

Guidelines and Requirements for On-Campus Students

Your Application to Graduate is an important process that you must initiate in order to graduate with a degree. You must comply with the guidelines, requirements and deadlines noted below. The Undergraduate School of Web Design + New Media Application to Graduate deadlines are listed below. Please be aware that if you do not perform all required procedures by the deadlines, you may not be permitted to graduate or to register for subsequent semesters.

Please contact the School of Web Design + New Media at newmedia@academyart.edu or 415-618-3822 if you have questions or need help with any part of the process.

Portfolio reviews by the Director and Associate Director for your Application to Graduate occur only during the Fall and Spring semesters.

Graduating Spring Semester, 2010

All on-campus Web Design + New Media undergraduate BFA, 2nd BFA and Associate of Arts program students expecting to graduate at the end of Spring Semester, 2010, must Apply to Graduate between September 21st, 2009 and January 22nd, 2010.

- 1. Contact your Student Advisor** in person or via e-mail to obtain PDF or hard copies of your:
 - Academic Advising Report* (current)
 - Web Design + New Media Application Guidelines* (this document)
 - Web + New Media Course Planner Form* (last page of this document)
 - Instructions* for applying for graduation via self-service online.

Application Period: Monday, September 21st, 2009 through January 22nd, 2010, 4:00pm

- 2. Submit your Portfolio and all required materials** to the Web Design + New Media Administration Office, Room 502, 180 New Montgomery Street, San Francisco.

Portfolio and Paperwork Drop-Off Period: September 21st, 2009 through January 22nd, 2010, 4:00pm

Portfolios will be reviewed in the order they are dropped off. Please submit your portfolios and required paperwork prior to the deadline.

All Web Design + New Media students are encouraged to drop-off their portfolios and the other required materials **prior** to January 22nd, 2010, in order to guarantee their successful Application to Graduate. Those who wait till the last minute will likely run into scheduling problems with their advisors and directors and may miss their Application Deadline.

- 3. Apply for Graduation** via self-service online and meet with advisors.
Deadline: January 22nd, 2010

Meetings with the Director

Depending on the quality of work presented in your Portfolios and your successful Application to Graduate, you may be asked to meet with the Director or Associate Director of the School of Web Design + New Media. If a meeting is scheduled, you will receive an email with detailed directions regarding the items you will be required to provide during that meeting.

If a student wishes to schedule an informational meeting regarding their Portfolios with either the Director or Associate Director, their Application to Graduate must be completed in its entirety no later than **October 30th, 2009, by 4:00pm**. If this deadline is met, an appointment will be made as scheduling permits.

Note that these in-person appointments are only for School of Web Design + New Media BFA and 2nd Degree program candidates. Associate of Arts program candidates must submit their portfolios and all required materials by the same deadlines, but will be scheduled for meetings only if time and scheduling permits.

Deadlines

Your Application to Graduate process begins based upon the semester you expect to graduate, completing the required units for your program (BFA, 2nd Degree, AA, or Certificate.) You are responsible for knowing how many units you have accumulated, are required to complete in each category, and how many units you intend to take in each of the last semesters of your program. You are responsible for initiating the Application to Graduate process in order to meet all required deadlines.

If you expect to graduate at the end of the semester(s) listed at the beginning of this document, you must contact your Student Advisor to obtain the necessary forms and reports.

Steps

1. Assemble your Portfolios

Assemble your portfolios to the best of your ability according to the School of Web Design + New Media Portfolio Standards indicated in this document. Use the portfolios you created in WNM 282 Portfolio Design as the foundation of your Application to Graduate; be certain to update these portfolios with current work. In addition to book, PDF and portfolios on CD or DVD, you are required to have a "live" web portfolio and your own domain name.

2. Review all New Media Department Curriculum Requirements

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 Web Design + 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.***

You must consult the current AAU Schedule/Catalog and Web Design + New Media curriculum to ensure you have met all required prerequisites for both recommended or substitute courses in any category. You must perform the research necessary and arrive at your list of remaining classes, along with alternate choices in case you have unique scheduling problems, concurrency or other issues before submitting your materials.

3. Submit Required Items

Submit the items listed above to the New Media Administration Office by the required deadline.

All of the required items must be submitted at the same time. The only exception is the self-service ***Application to Graduate*** if it is not yet available for the semester in which you intend to graduate. If this is the case, submit all other required items. You are responsible for conducting your self-service online ***Application to Graduate*** when it becomes available for your graduating semester.

You must contact the New Media Administration Office when you have successfully completed your ***Self-Service Online Application to Graduate***. Your Application will not be approved until you inform the department that you have submitted your online ***Application to Graduate*** successfully.

4. Application to Graduate Meetings

If you are scheduled a meeting with either the Director or Associate Director, arrive on time to your Application to Graduate appointment. Dress appropriately—as if for a job interview. Be prepared to discuss your portfolio with the Director and bring all required materials.

5. Approval of Application 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 Application to Graduate appointment.

6. Denial or Resubmission Requirements

If your Application 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 AAU and Web Design + 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.

New Media Portfolio Standards

As a Web Design + New Media 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 and projects and continually develop, improve and supplement your portfolio every semester. Constantly review and replace the work in your portfolio with your best, most recent work to provide evidence of the range of design, production skills and creativity you have developed. You should be prepared to show your portfolio at any time to the department Director upon request.

Be prepared to discuss the objective, concept, process and technical production aspects of all pieces presented in your portfolio.

New Media Portfolio Structure, Formats and Presentation Materials

1. Professional Portfolio clearly labeled with your identity and contact information
2. Résumé (current), at least three (3) printed copies
3. Business cards and letterhead
4. **Printed Portfolio:** High quality digitally printed output samples of your work, bound in "book" format with a description of the assignment title, strategic objective, concept and software employed to produce each piece. You must indicate clearly that the content (photography, audio, video, font or any other element employed) is original. Employers will not necessarily assume what they see is entirely original.
5. **Digital Portfolio:** Include on a Macintosh-readable CD or DVD a complete portfolio web site and an interactive, multi-page PDF Portfolio. The disk must be labeled with your identity system. All of your skills and work should be represented on the disk(s) and your web site viewable on the CD/DVD, organized in folders named according to the category of work enclosed therein, or viewable through a user-friendly interface including the category of work (Imaging, Photography, Print, Web, Video, Motion Graphics, Typography, Audio, Campaign, Fine Arts, etc.). Test the CD/DVD after burning for proper functionality. Disks that are disorganized or lack logical structure and usability may result in the delay or denial of your Application to Graduate.
6. **Motion Graphics:** Video/motion graphics and animations on the CD/DVD must be in QuickTime format. Flash animations must be SWF files viewable via Flash Player or through a web browser. This means you must create a .html file which loads the Flash/SWF file for viewing. Name folders and files logically so that they are easily and quickly understood by the user.
7. **Compression, resolution and dimensions:** You must compress video and audio files to enable reasonable response and playback when viewed directly from the disk. Don't expect the viewer to download files to their hard drive. This means you may also need to reduce the dimensions or resolution of certain files. Testing your portfolio files yourself, when opened directly from your burned disk, should inform you if you need to produce alternate versions of certain files for purposes of portfolio review and burn a new disk.
8. **Web Portfolio:** Your Web Portfolio must be **live:** completed, prepared, tested, functional and uploaded to your Internet Service Provider host prior to your Application to Graduate portfolio submission.

9. **Process Journals:** Design development and storyboards as applicable, Xerox copied and bound (wire-bound or other binding enclosure) to demonstrate a project's design development stages.
10. **Presentation:** Detailed knowledge of your work and the ability to confidently communicate the conceptual, design and technical aspects as well as aesthetic and client objectives for all portfolio pieces.
11. A second, clearly labeled copy of your Macintosh-readable CD/DVD burned with your Portfolio elements to leave with the School of Web Design + New Media. This disk is particularly important in order to show potential employers your work when we are contacted for designer, production and internship employment referrals.

New Media Portfolio Elements

The following provides Web Design + New Media majors with important information about the department's expectations and typical elements that should be included in your portfolio at graduation.

The elements listed below are highly recommended to ensure that your portfolio as a Web Design + New Media major is a comprehensive reflection of the art, content origination, technology, design and production skills you have studied in order to achieve a rewarding career as a digital artist, designer and producer. By demonstrating evidence of a broad range of talent, skills and experience, your marketability will improve. As a New Media designer familiar with a variety of digital art and design applications, you stand a much better chance of being hired because of your versatility, flexibility and cross-media capabilities, as well as creating original content, design solutions and efficient production capabilities.

It is very important that you actively research and build awareness of commercial trends in art and design in all of the new media industries in which your skills apply. Keep an open mind, and try not to limit yourself by targeting a narrow career path. Be flexible and keep your options open.

Providing these specific portfolio elements is intended to assist you in planning and approaching your assignments with these goals in mind throughout your remaining courses. It is important to view all of your assignments as potential pieces to include in your portfolio.

You should also take responsibility for developing projects that fulfill these objectives on your own, independently, without being specifically assigned one or more of these projects. In addition, you are expected to redo and improve your projects as you go along, applying the critiques you have received, so that your portfolio elements reflect attention to details, quality, professionalism, creativity, confidence and advanced technical skills.

You are expected to have at least two backup copies of all of your digital files on separate media throughout your course of study.

These elements are grouped below by category, along with an indication of the course(s) in which these elements are assigned and/or the technical and conceptual training necessary to accomplish them are covered, where applicable, in the

Web Design + New Media curriculum. Quantities listed for each element are typical minimums.

Web Design + New Media Portfolio Categories and Elements

Fine Arts + Foundations

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

Print + Graphic Design

Commercial advertising, marketing, promotion pieces, including unified, multi-element integrated campaigns.

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

Retail product, service campaign + collateral pieces.

Digital Design 2, 3, Senior Project Studio

Corporate, business identity system including logo or logotype.

Digital Design 1, 2, 3, Senior Project Studio

Personal, self-promotional identity system and collateral.

Portfolio Design, Portfolio Studio

Packaging design, photographed and printed.

Digital Design 1, 2, 3, Senior Project Studio

Examples of thumbnails, layouts, storyboards produced in the design process.

Any New Media courses relevant to producing Process Journals and Books

Complex, multi-element, unified, integrated marketing projects and campaigns.

Digital Design 2, 3, Senior Project Studio

Web + Interactive Design

Commercial product, service business or informational, educational sites.

Web 1, 2, 3, Senior Project Studio

Interface design printed screen shots demonstrating unified grid systems and navigation.

Interactive Design, Web Design 1, 2, 3

Self-promotional portfolio web site (uploaded to your ISP) and interactive PDF Portfolio.

Portfolio Design, Portfolio Studio

Imaging + Photography

Examples of retouching and compositing skills showing before and after views.

Digital Imaging 1, 2, 3

Conceptual imaging in service of a corporate communication objective.

Digital Imaging 1, 2, 3, Digital Photography

Examples of product, editorial, portrait and documentary photography and imaging.

Digital Photography, Digital Imaging 3

Typography

Original font design in Postscript Type 1 or OpenType format, including Specimen Sheets.

Digital Typography

Application and usage of original font design, including Process Journal.

Digital Typography

Type dominant compositions and conceptual typography in service of conveying specific messages.

Digital Typography

Typesetting skill sets evident in InDesign (and QuarkXPress depending on your entry into the program).

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

Motion Graphics + Video

Commercial animation (Flash) banner ads

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

TV station network ID video spot :10 – :15 length + audio

Motion Graphics 2, Digital Video 1

Film, movie, TV title sequence or trailer :30 – :60 length + audio

Digital Video 1, Senior Project Studio

Retail product or service commercial spot :15 – :30 length + audio

Digital Video 1, Senior Project Studio

Audio

Three original electronic compositions or mixes establishing three different moods or environments :90 seconds in length each min.

Digital Audio 1

One commercial soundtrack redesign or demonstration of sound effects editing

Digital Audio 1, 2

Audio design intended for interactive project enhancement and reinforcement

Digital Audio 1, 2

You may not have all of these elements in your portfolio at the time of your Application 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.

Associate of Arts Degree Application to Graduate Procedures

1. Read this document in its entirety.
2. Follow the steps indicated for preparing and submitting your portfolio and all necessary documents to the Web Design + New Media Administration Office by the required deadlines.
3. Students pursuing an AA degree may not be scheduled for an in-person appointment.
4. Follow the guidelines to the extent possible and to the best of your ability in assembling your body of work in the form of a portfolio for review. As a candidate for an AA degree, however, you will clearly not have the volume, degree of difficulty and range of work to present in your portfolio compared to students pursuing a standard BFA degree.
5. Your portfolio will be evaluated to the standards we expect of BFA Web Design + New Media degree candidates as the midpoint of a BFA program.
6. All other procedures are the same as for BFA degree candidates.

Associate of Arts Degree: Comments and Recommendations

The School of Web Design + New Media highly recommends that students pursue the full BFA or 2nd BFA degree. Pursuing an AA degree severely limits the depth and breadth of your skill sets, experience, versatility and opportunities in the job market. An AA degree consists of less than half of the full New Media department's comprehensive core curriculum.

You should seriously consider the consequences of this choice with respect to obtaining employment and potential income implications inherent in this decision.

Closing Remarks

On behalf of the Academy, the Undergraduate School of Web Design + New Media, the staff, and all of our instructors, I wish you a successful journey toward a creative and challenging career in New Media.

Bob Rigel
Undergraduate Director, Web Design + New Media

FIRST NAME	LAST NAME	STUDENT ID NUMBER
DATE	PROGRAM <input type="checkbox"/> BFA <input type="checkbox"/> 2ND BFA <input type="checkbox"/> ASSOCIATE OF ARTS <input type="checkbox"/> CERTIFICATE	ADVISOR NAME
PLAN TO GRADUATE AT END OF WHAT SEMESTER:	CITIZENSHIP STATUS: <input type="checkbox"/> DOMESTIC U.S. <input type="checkbox"/> INTERNATIONAL <input type="checkbox"/> GREEN CARD	CURRENT GPA

CURRENT SEMESTER (IDENTIFY)

DEPT	COURSE NO.	COURSE NAME (LIST ALL THE COURSES YOU ARE CURRENTLY ENROLLED IN)	CATEGORY
			<input type="checkbox"/> CORE <input type="checkbox"/> LA <input type="checkbox"/> ELECTIVE
			<input type="checkbox"/> CORE <input type="checkbox"/> LA <input type="checkbox"/> ELECTIVE
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			<input type="checkbox"/> CORE <input type="checkbox"/> LA <input type="checkbox"/> ELECTIVE

NEXT SEMESTER (IDENTIFY)

NUMBER OF CLASSES REMAINING AFTER COMPLETING CURRENT SEMESTER: CORE LA ELECTIVE

DEPT	COURSE NO.	COURSE NAME (LIST ALL COURSES YOU INTEND TO REGISTER FOR IN THE NEXT SEMESTER)	CATEGORY
			<input type="checkbox"/> CORE <input type="checkbox"/> LA <input type="checkbox"/> ELECTIVE
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NEXT SEMESTER (IDENTIFY)

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