MAIA Creative Work Project Guidelines
Department of Design and Industry

For thesis support, consult the Division of Graduate Studies Thesis Guidelines, visit:
http://www.sfsu.edu/~gradstdy/thesis.htm

1 - Creative Work Project Defined
The SF State University Design and Industry MAIA Creative Work Project (CWP) completion
deliverables typically are in the form of print, digital or tangible artifact(s), and a Written Document
giving evidence to the research and design process of the Creative Work Project. The CWP is considered
the Culminating Experience of the MAIA program.

The CWP represents engagement with a set of ideas clearly stated and researched, and the development
of original artifacts, research outcomes, prototypes, and examples that coherently express the outcome of
the year-long research and development effort. Guest critics (external and internal) will be invited
to participate in the year-end CWP Final Thesis Presentation, which serves as a forum for critical
dialogue, focused on each student’s thesis. A core team of full- and part-time faculty extends the energy
and ideas graduate students bring to the studio to encourage generative thinking and making. In
addition to DAI faculty, MAIA students are encouraged to engage the at-large SF State faculty (and
beyond) and cultivate advisors/professionals in their field of study to broaden students’ awareness of
resources within the larger design world and offer varied models for critical practice.

2 - Creative Work Project Grading
Upon successful delivery and completion of the Creative Work Project Written Document*, Final
Thesis Presentation**, and signature/s by student’s graduate committee, student is awarded a CR/NC
grade. Upon receiving credit for the Creative Work Project and completion of all other DAI and
University requirements, the Graduate Student is eligible to receive their degree.

* The CWP Written Document is submitted a week before the Final Thesis Presentation (Week 14,
spring semester). The Written Document is evaluated using the MAIA Rubric for Evaluating Graduate
Writing.

The Final Thesis is presented in a public forum and is evaluated by the CWP Thesis committee, with
supporting feedback from invited guests (Week 15, Spring Semester)

3 - Creative Work Committee
The Creative Work Project committee can have up to five members. A minimum of two Tenured/Tenure
Track (T/TT) faculty members on their committee is required. Non T/TT faculty can act as other
member/s of the committee. If a committee member is no longer a member of the SF State University
faculty, then the student is responsible for selecting another committee member and revising their
creative work committee document.

4 - Creative Work Primary Components
- Research leading to and indicating the value of the project
- Literature Review
- Qualitative and Quantitative Research
- Problem Definition
- Design Specification
- Overall and Detailed Project Schedule
- Project Ideation (sketches, etc.)
- Design Research Project
- Project Prototyping
- User Testing (if applicable)
- Final Prototype (tangible, print and or digital components)
- Written Document recording the project process.
  a. This work must be reproduced and bound:
i. One copy for each committee member *(Please ask each of your committee members if they want a bound copy or an electronic copy. Provide your thesis to them in the format of their choosing.)*

ii. One bound copy for the DAI library (include also a PDF copy on a USB stick drive)

iii. One bound copy for the University (include CD with a PDF of the complete Written Document)

iv. One bound copy for yourself

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**5 - Creative Work Process**

5.1. The Creative Work Proposal is due with the ATC (Advancement to Candidacy) form one semester before enrolling into the Creative Work 894 or DAI 898 Master’s Thesis. The proposals and ATC are typically due five weeks after the fall semester begins. Changes to the Creative Work Proposal are often requested by the faculty committee. Therefore, the student should give their committee a minimum of two weeks to review the Creative Work Proposal prior to submitting it to the DAI office. The CWP Proposal is evaluated/graded using the MAIA Rubric for Evaluating Graduate Writing. A PDF of the approved CWP Proposal is submitted to the Graduate Coordinator for department records and may be kept in a student’s academic file.

5.2. Mid-Semester Review Presentation. Midway through the Culminating Experience semester, MAIA students will present their CWP progress before the full CWP Committee and any invited guest/s. The CWP Mid-Semester Review is held every Spring, approximately 7 weeks into the semester. The full CWP Thesis Committee must be in attendance for the Mid-Semester Review.

5.3. A student who fails to complete the Creative Work Project during their enrolled semester will receive a grade of “RP” (Report in Progress). They will not be required to enroll again during the following semester*; there is a one-semester grace period for students to continue to work on their Culminating Experience. Students who have not completed the Culminating Experience within the two semesters allotted are required to maintain continuous enrollment through the College of Extended Learning (CEL) until the degree is earned. The five year “time to degree” rule will be in effect. The course cost is subject to change per semester. For step-by-step instruction on how to enroll in a Culminating Experience Continuous Enrollment course, visit the Division of Graduate Studies website: http://www.sfsu.edu/~gradstdy/culminating-experience-form.htm.

*NOTE: This grace period only extends if the Culminating Experience is the only requirement left to fulfill on the student’s ATC. If student has additional course credit/s to satisfy, student will be required to re-enroll. Students who complete their CWP during a Fall semester grace period are required to return the following Spring to give their CWP Final Thesis Presentation as final presentations are generally done in Spring only.

5.4. The Creative Work Project needs to be completed within the five year SF State University enrollment period.

5.5. Student must meet with their CWP Committee a minimum of three times during the semester in which they are enrolled in the Creative Work (or Thesis) Project. Student is responsible for scheduling.

5.6. It is the student’s responsibility to have their CWP Committee chairperson complete and sign the following forms upon CWP completion:

   a. Report of Completion
   b. Change of Grade - from an “RP” to “CR” (if applicable).
5.7. Grade for DAI 894 will not be issued until requisite copies of the CWP Written Document (hard and soft copies, specified in Section 4.a) have been received.

5.8 Creative Work Final Presentation
At the end of the final Creative Work Semester, students must present their work in a public forum. Each student will have approximately 30 minutes to explain in detail their project and design process with illustrations, and to answer questions from the audience. The Creative Work Committee members must be present at the Final Presentation in addition to at least one faculty member who is not on the student’s Creative Work Committee. Students may be asked to invite a non-committee faculty member to their Creative Work Final Presentation.

6 - Creative Work Project Examples
The MAIA program explores design as a vehicle for, but not limited to the following: contemporary issues in design; addressing global/sociocultural issues; design history; identity/gender politics; ecological/sustainability; universal design and accessibility; design education; inclusivity and scales of economy/economics; and interdisciplinary topics.

6.1. Visual Communication: Creative work projects from former students have included instruction books or manuals; projects about societal and/or environmental concerns; issues around personal identity and history; emerging content areas such as social networking, virtual worlds, user experience; virtual worlds; game design; related arenas such as environment/museum display. Projects have used both traditional print and digital media approaches, sometimes a combination of the two.

6.2. Product Design: Creative work projects from former students have included redesigns of existing products leading to user improvements; product innovation based on new and emerging technologies; socially responsible and/or community design projects; sustainable design projects; innovative uses of materials and manufacturing techniques; universal design approaches; softgoods; design incorporating unique interfaces or visual languages.

6.3. Other
   a. Design of educational methods and curriculum developed into an educational tool
   b. Project working directly with an industrial partner, executing your original idea(s)

NOTE: CWP that are surveys or reviews are not considered Creative Work Projects. A satisfactory CWP demonstrates the development of an original voice for both verbal and visual expression of an area of design thinking.

7 - Creative Work Project Document Components
The design specs, layout, binding and dimensions are not required to adhere to SF State University Thesis Standards. MAIA students can either follow the University’s Thesis Guidelines, or design a document of their creation—in terms of layout, use of typefaces, dimensions, etc. Other University and proper rules of grammar, annotation, credit, etc. still apply - consult the Publication Manual of the American Psychiatric Association (APA) latest edition, or its website.

7.1. Front Matter:
   a. Title page
   b. Certification of Approval
   c. Acknowledgements [optional]
   d. Table of Contents
   e. List of Figures
   f. List of Tables [if needed]
   g. Abstract (which summarizes the key ideas throughout your work, approx. 250 words)
7.2. Body of the Work
   a. Introduction to and establishment of the significance of the central problem
   b. Statement of Design Problem and Sub Problems
   c. Literature Review
   d. Documentation of quantitative and qualitative research including charts, summaries, etc.
   e. Evidence of design iteration, development prototyping and production process
   f. Analysis of insights and conclusions
   g. Presentation of your Creative Work on paper
   h. i. Images
      ii. Drawings
      iii. Etc.

7.3. End Matter
   a. References (alphabetized and annotated with APA)
   b. Appendices (leftover data that doesn't neatly fit into the body of your work) again, annotated with APA)

7.4. The cover should clearly state the Author Name, Project Name, and Date. Images may be used but are not necessary.

7.5. Suggested Binderies:

Arnold's Bindery
915 Linden, Suite C / South San Francisco
650 872 3998

Cardoza-James Binding Company
2347 Third Street / San Francisco
415 543 2000 http://www.cardozajames.com

Herring & Robinson
100 North Hill Drive, Unit 5 / Brisbane
415 468 0440 http://www.herringandrobinsonbookbinders.com

Pettingell
2181 Bancroft Way / Berkeley
510 845 3653 http://www.pettingellbookbindery.net/

Taurus
2736 16th Street / San Francisco
415 671 2233 http://www.taurusbookbindery.com

Online Binderies: Blurb
http://www.blurb.com

Lulu http://www.lulu.com

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