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Midpoint Review

Student: Teater, Mark (03189515)
Review Status: Submitted: Approved
Career: Graduate
Major/Subplan: MFA, Web Design & New Media (MFA Web Design & New Media)
Reviewers: Ryan Medeiros (CHAIR), Claudia Dallendorfer, Tim Rice, Michael Ritchie
Date: Tuesday, March 26, 2013
Time: 11:30 AM
Physical Location: 180 New Montgomery, Rm 401

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

Midpoint Results

Result: Submitted: Approved

Committee Comments to the Student: Thank you for your presentation. You showed excellent effort and preparation. Your Midpoint project is approved. You made an excellent presentation, and the committee is confident that you are ready to move on to Group Directed Study to develop your project. Be sure to continue to put in the same strong effort that you have been making this last semester. Very well organized. Excellent research.

COMMENTS FROM THE COMMITTEE:

- A bit concerned with the file size of the content videos / images. Maybe a real-time renderer? Sounds like you have already explored Unity, but you might explore that again.
- Make the Motion Graphics seamlessly integrated into the project. Consider avoiding the pop-up box. Find ways to integrate visually with the interface.
- Narrow the scope of the project. Redefine scope in terms of level of execution (what area(s) will you execute? what will you demonstrate with simulations? what area(s) will you leave out).
- Consider creating a "Wish List" and move sections/functions to this wish list. Then execute one section well. If you have time then you can move items from your wish list to the actual build.
- Redefine at least one functional/coded area--the more complete the project, the better--so keep that in mind as you move forward in your Group Directed Study classes. If you are planning to do the entire project, narrow the scope, maybe combine sections can backyard and balcony be together? How about empty lot and Empty Block? Can they be combined to reduce the scope.
- Define the functions and interactions with each section. Define the requirements of each section. Can you make use of repeated functions/interactions?
- Define the game play and take aways for one area first--It is not really clear yet--what are the learning outcomes? Put other sections on the back burner for now. Connect the gameplay to the takeaways.
- Where will get the urban farming information? How will you vet this content? Find a advisor or two for consultation on the methods and accuracy.
- Animations are very strong. Excellent storytelling. The visuals are a bit heavy-handed, very business/government. Revisit the overall style with a more home-grown/DIY feel.

Program Learning Outcomes

MFA Thesis Project

Present a clearly defined design project worthy of the MFA degree

Results: Doesn't Meet: 0, Meets: 2, Exceeds: 2

Provide proof of concept demonstrating the feasibility of the project

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

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

Results: Not Applicable

Comments:

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: 3, Exceeds: 1

Comments:

Visual Communication

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

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

Demonstrate interactive design principles as appropriate to the project

Results: Doesn't Meet: 0, Meets: 2, Exceeds: 2

Comments:

Technical Abilities

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

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

Comments:

User Experience

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

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

Develop final testing plan based on initial explorations

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

Apply testing results to refine project throughout the design process.

Results: Not Applicable

Comments:

Professional Readiness

Effectively articulate and defend ideas and processes

Results: Doesn't Meet: 0, Meets: 2, Exceeds: 2

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

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

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		It is not recommended to take GDS 801 Visual Design and 801 GDS UX 1 at the same time, especially if you are taking them in the Summer. Consider GDS 801 Motion Graphics or a GLA class instead.	05/31/13		Recommended	View Catalog
Student	WNM 801-9	MS: Group Directed Study: User Experience 1			Required	View Course in Catalog

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