

UCLA

Student Learning Outcomes for the B.A. in Design | Media Arts

The Design | Media Arts major is a designated capstone major. Students are required to complete an advanced project of their own which entails full engagement with the design process. Through the capstone experience, students demonstrate their capacities to:

- immerse themselves in their subject matter to acquire deep understanding. (Research)
- explore and develop ideas by listening to and observing patterns. (Ideation/ Creative Development)
- define the event and its surroundings, the mise en scène, the ethos — character, mood, feeling, essence, principles, rationale, attitude, voice, looks — of their idea. (Creative Direction)
- develop the specifics of their design. (Design Direction)
- conceptualize how their idea is going to reach its audience; how and when it will launch; how it will stay relevant and vibrant. (Communication Strategy)
- design the specifics (with exactitude) of each one of the elements of their visual vocabulary, from graphic elements—color palette, typography, logotypes, symbols—to photography, videography, and illustrations; define their spatial, material and auditory elements. (Design)
- research thoroughly all production methods that are appropriate and relevant for their piece. (Production/Fabrication)
- analyze, review and critique others' work. (Critical Analysis)