

Academy of Art University

MFA Fashion Journalism Midpoint Review

OVERVIEW

The Midpoint Review is a formal presentation required for MFA candidacy. It is comprised of a selection of your prior work, a written final project proposal and an oral presentation.

Two weeks before your presentation day, you should have the following prepared in a PDF format and sent to the Midpoint Review Coordinator.

1. Resume
2. A professional biography
3. Academic timeline
4. Three examples of relevant original work
5. Written proposal

On the day of your presentation, you will present your prior work and proposed final thesis project before the Midpoint Committee. They will evaluate your progress in the program and provide feedback and strategy for completing your final project. In reviewing the proposed final project, the Committee will be looking for depth, challenge and relevance. They will also consider whether your proposal builds on your strengths and declared emphasis.

For online students, written requirements are identical. But, presentations will be given over the phone and with web cameras.

PDF CHECKLIST

In addition to creating a PDF of the contents below, on the day of the presentation please have your work in a portfolio or bound. **No loose-leaf materials will be considered.**

Part 1: Resume

- One page resume in a professional 10 to 12 point font.
- Bullet points of all relevant experience.
- Please see attached examples.

Part 2: Professional Biography

- Declare your area of emphasis in fashion journalism.
- State all relevant skills and experience you bring to the field of fashion journalism.
- Explain how you acquired these skills through work experience, class work, and any other experiences.
- Include descriptions of all published work, accomplishments and accolades related to fashion journalism.

Word Count: 250 to 750 words

Part 3: An Academic Timeline at the Academy of Art University

- List all courses in chronological order by semesters.

- Propose coursework to be taken next year as directed studies.
- List all remaining courses required to graduate.

Part 4: Prior Work

- Three stories demonstrating expertise in your declared area of emphasis.

Part 5: Thesis Proposal (see overview and instructions below)

OVERVIEW OF THESIS PROPOSAL

A final thesis project is required to graduate with an MFA degree in fashion journalism. Candidates are asked to select an area of emphasis when devising their projects. It must fall into one of the five categories below.

Category 1: Writing

A long-form feature, series of features, blog or chapter of a book proposal totaling 5000 to 10,000 words.

Category 2: The Web

A functioning site with content related to fashion, an intuitive organization of content, easy navigation, interactive features and good visuals.

Category 3: Public Relations

One year of serving as the primary press contact for a fashion or lifestyle client. Must oversee all press materials, editorial loans, social media and brand consistency.

Category 4: Styling

At least 8 test shoots (or the video equivalent) exploring a particular genre or set of styles.

Category 5: Hybrid

A project that converges two or more of the above categories

THESIS PROPOSAL INSTRUCTIONS

Once you have chosen your category, you are required to write an overview of your proposed project. It must include and/or address the following:

1. Clearly defined parameters. Your project should not be too narrow or too ambitious in scope for a two-semester project.
2. A clear concept or set of concepts
3. At least three published references that have influenced/inspired your project
4. Identification of a specific audience to whom you are writing
5. Aspects of your project a non-fashion audience might find interesting
6. A defense of how your final project will make a valuable contribution to fashion and/or culture
7. Editorial judgment
8. Room for investigation, research and reporting

9. A plan to document your research and reporting. Please state the format you will be recording your progress. Examples include a blog, journal, podcast. Please state the timetable of your entries: daily, weekly, monthly, etc.
10. At least three collaborators, advisers or sources whom you have already secured to help you with your project. They may include interview subjects, retailers, designers, artists, photographers, graphic designers, etc. Include a brief biography of their careers and explain their specific role in your project.
11. Timeline for completion of the project. Include a description of what you will be doing tomorrow, next week, next month and next semester. Please be specific.

Other important requirements:

- Document should be typed and double-spaced.
- Writing must observe correct grammar, be professional and be free of typos and misspellings.
- Word Count 750 to 1500 words

ORAL PRESENTATION

General Guidelines:

1. Presentation should be 10 to 20 minutes
2. Present all midpoint materials in a portfolio or bound in a book. **No loose leaf materials will be considered.**
3. Provide a brief review of your written proposal in PowerPoint or other slideshow presentation.
4. Include visuals whenever applicable.
5. Discuss how your project contributes to our relationship and understanding of fashion.
6. Be prepared to answer questions and to discuss the next steps.

[Your Name]

Objective [Briefly describe the kind of job you want.]

Professional [Field or Area of Achievement]

- Highlights
- [Job responsibility/achievement]
 - [Job responsibility/achievement]
 - [Job responsibility/achievement]

[Field or Area of Achievement]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[Field or Area of Achievement]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[Field or Area of Achievement]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

- Skills
- [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]
 - [Professional or technical skill]

Employment History

[Job title]	[Company Name], [City, ST]	[dates of employment]
[Job title]	[Company Name], [City, ST]	[dates of employment]
[Job title]	[Company Name], [City, ST]	[dates of employment]
[Job title]	[Company Name], [City, ST]	[dates of employment]

Education

[Degree]	[School Name], [City, ST]	[date of graduation]
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References References are available on request.

[Your Name]

[Street Address, City, ST ZIP Code] [phone] [e-mail]

Objective

[Describe your career goal or ideal job.]

[Job Title]

Experience

[Dates of employment] [Company Name], [City, ST]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[Job Title]

[Dates of employment] [Company Name], [City, ST]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[Job Title]

[Dates of employment] [Company Name], [City, ST]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[Job Title]

[Dates of employment] [Company Name], [City, ST]

- [Job responsibility/achievement]
- [Job responsibility/achievement]
- [Job responsibility/achievement]

[School Name], [City, ST]

Education

[Dates of attendance]

- [Degree obtained]
- [Special award/accomplishment or degree minor]

Interests

[Briefly list interests that may pertain to the type of job you want.]

References

References are available on request.