It is a media arts program that is not so heavily invested in engineering. We consider the artistic
be designers. Some want to be at UCLA.

18) Why do students choose this major?

In Los Angeles I think they are curious. We are talked about, especially with all the work Victoria
This department is seen internationally as a place to be.

14) What is the ideal role of “research” in DMA, in UC arts and humanities, etc?

of cities or reconstructions of now destroyed sites.
Architecture department?

12) How does and how should graduate work done at DMA differ from digital work done in the
Engineering and CS are more about making tools.

11) How does and how should graduate work done at DMA differ from digital work done in the
Engineering and CS departments?

10) How should graduate work done at DMA differ from digital work done in the
engineering and CS departments?

9) How would you like to see our department in 5 years?

I would like to see more tracking of students.

8) How can we make the department more professional, less professional, or more creative?

We could make it less professional and more creative. That would be the job market. I think considering the job market as the only venue is a really narrow scope. If we can
be the first choice of students interested in our area. We need more scholarships. I would like to

7) How do you feel is the ideal role of research in the department?

What do you feel is the ideal role of research in the department?

6) What are the implications and what should the focus of a Design | Media Arts Department nested
within a research university?

Is it an area that reflects on other media or is it its own field?

5) Could we make D|MA the UC Design Program?

The ideal role of “research” in DMA is to create New Paradigms

4) What are the implications and what should the focus of a Design | Media Arts Department nested
within a research university?

I think there seems to be a lot of intra UC communication, they have conferences where they just
win awards in a major media arts competition in Europe called arts Electonica. If we continue to
keep that balance, but I’d like to see it go deeper in each discipline. I’d really

3) What are the implications and what should the focus of a Design | Media Arts Department nested
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One thing I love about the department is its pluralism. And the fact that the faculty share
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JENNIFER STEINKAMP, PROFESSOR

Q + A

Conversations with Faculty, Staff, and Students

I would like to see our program more innovative.

C S R E A S, VISITING PROFESSOR

Background, general info:

I came here to the department because I’m curious for the allure of graphic design and
and design.

Never mind. Say it as you do it.

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Good design can move mountains. Engineers and artists alike must envision a world with

HMMMM. There are different kinds of research. Typically when people think of research they think
of quantitative research, where I’ve been in places where this kind of research has been done, and
I’ve only been here since the fall. I still have fresh eyes and not a lot of context. I would really like to
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