

MIDPOINT REVIEW GUIDELINES – GRAPHIC DESIGN

PORTFOLIO PRESENTED

- Treat it like a design presentation
- Show work done so far (mounted, complete, polished)
- Show any work you feel best represents you & your abilities
- Slides, PowerPoint, Flash presentations are ok
- Demonstrate extreme professionalism

PRESENTATION

ORAL

- Present the work you have done up to this point in the program
- Present your thesis project proposal
- Provide a clear demonstration of your intent
- You are training to become a “Master” at visual communication - act like one.

WRITTEN

- Should be designed as if it were a class project
- The actual presentation itself (i.e. written & verbal proposal) needs to be professional.
- The visual and verbal presentation should reinforce one another
- The importance of the writing should be stressed. It should be grammatically correct & error free (have someone proofread your work).

PROPOSAL

- The overall level of the proposed thesis needs to be conceptually oriented and challenging. We are not just expecting the students to choose a hypothetical company to create a logo, business system, collateral and website. We are looking for students to choose interesting topics, provide interesting points of view and unique perspectives. Topics that challenge the student’s level of expertise and introduce novel ideas and approaches are valued. We are also encouraging projects that make a contribution to the community as well as the field of graphic design.
- The primary objective of your Midpoint Review proposal is to convince the review committee that you have mastered the skills necessary to embark upon thesis work and have a solid idea that is ripe for development.