

SAMPLE SYLLABUS. Enrolled students will receive the finalized syllabus prior to the start of the institute.

UCLA Design Media Arts Summer Institute

DESMA 5: Introduction to Design Media Arts (4 units)

During the two-week program, students explore a variety of media examining different practices and design methods applied to the domains of graphic design (Print), net art (Net), immersive 3D worldbuilding (Worlds), and motion design (Motion). Broadly addressing a common theme, all four classes contribute to the creation of an integrated, multi-media exhibition at the end of the residency. The theme for 2023 will be "Dreams." Each class is taught by one instructor and one program assistant; class size is limited to a maximum of 20 students. All four classes will relate to and influence each other, and they will contribute to the creation of an integrated, final, multimedia project.

PRINT

Students explore graphic design as image-making coupled with basic typography through a series of fun and fast-paced assignments and exercises for the print media. All projects encapsulate the yearly theme while addressing principles of design such as form, data, composition, hierarchy, and creative intent. Students develop a design process and develop a visual vocabulary through hands-on experimentation and projects.

NET

This course focuses on the internet as a medium for creative expression and artistic intervention. Through examples and tutorials, students study the web in the tradition of art, activism, and creative coding. Using techniques like collage, appropriation, and strategies of artistic self-expression, students analyze these forms for their aesthetic and social potentials. References to relevant artworks are provided, both in and outside the field of Net art.

WORLDS

Game Engines developed originally for electronic games offer an exciting mode of interactive storytelling. Virtual spaces and intangible systems can strike complex moods and imagery. In this course, students learn the basics of how games and immersive media are developed, and explore "Worldbuilding" as a form of visual narrative, playfulness, and participatory experience. Students use Unity4D game engine to build and dismantle 3-Dimensional games.

MOTION

In this course, students learn the exciting properties of time-based media and ways to enable their creative potential. Exploring the technical and experimental approaches to cinematography, animation, editing and sound, students gain a basic understanding of video-making as a powerful medium capable of capturing, parsing, and imagining environments and stories.