MEDIA

Master of Fine Arts in Media Arts and Technology

Capstone project specifications

The following pages provide Capstone project specifications for each of the MFA tracks.

PROJECT SPECIFICATIONS: CREATIVE AND STRATEGIC MEDIA

1. Students planning to complete their capstone projects on Creative Media should compose a non-fiction manuscript in publishable quality. Its length and complexity should be the equivalent of a 150- to 200-page manuscript. It can include written text, explanatory graphics, photography, video or audio productions, and interactive graphic materials.

2. Students planning to complete their capstone projects on Strategic Media should design and carry out a media promotion campaign for a local business or non-profit organization. In doing so, students can help an organization or address a cause. The campaign should be implemented for a minimum of a one-month period and delivered across at least three media formats (i.e. video, print, online, social media). Students must first complete their project proposals by conducting primary and secondary research followed by strategic planning. Once the project proposal is approved, students produce their promotional materials according to their creative plan, deliver these materials (to local business or non-profit organization) according to their media plan, and assess effectiveness of their campaign according to their evaluation plan. Finally, students prepare a 30-page campaign booklet that communicates the entire project with written text, explanatory graphics, and interactive graphic materials. The booklet must be professionally printed and bound for submission to the client and the department.
PROJECT SPECIFICATIONS: INTERACTIVE DESIGN

Capstone projects on Interactive Design are exemplary of the highest quality of professional work in interactive design and contribute to the advancement of the field in some form.

Students complete their project proposal by conducting design research (primary and secondary) and analysis, design ideation, prototyping and planning (Proof of Concept). Once the project proposal is approved, students produce and implement the design according to the plan outlined in the Proof of Concept. Students then evaluate the effectiveness of the design.

The result of this work will be: 1) a fully functional large-scale work of (digital) interactive design; 2) a Proof of Concept that demonstrates in-depth research (primary and secondary), analysis, application and evaluation, as well as all research, processing plans, design specifications, and prototypes created through successive iteration, and refinement of the final work; and 3) dissemination in which the work is submitted for juried exhibition, a peer-reviewed publication, or other means that demonstrate engagement with the broader professional community. All works must be professionally printed and bound for submission to the department. Examples of an approved project may include (but are not limited to) the following:

- Interactive application or service that demonstrates research and design process, and evaluative measures to assess effectiveness (e.g., healthcare application to enhance patient care and services).
- Innovative media projects that showcase exemplar designs, introduce new processes or solutions, or new products (e.g., a digital artifact that demonstrates how augmented-reality, voice, or facial recognition or other emergent technologies may enhance human-digital interactions).
- Usability and human-centered design research (and corresponding interactive design artifact) that evaluates design concepts or prototypes and provides findings and recommendations to the broader design community.
- Projects that explore the confluence of digital media, materials, technology, the Internet of Things and the implications for interactive design.
- Innovation projects that promote imaginative, out-of-the-box thinking and experimentation with innovative confluences of the creative disciplines (design, cinematography, photography, writing, storytelling), digital media, technology, and human-centered design.
PROJECT SPECIFICATIONS: PHOTOGRAPHY AND FILM
This Capstone Project consists of a major project, using photography to communicate a statement (determined by student) visually through photography, captions and written detail. The result of this work will be a 75-100-page photographic repertoire (consisting of 100 photographic images, minimum), along with submission of high-resolution (300 dpi) JPG files of each image used in the manuscript. Accepted topics can involve, but are not be limited to culture, architecture, landscapes, sports, history, or human interest. Project topics would be approved by the student’s advisor and project committee. Layout and design of the manuscript would be determined between the student and their capstone project advisor.

FILM PROJECT
This capstone project consists of two options:

1. **NON FICTION**: a production, accompanied by a creative concept and content outline, equivalent to one hour, based on non-commercial broadcast standards. Technical Specifications are TBD and will be consistent with current trends.

Accepted topics can involve, but are not be limited to culture, architecture, landscapes, sports, history, or human interest. Project topics would be approved by the student’s advisor and project committee.

2. **FICTION OR THEATRICAL**: a production, accompanied with script and storyboard, equivalent to 30 minutes, based on non-commercial broadcast standards. Technical Specifications are TBD and will be consistent with current trends.

Plot and logistics would be approved by the student’s advisor.