

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 visual communication (2D Image, Net, 3D Worldbuilding, and Motion Design). Broadly addressing a common theme, all four classes contribute to the creation of an integrated, multimedia exhibition at the end of the program. The theme for 2024 will be “Current.” Each class is taught by one instructor and one program assistant, and class size is limited to a maximum of 20 students.

2D Image

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 and digital 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 web 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 computer programming, 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 web and interactive art.

3D Worldbuilding

Game engines developed originally for electronic games offer an exciting mode of interactive storytelling. Virtual spaces and their navigation can surround us in striking imagery and evoke complex moods. In this course, students learn the basics of how games and 3D media are developed, and they explore "worldbuilding" as a form of visual narrative, playfulness, and participatory experience. Students use the Unity3D game engine to build and dismantle 3-dimensional games.

Motion Design

In this course, students learn the exciting properties of time-based media—which is expressed as motion—and the methods for employing motion design in their own creative work. Exploring 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.