



SCHOOL OF THE ARTS AND ARCHITECTURE

DEPARTMENT OF DESIGN | MEDIA ARTS

www.design.ucla.edu

VICTORIA VESNA, DEPARTMENT CHAIR

"... a just-opened exhibit at the Los Angeles County Museum of Art is taking a bold first step into a brave new world where a handful of scientists, artists, architects and academics has begun swapping ideas about nanoscience and its potential to reshape art, language, human behavior and the way we perceive reality. ... the exhibit's installations ... were masterminded by James. K. Gimzewski, a pioneering nanoscientist and UCLA chemistry professor, and Victoria Vesna, a new-media artists and chair of UCLA's department of design/media arts." – **Los Angeles Times**

"UCLA is at the fine-art end of the spectrum, and a good place to push the conceptual boundaries of new media. Because it's in LA, it also retains a healthy relationship with the entertainment and tech industries." – **Shift Magazine**

"We're funding the researchers [UCLA design faculty] not only to develop their ideas but to develop them within the context of this pool of students ... So we're encouraging a better quality ... of media practitioners. Because the fine arts will inspire and lead the more commercial arts." – **Kevin Teixeira, head of digital arts and education, Intel Corp., quoted in Artbyte**

Degrees

Undergraduate – B.A.

Graduate – M.A., M.F.A.

Department Overview

The influence of technology and scientific innovation is profoundly changing how we express ourselves. Media arts is a new field that represents the exciting convergence of technology with the established design discipline. The Design | Media Arts program at UCLA offers a comprehensive approach to design that encourages innovation by students. The faculty in this program seek to provide students with the creative, artistic, and intellectual foundation upon which they can build their contributions to this dynamic field.

The Department of Design | Media Arts is committed to educating conscientious designers and artists by teaching the fundamentals of design, media, and the arts, and encouraging experimentation and innovation. Providing an extensive education in design and media arts practice, history and criticism, the department fosters a critical and creative exploration of emerging forms in design and media art – communication,

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interactive and interface design, video installations, responsive environments, information spaces, virtual environments, network agents, and other evolving areas of design and media art practice.

General Information

The D | MA program offers a comprehensive educational experience, drawing on art practice, history and criticism to bridge the influence of design with the promise of new technologies. The department tries to support a broad scope of interactive media and technology within an innovative design education. Some of the emerging media art and design forms supported within the program include visual communication, still and motion typography, interaction and interface design, software development, virtual environments, information spaces, networked agents and art | science explorations.

The department is led by faculty who are educating future professional designers and media artists by teaching them the fundamentals of design, media, and the arts, and encouraging experimentation and innovation. Providing an extensive education in design and media arts practice, history and criticism, the department fosters a critical and creative exploration of emerging in design and media art – communication, interactive and interface design, video installations, responsive environments, information spaces, virtual environments, network agents, and other evolving areas of design and media art practice.

This uniquely challenging program invites students to balance aesthetic sensibility with logical reasoning, formal theories with practical application, and contemporary thought with historical perspective. The program is situated in one of the top research universities in the country and in the most vibrant multicultural city in the world. Students are encouraged to be full participants in helping define this newly emergent field. The dynamic nature of the program reflects the constant state of flux and change characteristic of living in our increasingly technological world. Recognizing that the digital arts movement is international in scope, we have developed a vibrant visiting artist program and encourage our students to engage their peers in different parts of the world.

At the successful completion of the program students are expected to have developed both an aesthetic sense for design and a mastery of the technology necessary to innovate. Our faculty is committed to helping students become creative, smart thinkers who are active participants in shaping the world we live in.

In the last two years D|MA has implemented the Lab and the Media Arts Resource Center (MARS). The Lab is an experimental playground for media arts projects that involve sensors, physical computing and embedded technologies. The Lab supports both student and faculty research projects. MARS houses an extensive collection of books, videotapes, CD-Roms and other material relevant to media arts research. The center is

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meant to serve as an information resource for faculty and students. An online database allows users to search for titles and check availability of materials.

Representative alumni include:

- Robert Abel, computer graphics pioneer
- Donald Chadwick, designer of the Aeron chair
- Art Durinski, president of the Durinski Design Group, computer graphics, special effects and animation, and assistant chair of digital media at Otis College of Art and Design
- Andrew Hieronymi, instructor, Savannah College of Art and Design
- Anne Niemetz, instructor, Victoria University of Wellington (VUW), New Zealand
- Pat O'Neill, experimental filmmaker, writer/director of "The Decay of Fiction"
- Betye Saar, assemblage artist
- Daniel Sauter, instructor, University of Illinois at Chicago
- Ellen Shapiro, graphic designer

Department of Design | Media Arts Faculty

Professor Rebecca Allen
Professor Erkki Huhtamo
Professor Robert Israel
Professor Rebeca Méndez
Professor Vasa Mihich
Professor Christian Moeller
Professor Jennifer Steinkamp
Professor Victoria Vesna (Chair)

Assistant Professor C.E.B. (Casey) Reas

Joint Professor Katherine Hayles
Joint Associate Professor Mark Hansen

James Bassler, Professor Emeritus
Bill Brown, Professor Emeritus
Thomas Jennings, Professor Emeritus
Mitsuru Kataoka, Professor Emeritus
Julius Kester, Professor Emeritus
Lionel March, Professor Emeritus
Alice McCloskey, Professor Emeritus
John Neuhart, Professor Emeritus
Nathan Shapira, Professor Emeritus

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Adjunct Faculty**

Roy Ascott, Professor
Sara Diamond, Professor
Machiko Kusahara, Associate Professor
Cameron McNall, Associate Professor
Joachim Sauter, Professor

2006-2007 Lecturer Faculty

Benjamin H. Bratton
Jay Chapman
Peter Cho
Sean Patrick Dockray
Willem Henri Lucas
Drew Schnurr