Academic Year 2020-2021
FORMAT AND EVALUATION CRITERIA
DEGREE FINAL PROJECT

Audiovisual Itinerary

1. Format of the Final Project

Theme choice; project tyoplogy

The student shall freely choose the theme for the Final Project. If the student aims to have a positive evaluation it is essential to mantain coherence between the conceptual and formal parts of the project.

Documents for the Final Project final defense and evaluation

The Final Project shall be submitted both in physical and digital format.

A. Documents to submit in Physical Format

The student shall mandatorily submit the following documentation:

↗ **Final Project expository report**
The report shall explicitly include every conceptual aspect and every methodological and technical information, as well as information of any other kind, considered necessary to draw the conclusions on which the formal design of the project (document stapled in DIN A4) is based. The essay on the description of the project shall be concise, synthetic, logically organized and the language shall be comprehensible and precise.

↗ **Graphic material**
The material that constitutes the project or the material that expresses its characteristics the bestn shall be submitted in the most suitable format (panels, audiovisual or web page format or in physical format -USB, CD-rom, DVD...- sketch-book, etc.) and following the tutor's instructions.

↗ **Scale models or prototypes**
Optional for audiovisual students. The student shall also submit studio scale models, prototypes or other elements that, up to the student's criteria, may provide useful information about the project.

↗ **Summary of the project's report**
The summary shall take up a maximum of one COME 4 page (extension up to 720 characters, spaces included). The summary shall include the following information: project's title, name and surname of the student, specialty, academic year, call, and name of the institution.

↗ **Summary panel of the project**
5mm COME 1 (59,4 x 84cm) light-weight board panel, in vertical, that graphically summarizes the project. All identifying data shall be included in the following order: project's title, student's name and surname, itinerary, academic year, call, and name of the institution. During the submission of the Final Project in physical format, AEAD will make sure that the student also submitted the documentation in digital format.

B. Documents to submit in Digital Format

The student shall also mandatorily submit all documentation in digital format before the submission of the physical project. The submission will be made through the Virtual Campus, through the virtual classroom of the subject in the corresponding task. The documentation shall be submitted in one single compressed file in *.zip format in the following way:

↗ A **Folder** containing: the most relevant documents that summarize the content of the Final Project (including the poster submitted in the 5 mm COME 1, 59,4 x 84cm, light–weight board panel for the Final Project), the entire report in PDF format, the summary of the project's report, the images in .jpg format.

↗ A **Folder** containing (at least) 4 representative images of the project in tiff format at 300 ppi, which may be used as a dissemination of said project.

↗ A **Folder** containing audiovisual material included in the Final Project: video, interactive, audio...

↗ A **Folder** that shall include a photographic record: the projects suggesting a product or physical prototype that later the students will take home (for example: fashion collection, scale models, products, books, etc...), shall include a photographic register of said project for ESDI's archive.

Every document shall be sent in one single compressed file in *zip format, which will include: **surname and name.** The file can have a maximum weight of 2000MB in order to submit the presentation through the virtual campus. In the event that the student can't reduce the file size below 2000MB, the student shall submit a word file containing a link to a Google Drive folder entailed to ESDi's e-mail, that shall also include the project's title, the student's name and surname, itinerary, academic year, call, and name of the institution.

2. EVALUATION CRITERIA

The evaluation of the Final Project will be based on the following parts:

1. Project guidelines and analysis

↗ Ability to ask the right questions, objectives, hypotheses.
and justification of the proposal and briefing.
↗ Good speech structure. Appropriate use of written expression and orthography.
↗ Theme originality: innovation, current affairs and risk.
↗ Ability to create a personal discourse from the analysis and the contributions of other authors. Bibliography.
↗ Possibility to create experiments, social and/or commercial proposals, always applying a design methodology.
↗ Study and analysis of inspirations.
↗ Critical view, conclusions.

2. Proposal

↗ Coherence regarding the conceptual and methodological analysis conclusions.
↗ Ability to suggest, risk and complexity of the proposal, position of commitment to the project.
↗ Quality of the technical resolution of the proposal.

3. Materiality

↗ Coherent use of the tools used in the formalization of the project.
↗ Evaluation regarding whether the final product is completely finished or not (prototype or finished project), considering its complexity (depending on its typology and components: coding, installation, audiovisual...).

4. Project representation

↗ Care in the final formats, both in the design presentation and the report.
↗ Communication of the written proposal. Graphics, graphic unity.

5. Final project defense in front of a tribunal

↗ Oral communication of the design.
↗ Ability to summarize and select the most representative and remarkable material of the design.