DESMA 5: Introduction to Design | Media Arts
D|MA Summer Institute

The two week class will only be offered in the summer as part of the D|MA Summer Institute to high school students. Students will receive a total of four units for two weeks. Courses do not apply towards the degree and are on a P/N grading basis. Course may be repeated.

The course is designed to meet the needs of high school students interested in exploring their creative potential within the fields of design media arts. The course will focus on concepts of narrative and “story-telling.” Students will be introduced to and will explore a variety of media such as graphic design, web design, game design and video design with the goal of combining and integrating these media to express and realize their narrative projects. They will learn to work with the most current software and technology in each discipline area, developing a diverse skill set while cultivating conceptual capabilities around the “story-telling,” project. Students will work with experienced instructors and professionals in the field to develop projects utilizing this comprehensive and integrative approach. Students will develop creative work that can be submitted for applications to college and will also earn four units of college credit for attending this class. The department’s intent in offering this course is to help motivate and inspire students with an interest in these fields during their high school years and to help prepare them for college life. At the end of the course, students will have the ability to create their own online portfolio to show friends and family and to use in high school and future college arts applications.

Class will last for two weeks (five days each week) and will meet six hours each day with lab hours weekly. The day will be divided into two three-hour sessions, one in the morning and one in the afternoon.

Grading will be Pass/ No Pass (P/NP)
Students are expected to attend each morning and afternoon lesson and arrive on time. Due to the short nature of the course, each class will cover several weeks-worth of material and it is important that students arrive ready to learn and put their newly gained knowledge to practice.

Grading Breakdown:
50% Attendance; 50% Participation

In 10 days the students will work on short stories about themselves while exploring a variety of media.

**graphic design** _ what TYPEFACE(S) AM I
In graphic design the basics of typography are explored focusing on typefaces, their characteristics and how to create a visually striking portrait in typo-graphy. Software program instructions on Indesign and Illustrator.
**web design** _what favorite people do I relate to_
In web design students are creating an online network of references around themselves based on the people they love and admire. Software languages discussed are html, and css3, software program instructions on Dreamweaver.

**gaming design** _a “shooting gallery” of the favorite things I want_
Gaming explores narrative and interaction based on the things we strive for, or want to possess, in our (future) life with a focus on game environment and characters. Software program instructions on Unity.

**audio/video design** _a 1 minute video of who I am_
How can we use sound and motion to convey our most personal and insightful self-portrait. What if this is not about how we look (but anything less surface-based), and more about who we are; our gestures, our thoughts, our actions, our voice, or our body movement, etc. Software program instructions on Final Cut pro, After Effects and Premiere.

All these assignments can influence each other and are part of one big project, a self-portrait in a variety of ways of communication. The order of rotating will have an influence on how it all comes together, students are encouraged to use elements made in every other course as their starting point.

All students are divided into 4 groups (an equal amount of students per group). They will rotate around the media offered as follows:

**Week One: Introductory**

**Monday – all day – General Instruction - EDA**

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<th>group 1 starts with</th>
<th>graphic design</th>
<th>tue.morning/Thursday morning</th>
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<td>web design</td>
<td>tue.afternoon/Thursday afternoon</td>
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<td></td>
<td>gaming design</td>
<td>wed.morning/Friday morning</td>
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<td>audio/video design</td>
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<table>
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<th>group 2 starts with</th>
<th>web design</th>
<th>tue.morning/Thursday morning</th>
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<td>gaming design</td>
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<tr>
<td></td>
<td>graphic design</td>
<td>wed.afternoon/Friday afternoon</td>
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group 3 starts with gaming design tue.morning/Thursday morning
audio/video design tue.afternoon/Thursday afternoon
graphic design wed.morning/Friday morning
web design wed.afternoon/Friday afternoon

group 4 starts with audio/video design tue.morning/Thursday morning
graphic design tue.afternoon/Thursday afternoon
web design wed.morning/Friday morning
gaming design wed.afternoon/Friday afternoon

Week Two: Advanced

group 1 starts with graphic design Monday morning/Wednesday morning
web design Monday afternoon/Wednesday afternoon
gaming design Tuesday morning/Thursday morning
audio/video design Tuesday afternoon/Thursday afternoon

group 2 starts with web design Monday morning/Wednesday morning
gaming design Monday afternoon/Wednesday afternoon
audio/video design Tuesday morning/Thursday morning
graphic design Tuesday afternoon/Thursday afternoon

group 3 starts with gaming design Monday morning/Wednesday morning
audio/video design Monday afternoon/Wednesday afternoon
graphic design Tuesday morning/Thursday morning
web design Tuesday afternoon/Thursday afternoon

group 4 starts with audio/video design Monday morning/Wednesday morning
graphic design Monday afternoon/Wednesday afternoon
web design Tuesday morning/Thursday morning
gaming design Tuesday afternoon/Thursday afternoon

Wednesday and Thursday evening – late lab hours: 5:30 to 9:00

Friday a.m. – 4 groups work on final projects – 4th floor

Friday 2:00 p.m. – RECEPTION - EDA
STRUCTURE:

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WEEK 1:  STARTING WEEK / introductions / lectures / instructions / concept
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july 09:  mon. morning + afternoon
          General instruction day for all student groups and all instructors/
          introduction to assignments and lectures on every medium
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july 10  Tue.morning / tue.afternoon
july 11  wed.morning / wed.afternoon
july 12  Thu.morning / thu.afternoon
july 14  Fri.morning / fri.afternoon
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WEEK 2:  ADVANCED WEEK / lectures / workshops / production
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july 16:  mon. morning / mon.afternoon
july 17  Tue.morning / tue.afternoon
july 18  wed.morning / wed.afternoon
july 19  Thu.morning / thu.afternoon
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july 20  Friday presentation day
          4 groups all work on their final project for the FINAL PRESENTATION DAY
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