Alyssa Wang
Herman Rosiles

1. One of the bigger changes we made to our site is the flash slideshow of the upcoming events. Instead of having a list, all the events are now cycled through a picture slideshow. Each picture has a caption at the bottom with the name/date/time/ and a sentence or two of explanation on what the event is about. There are forward/previous/pause buttons so users can fast forward, go back, or pause at certain events. This makes the DMA site more exciting and user-friendly. We also included a section on faculty, showcasing them. A different faculty member will appear each time the page is refreshed. A department's reputation is built by its students, as well as its faculty, so we think it is important to have a section on them.

2. Purpose: this site gives new users a first impression of the department, which is why we emphasize on the students who go here, the faculty that instruct here, and announce the events that are happening. The purpose of the site is to provide prospective students with an accurate overview of what the UCLA design/media arts major is about, what kind of courses are offered, samples of projects created by the students; to provide parents with the same sort of information, the projects/progress that their kids make, the professors that will be teaching; provide parents a place where they can easily access and view the types of courses their kids are taking/can take; provides current students a place to view their peers' works, a list of events/lectures that are going on, a student forum where students can discuss classes, find help, find internships/jobs

3. Audience: current students (undergrad & grad), faculty (professors), prospective high school students, prospective transfer students, parents of current students, parents of prospective students, anyone else who has an interest in the D|MA department and its events; anyone else who wants to look at/check out the site.

4. a. A high school student who is very interested in computer graphics and animation is applying to colleges in the fall. He sees that UCLA offers a Design | Media Arts major, but does not know exactly what it is, so he visits the site. Upon first sight, he is able to see the types of works created by the students in the department. Right below that is an 'apply' button, which gives further clear instructions on how to apply to the major. Under 'visitors', he is able to find a short description of what the major is about. Browsing around, he finds the classes that are offered for undergraduates, which help him get a better understanding of the department.
b. A student's parents are visiting her for a week. Although they let their daughter choose what she wants to do in the future, they weren't too happy with her decision. The name 'Design | Media Arts' is not a very familiar major name, and they feel like their daughter will end up as a starving artist or a bum on the streets after she graduates. Before coming, they visit the DMA site. The first thing that catches their eye is the events slideshow. Taking a closer look, they see that there is a lecture given by Kenya Hara, a famous Japanese designer, on one of the days that they are staying over. They are big fans of his Muji merchandise, so they decide to attend the lecture. After seeing his works, they decided that their daughter just might be able to create designs for a living.
c. A potential donor to the university happens to browse to the Design | Media Arts site. He is interested in the kind of media design that is created here, so instead of donating directly to the university, he decides to make a lump sum donation to the School of Arts & Architecture instead.

5. Our decision to make the events calendar a flash picture slideshow would catch users' eyes. Usually, people would not take much time to glance through the list of events, much less click on them. As a slideshow, it will now catch people's attention, even if they are looking at something else on the front page. Having pictures of the events will definitely help a lot too, since people would definitely notice it more and take more interest in them. Our decision to include a section on the faculty on the front page would make the site more informative. The faculty of any department plays a big role in making it what it is, so showcasing the great faculty that teach here will let people know how awesome our department is. The main difference between our site and others is the way we display it. Take USC's site for example: there is so much tiny text and front webpage is so long that upon first glance, it doesn't even look like a site on art and design; if you just glance at it without reading the text, it looks like a page on politics or something. Not to mention that the super long page makes it hard to find things. Our site, on the other hand, is designed so **people can look at it, not read it**. The front page of a site is like its portfolio- you would want people to be able to glance through it quickly and get a good view and understanding of what it is, instead of making people read through it to find out.
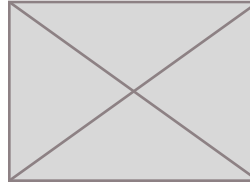
banner

| visitors | faculty | graduates | undergrad | events | search |

events

DMA events feed: atom | RSS

faculty

faculty name

description
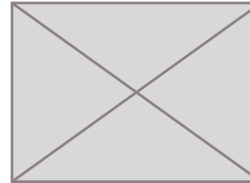
link to works

grad gallery

student name

project title
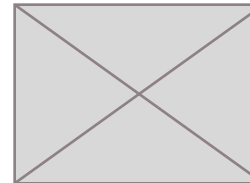
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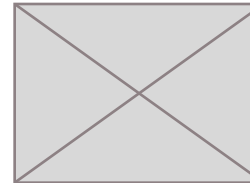
project description

apply to DMA grad

undergrad gallery

student name

project title

project description

student name

project title

project description

student name

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apply to DMA undergrad

announcements

list of announcements

DMA events feed: atom | RSS

search bar

student resources

student forum

DMA labs support

class pages

flickr group

senselab

DMA mail list

subscribe

unsubscribe

| ucla | ucla arts | art\|sci | EDA | website credits |

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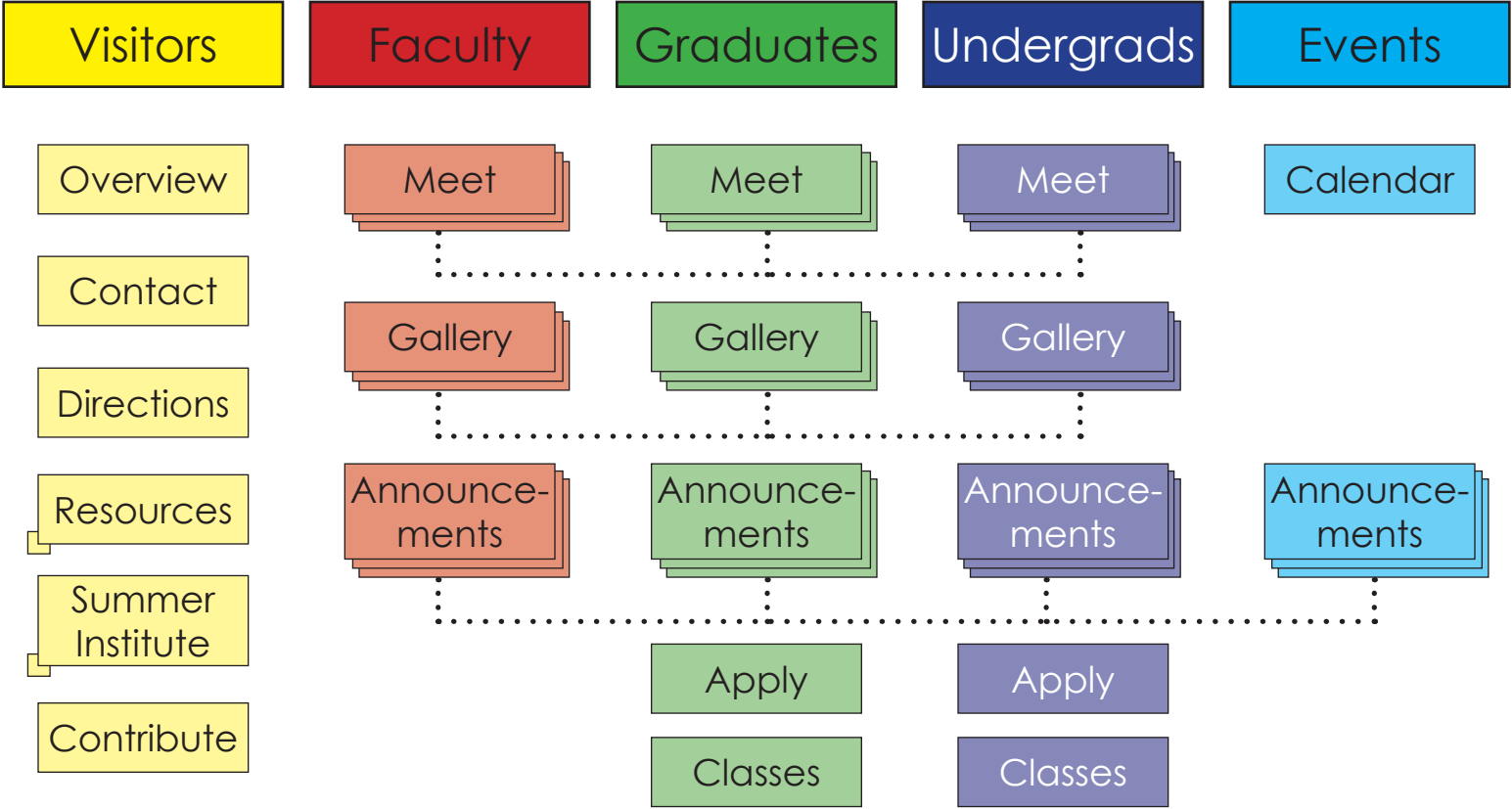
Calendar

Find Event 🔍

UPCOMING EVENTS

EVENT TITLE
SMALL DESCRIPTION

October 9, 2008 12:00AM

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EVENT TITLE
SMALL DESCRIPTION

October 15, 2008 5:00AM

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MONTHLY CALENDAR

October ▼   2008 ▼

<< Previous Month   Next Month >>

M	T	W	TH	F	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Calendar

DJ ✖

SEARCH RESULTS

DJ Flex Presents
SMALL DESCRIPTION

October 18, 2008 12:00AM

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Synopsium on Design Elements
SMALL DESCRIPTION

October 29, 2008 12:00AM

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Workshop on how to DJ
SMALL DESCRIPTION

November 20, 2008 12:00AM

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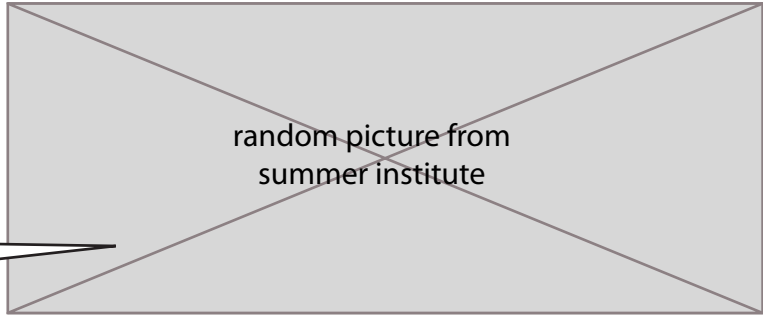
MONTHLY CALENDAR

October 2008

M	T	W	TH	F	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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November 2008

M	T	W	TH	F	SA	SU
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

random picture from
summer institute

UCLA DESIGN | MEDIA ARTS
SUMMER INSTITUTE 2008

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graphic design

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game design

audio//video

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About:
Summer Institute

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gallery

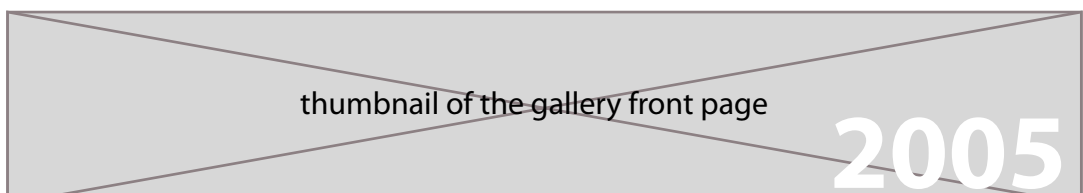thumbnail of the gallery front page

2007
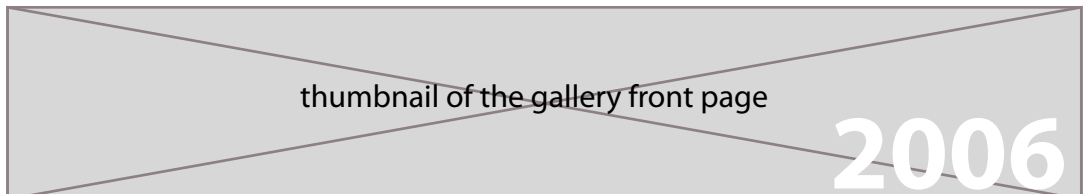
thumbnail of the gallery front page

2006

thumbnail of the gallery front page

2005