

UCLA Design Media Arts Summer Institute

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

From the [UCLA Course Catalog](#): Studio, 40 hours. Limited to high school students. Two-week summer course designed to meet needs of high school students interested in exploring their creative potential within fields of design media arts, with focus on concepts of narrative and storytelling. Introduction to and exploration of variety of media such as graphics, web, game, and video design with goal of combining and integrating these media to express and realize their narrative projects. Students work with most current software and technology in each discipline area, developing diverse skill sets while cultivating conceptual capabilities around storytelling project, and with experienced instructors and professionals in field to develop projects utilizing this comprehensive and integrative approach. Culminates in portfolios that may be used for college applications. Possible field trips. May be repeated for credit without limitation. Offered only as part of Summer Institute. P/NP grading. 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 the enduring power of the image through a series of fun and fast-paced exercises for print and digital media. Students develop their own workflow and visual vocabulary while honing their skills in graphic design and typography. Each project integrates foundational principles of design such as form, data, composition, hierarchy, and creative intent.

Net

This course explores online networks as a medium for creative expression and artistic intervention. Through hands-on tutorials, students study the web in the traditions of interactive art, activism, and creative coding. Using techniques like collage and appropriation to reimagine the browser window, students critically engage the aesthetic and social potential of digital connectivity.

3D Worlds

Game engines originally developed for mass entertainment offer an exciting mode of interactive storytelling. Virtual spaces can immerse us in striking imagery and evoke complex emotions. In this course, students learn the basics of Unity and 3D modelling, while practicing "worldbuilding" as a form of visual narrative, playfulness, and participatory experience.

Motion

From cinema and television to music videos and animation, motion is an essential property of time-based media. Students explore technical and experimental approaches to cinematography, animation, editing, and sound, gaining an understanding of video-making and motion graphics as powerful tools for storytelling and communication.