PARSONS THE NEW SCHOOL FOR DESIGN
Anezka Sebek Thesis 2
BFA DT THESIS 2 PAPER(SPRING 2013)
(10 – 20 pages) stressing *quality* and *clarity* over quantity) PLEASE USE THE WRITING CENTER -
http://www.newschool.edu/learning-center/

Cover Page with web-link, Major Studio Section, Name of Professor, Date
250 (max) words Abstract—remember to DESIGN the information in your paper.
USE APPENDICES for: storyboards, rules for games, user test narratives, budgets and resources as well as time spent for the creation of your project
INCLUDE images of your work, precedents, in your actual paper.

I.   **Introduction:** Short introduction of project issue, dilemma (context)—your audience and your solution—your medium and why this medium? For artists: What is your problematic? What problem are you creating for your audience?

II. **Contextualizing your art/design concept**: Make a visual map of the research or knowledge fields covered by your project. What is the context of your thesis? A literature and project review of models/theories relevant to your project.

III. **Research and Art/Design Questions:** What do you hope to prove? What is your central question and contribution? Who are your Design, Technology, Human Condition (domain) inspirations? Who are your precedents and how and why is your project different from your precedents? Explain your precedents' work and the reasons for your iteration of a new work.

IV. **Target Audience-**Who and where will see/use/appreciate your project? Make User scenarios and User Personas. Give us a description of the target audience (*example*: college students from urban centers or children between the ages of 7 and 10 from affluent homes?) Describe what audience loves, hates, etc. Describe how your audience/user will use your project. How did you test your iterations with them?

V.   **Prototyping Process:** Your methodology and reasons for each of your experiments (project iteration). Description of what worked and didn't. How did user tests influence your making process?

VI. **Conclusion:** Where would we see your final project? (Which Galleries, Exhibitions, Festivals, Trade Shows, Conferences, Community gatherings?)

Glossary of specific vocabulary words used in your project.

EVALUATION POINTS:

_15__ (I.)   **Issue, problem, dilemma—**Argument for your project (hook line and pitch) Good thought flow and consistency of the line of argument and need for the project
_5___(II.)   **Research Fields—**Well-designed visual map of domains and fields in your project
_15__ (III.) **Research—**Targeted evidence for the need of the project, precedents, inspirations
_15__ (IV.) **User/Audience—**Demographics, user scenarios, user personas
_15__ (V.)   **Prototyping Process Description** of Making, Testing and Evaluation process
_15__ (VI.) **Conclusion:** Clarity and specificity of Next Steps. Where would you share or exhibit your project? (Conferences, Trade Shows, Exhibitions, Group Get-togethers, Performances, Lectures, Panels)
_5__ Glossary

85% of the grade

Overall Presentation
_5__ Times Roman, Arial at 11 pt. with 1.5 line spacing. NUMBER PAGES.
_5__ Editing and proofreading polish (complete sentences, subject/verb agreement, parallelism, punctuation, spelling check)
_5__ Citation and Bibliography, list all illustrations and cite their origin(**USE RefWorks**!Chicago Manual of Style or MLA)
15%_of_the_grade_____

Grading Rubric on next page.

Criteria	A Excellent	B Promising	C Needs Work	D
Issue/problem Problematic	Need for the project is well articulated and positioned. Writing is clean and clear. Argument for the project and its context considers several sides of the question and the project's contribution	Need for the project is not fully developed. Writing needs work Argument for the project is weak and not well-positioned	Need for the project is lacking and unclear. Argument is ambiguous.	Shows no understanding of context or need for the project. Does not articulate a specific position or argument
Visual Map of Research Fields covered by the project	Clear and engaging visual metaphor and aesthetics, and clear map the domains and context the project touches on	Visual metaphor is shows work and promise but does not convey domains of knowledge clearly	Map is unclear and confusing	Map shows no understanding of the project
Research	Researched evidence, precedence, gaps in the work and literature of the domain. Clear substantiation for the need of the project.	Some evidence but not well substantiated. No gaps in the literature were noticed. Shows promise but limited evidence	Lack of coherent evidence but listens to critique	Inaccurate, Irrelevant information for the argument Does not incorporate prompts when given.
Audience	Engaging and clear User Scenarios, User Personas, Demographics	Lack of detail but showing promise in user personas/scenarios	Lack of clear user personas/scenarios	No user information
Prototyping	Excellent methodology notes on each iteration	Lack of detailed notes but shows some attention to methodology	Sloppy accounting of methodology	Unclear methodology description
Conclusion	Good reflective summation of project and its contributions. Accepted venue(s) exhibition/dissemination.	Minimal reflection and summation. Some promising research for final exhibition/dissemination	Unclear summation No exhibition research	No summation No promise for work exhibition
TECHNICAL				
Glossary	Well-researched alphabetized special vocabulary contained in the project and its domain	Researched and alphabetized glossary that shows promise but is not detailed enough	Unclear glossary and lack of special vocabulary for the project	Lack of glossary

TECHNICAL (cont)	A Excellent	B Promising	C Needs Work	D
Overall Presentation	Follows Format and may suggest innovative ways of writing about the project	Sometimes follows format but sometimes does not. Promising ideas for writing about a project method and contribution	Sloppy and unpolished work that does not follow format or suggest a creative answer to project presentation	Lack of overall polish and attention to format.