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Midpoint Review

Student: Hartley, Erik (03242779)
Review Status: Submitted: Approved
Career: Graduate
Major/Subplan: MFA, Web Design & New Media
Resubmission: Resubmit 1
Reviewers: Ryan Medeiros (CHAIR)
Date: Friday, October 26, 2012
Time: 4:00 PM
Online Location:

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

Midpoint Results

Result: Submitted: Approved
Committee Comments to the Student: Congratulations. Your midpoint thesis proposal is approved. You are ready to move on to directed study in order to develop your thesis project. Please review the comments from your original midpoint evaluation and work with your directed study instructors to apply these recommendations. Keep forward thinking about technology, rich interaction, and content. Keep focusing your project on delivering a clear take-away for your target audience.

Program Learning Outcomes

MFA Thesis Project

Present an original thesis concept worthy of the MFA degree**Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Demonstrate the feasibility of the thesis project****Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Produce a final thesis project demonstrating strong design thinking and visual communication skills****Results:** Not Applicable**Comments:**

Design Thinking

Identify and follow an appropriate design process**Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Incorporate market/topic research into design solutions****Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Comments:** Incorporate market/topic research into design solutions:
Innovate more.

Visual Communication

Visual Communication

Design for interactivity across multiple devices and formats**Results:** Doesn't Meet: 0, Meets: 0, Exceeds: 1**Effectively utilize grid, hierarchy, and typography to communicate ideas****Results:** Doesn't Meet: 0, Meets: 0, Exceeds: 1**Demonstrate effective use of interactive design principles (color, composition, sound, and motion)****Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Comments:** Demonstrate effective use of interactive design principles: More rich design and interactivity patterns, behaviors

Technical Abilities

Conduct an accurate assessment of the skills necessary to carry out the proposed project**Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Demonstrate an appropriate use of technology in the execution of the thesis project****Results:** Not Applicable**Comments:** Conduct an accurate assessment of the skills necessary to carry out the proposed project: Explore further. It is too specific (single platform), too standard, in terms of a technical solution. We'd rather you have a stronger concept/UX. You can still do a technical project but with a different model.

User Experience

Appropriately define the target audience**Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Apply testing results to refine project throughout the design process****Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Effectively design user-centered experiences****Results:** Doesn't Meet: 0, Meets: 1, Exceeds: 0**Comments:** Apply testing results to refine project throughout the design process: Prove your assertions. User surveys. Preliminary testing. Start testing now. Be more "User-Centered"--work out in GDS UX 1.

Professional Readiness

Effectively articulate and defend ideas and processes**Results:** Doesn't Meet: 0, Meets: 0, Exceeds: 1**Demonstrate organizational skills in the thesis proposal and record of thesis project development process****Results:** Doesn't Meet: 0, Meets: 0, Exceeds: 1**Develop and demonstrate the skills required for the chosen professional path, as demonstrated in the thesis project, portfolio and personal website****Results:** Not Applicable**Comments:**

Action Plan

Assignee	Course	Course Title / Task	Complete By	Verified Completion Date	Required / Recommended	Action
Student	WNM 801-9	MS: Group Directed Study: User Experience 1			Required	View Course in Catalog

Assignee	Course	Course Title / Task	Complete By	Verified Completion Date	Required / Recommended	Action
Student	WNM 801-10	MS: Group Directed Study: Visual Design			Required	View Course in Catalog
Student	WNM 801-19	MS: Group Directed Study: User Experience 2			Required	View Course in Catalog
Student	WNM 801-17	MS: Group Directed Study: Responsive Web			Recommended	View Course in Catalog
Student	WNM 661	MS: Interactive InfoGraphics			Recommended	View Course in Catalog

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