

Final Review Requirements

MFA Candidate

Advertising

2009

❑ Original Final Project Portfolio of Work

Art Directors & Copywriters - A final portfolio of finished work consisting of 4-5 campaigns with 2-3 integrated campaigns with direct mail, ambient, electronic media (i.e. television, web/viral video, radio) interactive and long copy ads are mandatory. Art Directors and Copywriters must also have work that they have produced with Academy of Art illustration and photography students. The Final Review portfolio should have ads for products and services. Creative briefs must precede each campaign.

Account Planners – A final portfolio of finished work consisting of 2-3 briefs with campaigns (integrated) and at least 3 other planning projects, such as brand analysis, brand books, consumer segment report, etc. are mandatory.

- ❑ **Original Directed Study Journal** (18 units): The Directed Study Journal will be reviewed by the Final Review Committee, and will be returned to you at the end of the Review. Please include sketches, roughs, Directed Study Advisor comments, layout and copy explorations. See Directed Study Journal guidelines for more details.

❑ Final Project Presentation

- a. **Written:** Final Project Synopsis must be turned in 2 weeks prior to your Review date. **Please submit 2 hard copies, bound, free of typos and of professional quality, along with 1 CD of the Final Project Synopsis in PDF format, saved as only 1 file, to the Final Review Coordinator, 79 New Montgomery Street.** Cover page must specify the following:

- Student's Name and ID
- Major
- Date of Final Review

- b. **Oral:** Come prepared to give a professional oral presentation. It should consist of a verbal summary of your personal and educational background followed by an overview of your work. This presentation should be no more than 20 minutes in duration. Electronic media (i.e. interactive, television, web/viral video, radio) should be presented on a computer. If you don't have a laptop, contact Dana Hollis, the ADV AA, and have her make arrangements to have one there for you.

❑ Final Project for Library Archive

1. Two copies of an 8.5" x 11" mini-book, spiral bound with strategies and scaled down finished-color ads - one copy for your Directors, one for the AAU Library.
2. Two copies of a CD of all project images - one copy for your Directors, one for the Library.
3. Archival Box: It must be paper, not plastic and acid free. Your Final Project Visuals must fit inside. It may be purchased at Patrick's Office Supply on Mission at 2nd Street. It should be 9"x12" and cost generally runs \$13.00.

All materials submitted must be clearly labeled with your name, student ID number, date of Final Review and Major. Please note that the department may cancel a scheduled review if the Final Review books submitted have any typos or grammatical errors. If your materials are incomplete, the granting of your degree will be delayed.