

- The identification of a subject for your Master's Thesis has to be the most important academic decision you will make this year. On it rides the quality of your experience with the program—a strong vehicle will tap hidden as well as obvious resources and yield substantial growth, a weak one will barely skim the surface and contribute little to your development.
- Thesis, defined merely as project, has been too easily identified as a work that is “ready to go” immediately upon completion. In the context of our educational “long view” however, is it not also acceptable that needers might take some time to comprehend and respond to the benefits of your original thinking? Or even that your concept be “utopian”, a highly constructive study that take a very long view with regard to public acceptance?

- Professor Matt Kahn, Stanford Design

- Is the concept well suited to our broad-based university program (design education) or would it be better undertaken in a more conventional trade school atmosphere (design training)?
- Is there a component of idealism in your thesis or is it purely pragmatic with marketability the *only* barometer of need, the *only* measure of success?
- Does it appear to be less sophisticated in content than in technology? Is your thinking dominated by rules and tools? (Stuffy)
- Does it appear to be less concerned with content than with novelty or effect? (Superficial)

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- Finally, you will know that you have come up with a great thesis idea when you are:
 - genuinely proud of it rather than defensive about it.
 - inspired to commit to it; time, energy, soul.
 - aware of the group's excitement with your intent.
 - anxious to move.

- “So the reason for a 3-year mfa, is the promise of leaving usc mfa with a “fundable” independent project, to start an independent studio. Whereas two year programs like Carnegie mellon etc aim to get their students great jobs.”
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