who, what, where, when & why are we here

We need to finally solidify who we are and what we’re all about, where we want to fit in, when and how we can make this all happen and why we’re here.

*Example Applications:* Posting a department history on the web site, creating a mission statement or manifesto and making it known throughout the department, having an open dialogue between the students and the department (desma 170), a printing of a d|ma bible telling the tales of what we were, what we are and where we plan to go (including faculty bios, histories, course lists and descriptions, four year plans etc.).

one picnic bench can change the world

We need somewhere to eat, somewhere to talk, somewhere to socialize, to get to know one another. We need to get to know one another. The department is small but we are more separated from each other than Kinross is to campus. We need to feed off each other’s creativity and drive, we need to spend time together, we need to collaborate and to work together.

*Example Applications:* Buy a bench, some couches for the halls, a table and some chairs; “Fridays at Five”, more studio space, freshman introductions.

tell us what you REALLY think

We are here to learn. Be critical, teach us, help us grow and our talents mature, tell us what you really think, on everything.

*Example Applications:* End of year critiques, harsher class critiques, portfolio counseling/workshops.

no more being deaf, dumb, and blind to reality

We need to be able to think, but also to know how to market that thinking. This department is not and should not be a trade school, but there does need to be an awareness of the reality that we will all eventually need a job.

*Example Applications:* Workshops on resumes, portfolios, interviews, workshops/lectures on what is *really* expected of us in the real world and what are our options.

constantly conversating and connecting

We need to have constant dialogue, we need to have an unquenchable thirst to experience, evolve and learn, never satisfied or slowing. We need to have an awareness, a relevancy and maintain that need for more.

*Example Applications:* Study abroad program, communication with outside facilities (printing presses, manufacturers) and companies (web design firms, advertising agencies, film studios), an alumni network, current web site including a LA events calendar as well as new and current articles and theories on design.

cry it from the rooftops

After deciding who we really are, we need to tell people, get it out there, let it be known, make ourselves a reputation, market and brand ourselves; no more lies or misconceptions. Sell it like we’ve never sold it before.

*Example Applications:* Create a brand identity and strategy for the department (desma 170), have information available (flyers, brochures) for prospective students telling them exactly what we are all about, a current web site with student bios, histories and four year plans; printing the d|ma bible.

jennifer tranbarger
super size it, don’t limit yourself

Keep our definition and concept of design broad, feed off of its vagueness and appreciate and manipulate its freedom. Do not allow ourselves to get too focused on any one theory or application but maintain strength in our breath.

Example Applications: Mission statement and design manifesto.

the perfect man, i mean department

A whole, living, breathing, person; complete and full. An all encompassing environment, nurturing and feeding, creating the perfect balance of education and personality. Being all of the following:

The Author
The Anthologist
The Conduit
The Sensor
The Independent
The Connector
The Wonderer
The Nurturer
The Critic
The Creator

the ugly truth

After surveying a number of current seniors and freshmen our group analyzed and discussed their responses, overall we found a growing general dissatisfaction. The following contains the key questions and answers.

1. What is your definition of design?

“Design is the way that things are made. It would involve an initial idea, which is then created and developed.”
—Matt Freeman (Freshman)

“Creating visually and sometimes mentally stimulating objects print interfaces, etc.”
—Kevin Smith (Senior)

2. What is your definition of media arts?

“Artwork produced with the aid of technology.”
—Jessica Huang (Freshman)

3. When asked, “What is your favorite D|MA class and why?” Freshman almost all unanimously chose form while seniors seemed to champion video.

5. What is the focus of the D|MA department?

“No sure please tell me, I really want to know.”
—Leon Hong (Freshman)

6. When asked, “What classes that are not currently offered in our department would you be interested in taking?” While most freshman didn’t know, seniors were interested in taking classes in the area of applied arts.

7. Where do you do your work and why?

“At home, because my home doesn’t close at 6pm!! I have things at home that give me inspiration. Not the annoying hum of florescent lights.”
—Kevin Smith (Senior)

8. How do you feel about the social environment of the D|MA?

“It’s actually pretty good. Because of the small classes, you get to know lots of Design majors.”
—Alex Castle (Freshman)

“There is little love. It’s like unfresh fish.”
—Jennifer Wang (Senior)

9. When asked, “What is your favorite UCLA class and why?” Only 23% of students surveyed chose a class outside of the D|MA.