UCLA DMA Summer Institute 2021
"Lights and Shadows"

TYPE

DESCRIPTION:
Students explore graphic design as image-making coupled with basic typography through a series of fun and fast-paced assignments and exercises. All projects encapsulate a yearly theme while addressing form, composition, hierarchy, and creativity. Students develop a design process and critical visual vocabulary through experimentation and group critiques.

OBJECTIVES:
This course seeks to familiarize students with the core skills necessary to realize dynamic narratives in typography and graphic design. Each exercise introduces foundational design concepts which are built upon as the course progresses. Students are tasked with drafting an original typeface, finalizing a digital and scalable version, and employing it in projects such as a poster and book. All projects are drafted in industry standard software such as Photoshop, Illustrator, and InDesign, and are geared toward familiarizing the student with the process necessary to carry a project to completion.

NET

DESCRIPTION:
This course focuses on the internet as a medium for creative expression and artistic intervention. Through examples and small exercises based on a given theme, students study the web in the tradition of art and activism. 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.

OBJECTIVES:
The course covers contemporary design methodologies for the screen-based web. Students will learn to use the internet as a medium for self-expression through the use of Figma, an interface design tool, and Hotglue, an intuitive drag-and-drop framework for creating websites directly in the web browser. Students with prior knowledge of HTML/CSS/Javascript or who are interested in developing these skills can alternatively use tools of their own choosing with the instructors' guidance. Students are expected to present projects that will reflect on their relationship both to the internet and the theme "Lights and Shadows" at large.

WORLDS

DESCRIPTION:
Electronic games offer an exciting mode of interactive storytelling. Virtual spaces and intangible systems can strike complex moods. In this course, students learn the basics of how games are

developed and explore "Worldbuilding" as a form of visual narrative, playfulness, and immersive participatory experience. Students use Unity4D game engine to build and dismantle 3-Dimensional games.

OBJECTIVES:

Students will use the Unity 3D game engine alongside a provided collection of 3D assets and their own 2D images to create digital environments. Students will learn the basics of game design as an extension of storytelling and an artistic medium. At the end of the class, students will have built a navigable VR-experience of this world as well as a PC and MAC compatible stand-alone application.

VIDEO

DESCRIPTION:

Video is a powerful medium capable of capturing, parsing, and imagining environments and stories. 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, and sound, students gain a basic understanding of video-making and the strategies to create unique perceptual events.

OBJECTIVES:

Students will analyze film history and connections to the evolution of all forms of motion-picture media, evaluate work through contextual-based critique, apply experimental techniques to film exercises and projects, and engage in theories surrounding contemporary video art. Students will also examine handmade cinema, sound-films, and narrative videos.