

The Art Institute of Atlanta

Web Design and Interactive Media

Mid-curriculum Review 1

Purpose

The purpose of the mid-curriculum review is to help you stay on track for graduating with a professional portfolio and the requisite competencies in the field of Web Design and Interactive Media. The mid-curriculum review will help you identify your strengths and weaknesses with respect to your professional goals. We suggest that after the review, you work on enhancing your strengths and addressing the weaknesses.

Process

The review consists of two parts:

1. Exam
2. Presentation of a portfolio

The Exam will be administered in class and will consist of short answer questions.

The portfolio will be presented to a faculty committee during a mid-curriculum interview. You will be informed about the date and time for these interviews by the faculty for IMD 215/IMD 220.

The faculty committee will review your responses on the exam, the online portfolio, and your course grades. The committee will meet with you to go over their observations and feedback. The committee will look for the following:

- * Intermediate level **CSS and XHTML** skills (IMD 100, IMD 110, IMD 215)
- * **File naming, directory structure, FTP** (all courses)
- * Demonstration of the basics of **Flash** (IMD 130)
- * Understanding of **web standards and accessibility** (IMD 100, IMD 110, IMD 215)
- * Conceptual understanding of **visual and interactive design** principles (IMD 100, IMD 110, IMD 215)
- * Conceptual understanding of **information architecture and web development process** (IMD 100, IMD 110)
- * **Quality, professionalism, and attention to detail** (all courses)
- * Understanding of **terminology, concepts, and industry trends** (all courses)

If the committee suggests specific action plans, you may be required to resubmit specific components. The feedback and action plans will be recorded for future reference.

Requirements

Prepare an **online portfolio** page that includes the following:

- Your name, Degree (Associates/Bachelors), Current quarter
 - Email address and/or Contact form
 - Statement of career goals
 - Resume (online and link to a PDF version)
 - Project name, description/highlights, and link (see "a" and "b" below)
 - Link to the resource library (see "c" below)
- a. Select **TWO** web-based interactive projects that **best represent your current skills**.
 - Upload these projects to your web server and link to them from the online portfolio page.
 - At least one of these two projects must be validate for XHTML (<http://validator.w3.org/>) and CSS (<http://jigsaw.w3.org/css-validator/>)
 - b. If you feel that you have strengths in any other areas of design, please include one or two pieces in your portfolio. This may include:
 - Print or Web layout design (comps)
 - Illustration or Logo design
 - Photography
 - Examples of copy writing skills
 - Code library
 - c. An **online resource library** with links to online as well as print resources that you use for your work in web design and interactive media. Link to this page from your online portfolio page. You may use an online utility like Delicious or Magnolia for this.

It is imperative that you prepare these materials and be present for the interview with the faculty at the designated time. Failure to do so will result in a failing grade in IMD 215/IMD 220 irrespective of your performance in that class.