi-element integrated campaigns.
- Retail product/service campaign + collateral pieces.
- Corporate/business identity system including logo/logotype.
- Personal/self-promotional identity system and collateral.
- Packaging design, photographed and printed.
- Examples of thumbnails/layouts/storyboards produced in the design process.

Typography

Digital Design 1, 2, 3, Digital Typography, Senior Project Studio

Show proficiency in:

- Original font design in Postscript Type 1 or OpenType format, including Specimen Sheets.
- Application/usage of original font design, including Process Journal/Book.
- Type dominant compositions and conceptual typography in service of conveying specific messages.
- Typesetting skill sets evident in QuarkXPress and InDesign.

Audio

Digital Audio 1, 2

Show proficiency in:

- 3 original electronic compositions/mixes establishing three different moods/environments :90 sec each
- 1 commercial soundtrack redesign and/or demonstration of sound effects editing
- Audio design intended for interactive project enhancement/reinforcement

You may not have all of these elements in your portfolio at the time of your Petition to Graduate, but you should consider the above list as a goal to achieve while you are taking classes in the department, and as objectives to achieve in your final portfolio upon graduation as a Web Design & New Media Major.