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Midpoint Review

Student: Irene, Irene (03816581)
Review Status: Approved
Career: Graduate
Major/Subplan: MFA Web Design & New Media (MFA-CA)
Reviewers: Ryan Medeiros (CHAIR), Frank Pietronigro, Michael Ritchie, Kathleen Watson
Date: Tuesday, March 11, 2014
Time: 11:15 AM
Physical Location: 180 New Montgomery, Rm 510

[Thesis Book](#) [View Portfolio](#)

Midpoint Results

Result: Approved
Committee: Midpoint Review
Comments to the Student: Irene, Irene (03816581)
 Result: Approved

Congratulations! Your Midpoint Project is approved. You are ready to progress forward to Directed Study.

COMMENTS FROM THE COMMITTEE

- Thank you so much for your presentation. We know it takes a lot of courage to present.
- Overall, the project concepts very strong. Your visual design stands out. You have an excellent portfolio. The proof of concept is very clear.
- The committee members commented that it's better not to use celebrity photos, or very recognizable music with lyrics. Take another step in your professionalism and team up with the photographer and musician.
- Explore how to deepen in this project--consider this in your GDS classes. Consider some of the options: Does it go more towards the science of addiction/motivation/habits? Or does it become more of a platform for new concepts around the challenges themselves? Can you develop some overarching marketing campaigns that combine the aspirations that your project brings other people and doing good for the world? What about using your project "this many people saved X by doing Y". These are just suggestions to consider. You have a lot of possibilities here, and it will be important to open up the concept to add the deeper artistic / cultural nature (while at the same time keeping it simple).
- Build this out completely. In order to do so, you may need to reduce some of the features, and focus on the most interactive of the features. This could be a marketable app.
- The final consideration might be taking the data that you compile from this project and show quantifiable outcomes combined with interactive infographics.

Please review your class recommendations. Be sure to work closely with your Directed Study instructors. Take advantage of the available resources we have for additional support (including workshops, ARC, and meetings with WNM Dept. faculty and representatives).

Good luck in Directed Study,

Ryan Medeiros
 Graduate Director
 School of Web Design & New Media

Program Learning Outcomes

[Expand All](#) | [Collapse All](#)

▼ MFA Thesis Project

Present a clearly defined design project worthy of the MFA degree

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

Provide proof of concept demonstrating the feasibility of the project

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

Produce a final thesis project demonstrating design thinking, and visual communication and technical skills

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 0

▼ Design Thinking

Conduct appropriate market research and apply findings to design decisions

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

Demonstrate knowledge of thesis topic and identify resources for content development

Results: Doesn't Meet: 0 Meets: 4 Exceeds: 0

Identify appropriate platform(s) and adapt designs accordingly

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

▼ Visual Communication

Effectively utilize grid, hierarchy, typography, color, and composition

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

Demonstrate interactive design principles as appropriate to the project

Results: Doesn't Meet: 0 Meets: 4 Exceeds: 0

▼ Technical Abilities

Demonstrate an understanding of the technical skills necessary to execute the thesis project.

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 4

▼ User Experience

Clearly define the target audience demonstrating a consideration of both primary and secondary users

Results: Doesn't Meet: 0 Meets: 4 Exceeds: 0

Develop final testing plan based on initial explorations

Results: Doesn't Meet: 0 Meets: 1 Exceeds: 3

Apply testing results to refine project throughout the design process.

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 0

▼ Professional Readiness

Effectively articulate and defend ideas and processes

Results: Doesn't Meet: 0 Meets: 1 Exceeds: 3

Demonstrate organizational skills in the thesis proposal and record of thesis project development process

Results: Doesn't Meet: 0 Meets: 4 Exceeds: 0

Develop and demonstrate the skills required for the chosen professional path, as demonstrated in the thesis project, portfolio and personal website

Results: Doesn't Meet: 0 Meets: 0 Exceeds: 0

Action Plan

Assignee: Student
 Course:
 Course Title / Task: GDS UX can be taken multiple times
 Complete By: 04/16/14
 Verified Completion Date:
 Required / Recommended: Recommended
[View Catalog](#) ↗

Assignee: Student
 Course: WNM 801-9
 Course Title / Task: MS: Group Directed Study: User Experience Semester 1
 Complete By:
 Verified Completion Date: 03/11/14

Required / Recommended: Required

[View Course in Catalog](#) ↗

Assignee: Student

Course: WNM 801-17

Course Title / Task: MS: Group Directed Study: Responsive Web Semester 1; can be taken multiple times

Complete By:

Verified Completion Date: 03/17/14

Required / Recommended: Recommended

[View Course in Catalog](#) ↗

Assignee: Student

Course: WNM 661

Course Title / Task: MS: Interactive InfoGraphics recommended to be taken after semester 1. This can be taken for GDS or elective credit, if studio credits are complete.

Complete By:

Verified Completion Date: 03/17/14

Required / Recommended: Recommended

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