

ANNUAL REPORT 2019-2020



SANTA
MONICA
COLLEGE

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 ixd.smc.edu

My name is **Frank Dawson** and I'm the Dean of the Center for Media and Design campus at Santa Monica College (SMC).

I'm also the Lead Administrator for the Bachelor's Degree Program in Interaction Design (IxD). We are about to graduate our third cohort of IxD students, and from the start of discussion about launching this program I've believed that Interaction design was the kind of program that truly suited the culture of Santa Monica College. Although I did not fully understand the actual work of Interaction Designers, my previous career involved creative program development in the entertainment industry and I thought the IxD description met the forward thinking "Future of Work" kind of daring discipline that would attract a curious generation of students and provide numerous career and employment opportunities.

During my more than two decades here, Santa Monica has been known to go above and beyond traditional perceptions that tend to define a typical Community College. When the opportunity arose to offer this degree, we believed SMC could address a glaring industry need by drawing on the ethnic and socioeconomic diversity of our talented student population.

When I first became an Administrator in our Workforce and Economic Development Department, I visited a few Tech companies in Silicon Valley and when ushered around on one visit I was told, "she's from Stanford, he's from MIT, and those two are from Carnegie- Mellon. Their training is top-notch, they are very good designers, but they tend to gravitate toward thinking in a similar way. They may look different, but their backgrounds are often the same." Diversity of experience and perspective is a quality the tech industry desperately needs.

When we talk about diversity we often consider race first. It's the most obvious thing. But when we include socioeconomic diversity and the kinds of thought processes that come out of communities that have had to be innovative just to survive, it's quite a different story. It's a different approach to problem solving and an alternate way of thinking, and I think diversity of perspective is a crucial and important element for forward thinking companies, especially those who are evolving and driving new technologies. From an industry perspective, I believe our graduates will be a great asset to any business.

If you are a parent—and I've put two children through college myself—you've got think about the rising cost of a college education. Our Degree is affordable. You may not want your child to have to settle for a job they don't necessarily desire, because they have to pay off rising student loan debt. Like industry, you've got to consider the cost versus the return on that investment. Community colleges are not what they once were, as second options. We offer both academic and workplace skill development, utilizing Design Thinking methodology and taught by an amazingly talented and dedicated group of faculty. I believe our degree in Interaction Design is competitive with any four year IxD or UX program in the country. And yes, I'm probably biased.

To students, the first thing I would reference would be the opportunity for upward mobility. A Degree in Interaction Design can be broadly applied across numerous industries. There is a massive probability for growth and employment in this space—and the jobs are well-paying! If you think about the transformative nature of our evolving global crisis, a majority of work moving forward will require human interaction with machines and devices. We will need engineering and Tech support teams that include Interaction Designers and each team would benefit from an inclusive interaction design perspective. We need to think constantly about how technology can be more human-centered, and that UX and Interaction Design skills and principles can be applied almost everywhere.

If this pandemic has taught us anything—beyond how to creatively cope with Zoom fatigue—it's that we truly share this planet with a global community. What happens in one nation can present opportunities or consequences for another. I believe that our Interaction Design program is on a trajectory for global impact, especially in terms of the growing opportunities presented for our students. Whether that includes connecting remotely with students abroad, studying abroad, working abroad, or securing advanced Degrees and training, I think we need to think globally and collectively. And above all, we must think forward, and we must think BIG.

With gratitude,

Frank Dawson

Frank Dawson
Dean, Center for Media and Design
Lead Administrator, B.S. Interaction Design



Hello! I'm **Nicole Chan**, Faculty Lead of the Interaction Design Bachelor Program.

As a child, I loved art, but I treated it as a hobby. I didn't think I could make a living out of being artistic. I started college with a goal of majoring in Exercise Science and Kinesiology. This followed in the footsteps of my father, a kinesiology professor. Never mind my history of struggling with math and science. I was on this trajectory, until one day I walked past a Typography class in a computer lab full of beautiful new Macs. I remember thinking "No, no, no. THIS is what I want to do!"

My career as a creative spans from working at design and communication firms in Washington D.C., a role overseas as a design researcher for the United Nations, and as an Art Director in the Los Angeles museum world. My relationship with design continues to evolve. So to have expectations and constraints of what being a designer looks like. Unpacking this reveals a recurring theme of the power of these constraints.

Reflecting on the past year of this program, there have been incredible challenges and successes. I acknowledge the resilience and creativity that faculty, staff, and especially IxD students brought forward despite the variety of stresses Covid-19 introduced. Students rallied and formed together to grow and learn as a design community. They displayed grit, resilience, and self-awareness. They embraced challenges as a catalyst to uncover, create, and innovate.

The IxD program prides itself on being an accessible, high-quality, design education. Students are hungry to learn and create as a means to share their unique perspectives. They set aside fear and jump into challenges. They push boundaries through curiosity. I am inspired by these students and proud to be a part of their journey.

In design and in life, there will always be challenges. There will always be constraints. How might you develop skills and a mindset to turn these obstacles into opportunities? If you are a designer—whether you've always known it, or like myself recognized the instinct later in life—then this is the program for you.

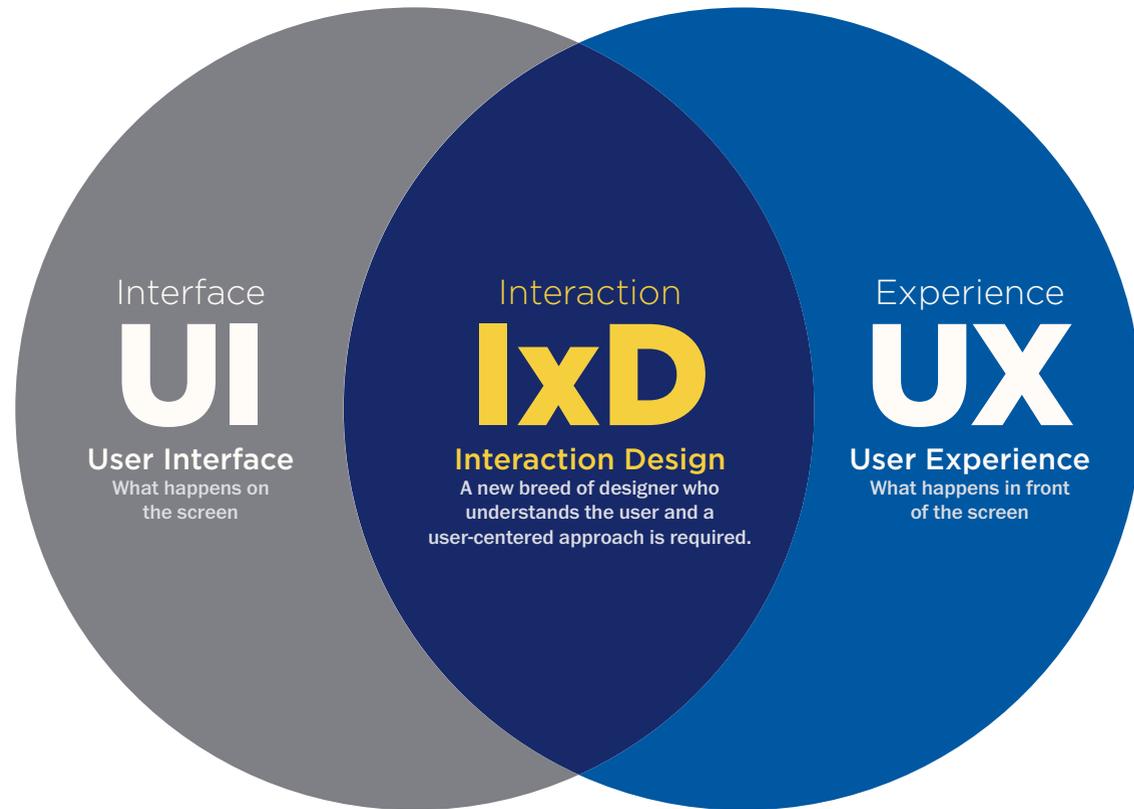
With love and sincerity,

Nicole Chan

Nicole Chan
Faculty Lead, SMC B.S. Interaction Design program

What Is IxD?

Innovations such as mobile apps, wearable technology, connected appliances, self-driving cars, and AR/VR are creating strong demand for a new breed of designer who understands the user and employs a human-centered approach.



Technical Skills

User Research, Interaction Design, Prototyping, Front-End Development, Visual Design, Mobile Integration, Project Management, and Information Architecture.

Soft Skills

Design Thinking, Presenting, Facilitating, Critiquing, Storytelling, Sketching, and Leadership.

Designers must consider the following questions:

1. What is the user's experience and how do people interact with their devices?
2. How do you design a system across a range of devices and contexts, knowing that this is often the first contact point for a business or service?

INTERACTION DESIGNERS ensure that products and services are appealing, effective, and intuitive for their users.

Why SMC?

The SMC IxD program focuses on project-based courses and provides the student with relevant, real-world skills and internship opportunities. Located in the heart of Silicon Beach with more than 500 start-up companies including Snap, Tom's Shoes, and major tech companies such as YouTube, BuzzFeed, Google, and Facebook.



CMD Campus Media Wing

Equipment

- 11x17 Color Printers
- Arduino Uno Boards
- Seeed Grove Kits
- Cube Pro 3D printers
- Oculus Quest VR headset
- 20 MacBook 15" Laptops

Facilities

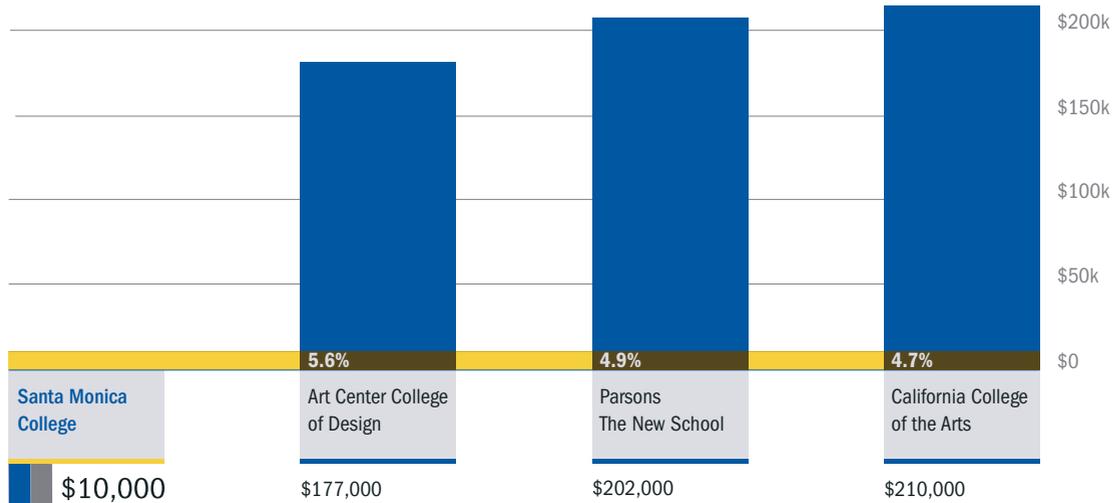
- Computer Library
- Drawing Tablets
- 3D Modelling
- CAD
- Visual Effects Software
- VR room
- HTC Vive
- Oculus Rift
- PlayStation VR Kits
- Mobile VR Cart
- HTC Vive
- Oculus Rift
- PlayStation VR Kits
- Audio & Video Recording Suites
- Recording and Editing Equipment
- High-Tech Classrooms
- Projectors
- Interactive Touchscreens

Learn more at ixd.smc.edu

IxD By The Numbers

Started in 2017, the Interaction Design (IxD) program is one of only 15 community colleges to offer a bachelor's degree in the entire state of California. It was created to fill an equity gap in the emerging field of Interaction Design.

Tuition Comparison



\$10,000*

***Cost** When the IxD program started, only two other private universities offered a degree in this field at a cost of over \$160,000. A four-year degree at SMC would cost just over **\$10,000**.

Demographic Data

(Based on students enrolled during the 2018-2019 academic year)

Gender Breakdown

50% Male

50% Female

Ethnic Breakdown

- White/Caucasian: 38.6%
- Asian/Pacific Islander: 15.9%
- Hispanic/Latinx: 15.9%
- Black/African American: 13.6%
- Two or more races: 6.8%
- Declined to state: 9.1%

89%

Graduation Rate
(Based on 4 graduating cycles)

252

Applications

44

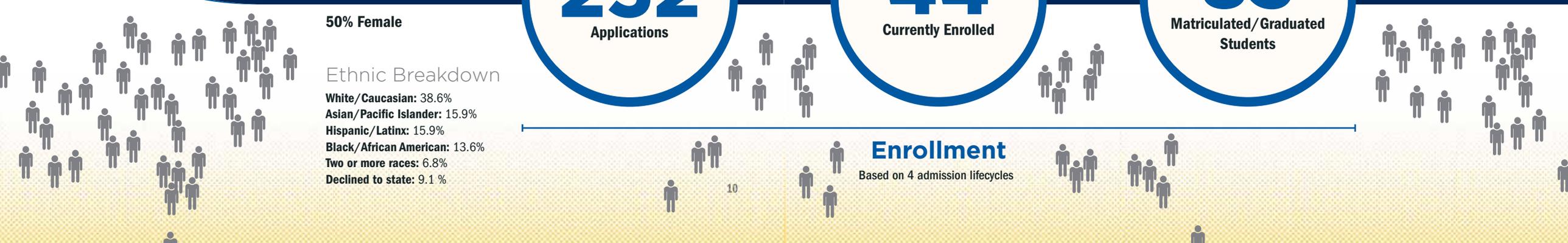
Currently Enrolled

83

Matriculated/Graduated Students

Enrollment

Based on 4 admission lifecycles



Year In Review

2019-2020

Fall 2019

- 01 First Annual IxD Fall Kick-Off
- 02 Design Challenge with Red Bull begins
- 03 Legislative Analyst's Office (LAO) IxD program visit
- 04 Industry Pecha Kucha
- 05 Industry Work In Progress Night
- 06 Creation of first IxD Program Roadmap

Spring 2020

- 07 First Annual IxD Spring Field Trip
- 08 Design Challenge with Children's Hospital of Los Angeles (CHLA) begins
- 09 Creation of the first IxD Career Services Roadmap
- 10 SMC Goes Online
- 11 Nicola Vruwink Hired as New Graphic Design Faculty
- 12 Creation of IxD Admissions Assessment Kit with Spencer Grobe
- 13 Internship Requirement Replaced with the Design for the Future
- 14 First ever IxD VIRTUAL Senior Grad Show
- 15 Creation of Online Certificates in Web Development AND User Experience

01

02 03

04

05

06

07 08 09

10 11

12

13

14 15

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

Juniors (2019–2020)

Our **Fourth Cohort** are the newest group of students. They are also the first cohort to be interviewed as part of the admissions process! This group has gone above and beyond to create a collaborative environment between cohorts and continues to raise the bar within the program.

(from left to right, top to bottom)

Ross Meredith, Katie Zhang, Miguel Juteau, Sara Pope, Zephyr Stewart, Omzee Pitchford Martinez, Chase Nguyen, Christian Enriquez, Casey Montz, Marcelo Layera, Ralph Buan, Gizelle Hurtado, Ava Ashardi, Di Xu, Ami Kubota, Andrew Ma, Andrew Hemnes, Genevieve Johnson, Arnel Patanian, Aaron Guhin, Will Gamez, Porfirio Moreno Ortega, Ruby Storey, Julia Engfer, Gabriela Castro.



Seniors (2019–2020)

Our **Third Cohort** of students reflect diverse backgrounds ranging from business, design, user experience, art history, production, photography, theatre, and communications. This group of students advocated for the creation of the program's first working agreement and culture document. They also are also responsible for designing SMC IxD's first virtual grad show! Third times the charm!

(from left to right, top to bottom)

Braxton Huff, Emily Hedrick, Roy Allen, Genesis Baltazar, Haren Soril, Courtney Taylor, Landon Harris, Brent Lawson, Yuan Li, Cole Vercammen, Susanna Davtyan, Shadae Kawaguchi, Elsa Grason, Edebauldo Martinez Ramirez, Aksana Kashounik, Petula Pascall, Stephan Tabencki, Melody Hagedorn, and Araseli Serrano.

IxD Values

We want all IxD faculty and students to feel connected to the IxD culture. To do so, we created our first set of IxD values! We believe formalizing these values will help guide curriculum development, promote academic innovation and enable wider implementation of IxD initiatives. Most importantly, we hope these values support students by providing awareness of what is needed to be a strong candidate for the IxD program.

Value

Competency

Ideal Traits

Tread New Ground

Initiative

Knowing and managing one's own strengths and weaknesses. Seeking information regarding one's performance, ability, and impact.

Self Awareness

Being proactive rather than reactive both in thought and action. Being a self-starter, rather than waiting for direction. Seeking out growth opportunities.

Turn Chaos Into Quality

Planning

Using systems to appropriately structure and keep track of tasks. Prioritizing activities, scheduling time/resources to complete tasks in a timely manner.

Perseverance

Persistently pursuing goals despite difficulties. Remaining positive and optimistic when faced with challenges.

Dream Then Do

Results Focus

Initiating and maintaining focus on and movement toward objectives. Achieving measurable results despite obstacles, distractions, or pressures.

Continuous Improvement

Constant focus on progress by identifying areas of improvement. Making suggestions for new ways to address inefficiencies and implement changes.

Work Best Together

Teamwork

Working effectively with others in pursuit of common goals. Behaves in ways to generate a collaborative environment.

Inclusivity

Interacting with others in ways that are socially appropriate. Being sensitive to and valuing the differences, beliefs and viewpoints of others.

Solve Their Problems

Client Mindset

Paying attention to client needs and taking action in order to exceed expectations. Treating clients with a high level of respect and appreciation.

Empathy

Striving to understand the feelings of others. Possessing emotional awareness that allows one to express genuine concern and caring toward others.

Semester 1

Fall Junior Year

IxD 310

IxD Studio I

This course examines the specific field of Interaction Design; its history, human-centered design principles, and screen-based interaction patterns.

Nicole Chan | **3 units**

IxD 350

Interactive Storytelling

This design course focuses on the storytelling component of interaction design with a special focus on prototyping and motion graphics.

Maxim Safiouline | **3 units**

CIS 7

Programming For Non-Computer Science Majors

This introductory course covers programming concepts and techniques applicable to those with no computer science background.

Various Faculty | **3 units**

or

CIS 54

Web Development & Scripting

This hands-on course introduces students to Web development using the newest features in client-side markup languages to create modern day visual front-ends.

Various Faculty | **3 units**

or

CIS 87a

Introduction to Python

This hands-on course introduces students to Web development using the newest features in client-side markup languages to create modern day visual front-ends.

Various Faculty | **3 units**

Media 4

Introduction to Game Studies

The course studies how video games have developed historically, culturally, and technically.

Various Faculty | **3 units**

General Education

Various Faculty | **3–4 units**

Winter (Optional)

See Summer.

Semester 2

Spring Junior Year

IxD 330

IxD Studio II

This course reveals these seemingly invisible interactive controls, providing an overview of specific platforms, paradigms, and affordances. The studio prepares students to create task oriented end-to-end user experiences and interaction flows.

Maxim Safiouline | **3 units**

IxD 360

Product Design

This course provides a hands-on introductory experience to the history, contemporary methodologies, and emerging practices of Product Design. This studio teaches students to think through “making” and includes in-class workshops on 3D modeling and rapid-prototyping.

Richard Schuler | **3 units**

IxD 410

Project Management for Design

Project Management for Design provides a comprehensive overview of current design development processes and tools used to successfully deliver a high-quality project on time.

Luke Johnson | **2 units**

Com St 310

Small Group Communication

In this course students discuss and apply organizational communication theories with an emphasis on small group dynamics, particularly in diverse workplace environments.

Luis Andrade | **3 units**

General Education

Various Faculty | **3–4 units**

Summer (Optional)

IxD 488

Independent Study
3 units

or

GD 90c

Design Internship
3 units

Semester 3

Fall Senior Year

IxD 370

Design for Community Change

In this course, students work with a variety of organizations addressing a community need to design and develop a project with social impact.

Luke Johnson | **3 units**

IxD 450

Interaction Design Portfolio

This course provides the interaction design student the opportunity to develop work under the supervision of the instructor on a one-to-one basis and to develop the skill to talk about their body of work in a professional setting.

Nicole Chan | **2 units**

IxD 460

Tangible Interactions

Working with creative technologies such as microcontrollers, sensors, and actuators, students create functional prototypes that explore new interaction techniques, principles, and strategies.

Maxim Safiouline | **3 units**

Psych 320

Cognitive Psychology

This course addresses how humans learn to process information in their environment as well as how they decide how and when to act on their environment.

Lea Hald | **3 units**

Bus 20

Introduction to Marketing

This course introduces modern business marketing concepts and strategies and familiarizes the student with standards, procedures, and techniques used in marketing.

Various Faculty | **3 units**

or

Bus 63

Introduction to Entrepreneurship

This course covers the fundamentals of how to organize, finance, and operate a small business. Topics to be covered include business plan development, financing, legal and ethical issues, marketing, entrepreneurial team development, and business models.

Various Faculty | **3 units**

Winter (Optional)

See Summer.

Semester 4

Spring Senior Year

IxD 430

Service Design

Students learn to research and develop consistency through an entire designed ecosystem. Working in teams, students conduct research to form strategies, concepts and solutions that involve the complex world of networked objects, spaces, and people.

Nicole Chan | **3 units**

IxD 470

IxD Senior Studio

This is a capstone course where students work in small teams and build on the knowledge and skills they acquired in earlier course work. The focus is on an industry-sponsored project in which students create a forward-looking design in response to a real-world brief provided by the industry partner in collaboration with the faculty.

Luke Johnson | **3 units**

IxD 480

Design for The Future

This course introduces students to a set of emerging technologies, new interfaces and developing mediums which will shape the digital design landscape in the near future. The course utilizes examples from machine learning, computer-mediated realities and immersive environments to illustrate these developments. Students develop self-learning skills and methods that will help them stay competitive with the rapidly changing nature of the industry.

Maxim Safiouline | **3 units**

Eng 300

Advanced Writing

This course further prepares students in the application of logical reasoning, analysis, and strategies of argumentation in both written and oral communication of content specific information.

Shannon Herbert | **3 units**

Summer (Optional)

IxD 488

Independent Study
3 units

or

GD 90c

Design Internship
3 units

Core Interaction Design Faculty

Much like the field of interaction design, our core faculty reflect a wide-range of experience and expertise within the field. This includes industry experience at large companies and startups as well as teaching at various levels across academia. This diverse knowledge serves students with interests across the design and research spectrum.

For more information, please visit: ixd.smc.edu



Nicole Chan

Nicole Rife Chan is invested in accessible design education as a medium for positive community impact. She serves as Faculty Lead of the Interaction Design B.S. and Graphic Design Program at Santa Monica College. Nicole held non-profit and corporate design roles involving media, print, and digital before earning her MFA in Media Design Practices at ArtCenter College of Design.



Maxim Safiouline

Maxim is a creative technologist and a design educator with experience in multimedia-rich Web applications, interactive installations, and generative computer graphics. He comes from the background in linguistics and audio-video design. His current work centers on new forms of media and emerging interfaces for human-computer interaction. Maxim holds an MFA in Design and Technology from Parsons School of Design in New York.



Luke Johnson

Luke is an employee engagement strategist and design educator whose portfolio includes work for NASA's Jet Propulsion Laboratory, Nokia, and Riot Games. He collaborates with HR, internal comms, and executives to develop customized products to solve unique, internal problems. Luke holds an MFA in Media Design Practices from ArtCenter College of Design.

Interaction Design Faculty

This dynamic group of faculty teach specific courses within the IxD program including Communication, Psychology, Design, Media Studies, and English. The breadth and depth of their backgrounds and expertise provide a truly unique experience for our students!

For more information, please visit: ixd.smc.edu



Luis Andrade

Dr. Luis M. Andrade is a Communication Studies professor in the Communication & Media Studies Department at SMC. He has a doctorate in Educational Leadership, a master's degree in Communication Studies, and a bachelor's degree in Philosophy from California State University-Fullerton. His experience includes teaching undergraduate and graduate courses in public speaking, argumentation, intercultural communication, directing forensics, and research methods. His research centers on educational equity, Latina/o student education, performance, rhetorical criticism, intercultural communication, and philosophy.



Lea Hald

Dr. Lea Hald is a professor in the Psychology Department at SMC. She has a doctorate in Psychology with a focus in Cognitive Science, a master's degree and a bachelor's degree in Psychology. Her undergraduate teaching experience includes courses in research methods, statistics, cognitive science, cognitive neuroscience and introduction to psychology. Her recent research focuses on applying aspects of cognitive neuroscience and embodied cognition to improving teaching and learning.



Julia Raz

Dr. Julia G. Raz is a faculty member in the Communication and Media Studies Department at Santa Monica College. She earned a Ph.D. in communication from the University of Michigan and a B.A. in communication from UC San Diego, and her area of expertise is women in gaming culture. Dr. Raz has been teaching in higher education for the past decade. In 2017, she created the Media 4: Introduction to Video Game Studies course for SMC.



Kevin Chicas

Kevin Chicas is a faculty member in the Communication and Media Studies Department at Santa Monica College. He earned a master's degree in media studies from the New School University in New York City, and a bachelor's degree in sociology from the University of California, Berkeley. Guided by a culturally responsive pedagogy that emphasizes media literacy, critical thinking, and project-based learning, his work has primarily focused on closing academic equity gaps among Black American and Latinx students, and mentoring students pursuing media production and social media management careers.



Richard Schuler

Richard Schuler is a Los Angeles based product designer focused primarily on architectural lighting. His experience also includes work in furniture and consumer products. He has also had his hand in several creative efforts, including collaborating as an illustrator on the internet's first hypertext novel, Sunshine 69, and the comic novella Dead in Desemboque, as well as a drummer for the post-rock swamp-boogie band, King Kong. Richard holds a Masters of Industrial Design from Rhode Island School of Design.



Shannon Herbert

Shannon Herbert is a writer and professor in the English Department at SMC. Her dissertation research at The University of Chicago examined the relationship between fiction and the late Twentieth-century fetish for technologically-enhanced objectivity. Both her research and teaching employ feminist and decolonial practices to center the experiences of historically-marginalized communities and perspectives.

Student Support

These amazing individuals provide direct help to students through academic and career counseling as well as provide holistic support throughout their IxD journey.

For more information, please visit: ixd.smc.edu



Amanda Garcia

As a former community college transfer student and first generation college graduate, Amanda Garcia is dedicated to advocating for a more equitable and inclusive learning environment that serves all students. Her primary goal as the Lead Counselor and Project Manager for the Interaction Design BS program at Santa Monica College, is to increase the pool of highly qualified applicants with students representing an array of diverse perspectives.

Amanda is currently pursuing a Doctorate in Educational Leadership at California Polytechnic University, Pomona.



Ann Marie Leahy

Ann Marie came to SMC's Career Services Center with a background in marketing project management. With several years' experience hiring artists and designers to execute corporate visions, Ann Marie brings and shares her knowledge on how to stand out and get hired to the IxD Program Students.



Marisela Canela

Marisela Canela currently serves as a counselor for the Design Technology Department. She is passionate about counseling and motivating students with the necessary skills for them to fulfill their career goals and finalize their education successfully. Ms. Canela was born and raised as a Mexican-American in Los Angeles, California. She initiated her education at Santa Monica College, where she received her Associates in Arts and then transferred to California State University Northridge, where she obtained her Bachelor's Degree in Psychology. Lastly, she acquired her Master's in Counseling from Loyola Marymount University.



Ashley Adjei

Ashley started at SMC as an IxD counselor, and has been helping students apply to the program for 3 years! She is proud to see where the program started (before there were any graduates!), and how it has evolved into the wonderful program it is today.

Advisory Board

The IxD Advisory Board reflects a wide-range of disciplines and perspectives across the industry. They also provide insight and input in an evolving curriculum as well as their time and energy into IxD events and feedback for students.

For more information, please visit: ixd.smc.edu



Sam Anvari

Sam is a graphic designer and information architect with 18 years of direct hands-on experience in graphic and mobile/web design practice. Sam has an MFA in Graphic Design from OTIS College of Art and Design and a bachelor of science in Biomedical Engineering. Crossing over to Graphic Design with a Mathematics and Engineering background has given Sam the ability to look at communication challenges from a unique perspective. Sam views graphic design as a multidisciplinary practice between "Art" and "System Engineering" plus "Linguistics" with the goal to establish a clear and universally understandable dialogue.



Guild Copeland

Guild Copeland is the Co-Founder of Sisu, an award-winning digital design studio based in LA. Guild handles all business development efforts and also serves as the strategic lead for Sisu's clients, including Disney, DC Comics, American Express, Western Union and the Grammys. He began his career in Washington, D.C., navigating the high seas of politics after graduating from Yale.



David Grau

A Los Angeles based multidisciplinary Creative Director & Designer with an award-winning track record of delivering creative strategies and executing design solutions with the most iconic brands in the world: Nike, Adidas, YouTube, Warner Bros., Ford, and more. David is currently the Director of Product Design at Red Bull, responsible for leading a global creative design and research team creating the next evolution of consumer facing digital products.



Brooklyn Brown

Brooklyn Brown is a digital product design lead, currently working for GitHub on education products for computer science teachers and student developers. She holds a BFA in graphic design from Otis College of Art and Design and began her career at a small design studio working on brand identity and print publication projects. She transitioned to product design after finishing her MFA at ArtCenter College of Design's Media Design Practices program. She has worked for a variety of tech companies in the last several years, from design consultancies to startups to Microsoft and now GitHub.



Jill Da Silva

Santa Monica College alumna, Jill DaSilva, is the CEO and Founder of the UX Design agency, Digital Karma. Jill began programming when she was 8 years old and has been designing digital experiences since the early 2000s. Beyond her consulting work, Jill teaches and speaks globally about User Experience Design, is a mentor for UX Designers, is an official Adobe XD Instructor.



Alisa Olinova

Alisa Olinova is a freelance creative consultant, art director, graphic designer, and illustrator—professional creative person based in LA. She loves making things come alive through design. Formerly at verynice, she has held every role from Design Intern to Design Director; working with 100+ organizations, many of them nonprofits, as well as teaching and speaking about design and social impact.

500+ STARTUPS LOCATED IN SILICON BEACH



Center for Media and Design

1660 Stewart St.,
Santa Monica, CA 90404

Santa Monica College's Center for Media and Design is in proximity to more than 500 tech startups and is home to many high-profile companies such as Hulu, Activision, Riot Games, Bird, Red Bull, Oracle, HBO, Snapchat, Fox, Shazam, Ring, KCRW, and more!

ixd.smc.edu

Where IxD Students Intern

The IxD program is surrounded by some of the world's biggest tech companies. But the reach of the IxD program extends beyond Silicon Beach and include internship stories from near and far away...



Braxton Huff

UX Design Intern, FanThreeSixty

I liked how I was able to apply what I learned and experienced in the IxD program to the daily workforce. The opportunity to learn more through my daily tasks and actively using my knowledge was what I found most enjoyable. I learned more about the importance of incorporating users into the design process through data. Working with the design team as well as other interns on our own projects helped boost what I learned about different parts of the company and the importance of design for each of them.



Petula Pascall

UX Research Intern Level I, Yahoo/Verizon Media

They treated me like a regular team member. I was responsible for my solo project and getting a help if I wanted it. I was given the opportunity to shine and do my best with a solo project. I was responsible for it's success or failure. What did I learn? The importance of building relationships and learning from failure.



Shadae Kawaguchi

Associate UX Designer, Activision

I hope to elevate my design and user experience skills. I want to learn how a company like Activision conducts user research and testing, and about their process. I'm excited to learn about the video game industry and how my perspective might be able to influence their projects.

Where Alumni Work

A degree in Interaction Design offers a wide-range of opportunities to our students! Our alumni work in large companies and institutions to start-ups or even creating their own businesses. Here are a few student stories below...



Amanda Sanchez

Design Researcher, J.P. Morgan Chase

Her participation in an industry-sponsored class led to a professional connection with the person from SAP that was spearheading that partnership. When her mentor was offered a new position at J.P Morgan Chase she immediately thought of bringing Amanda onto her new team.



Casey McCallister

UX Designer, Natural History Museum of LA County

Started working the the NHM as an intern during her studies at the IxD program, was promoted to full-time UX designer position working on the digital experiences of the museum's exhibitions. Perfectionist with a passion for cultural and aesthetic experiences.



Michael Coty

Artist and Design Educator

Michael discovered his passion for physical computing and tangible interaction design in the program and is now consulting educational start-ups on how to build robotics and interactive electronics kits for middle and high school education.



Ana Massette

Director Of Technology - UX @ Save the Water™ (STW™)

Working at the water conservation non-profit as a US project lead and in March of 2019 got promoted to the Director of UX Technology. An immigrant from Brazil, with a passion for bringing people together through design and technology.



Orhan Basak

Founder, Playground Vision

Started his own business in the last semester here with two other graduates. The company focuses on bringing design thinking to help businesses—from restaurants to financial consultancies—to grow and succeed. The studio is also working on developing an Artificial Intelligence-based service to help coach and potentially recruit talented soccer players from diverse backgrounds.

Design Challenges

An IxD Design Challenge is a research-centered design collaboration between SMC's IxD program and an industry partner. Each project typically last 16 weeks (or one semester) and focuses on a problem identified by—and relevant to—the external partner. Students practice different research methodologies and present their team outcomes in a final presentation at the partner's company or business.

Homer Learning

How might we design an entire home learning system for elementary students?

For this project, students were asked to design an entire home learning system for elementary students. This project was initiated BEFORE the events of the last year and provided unique backdrop for students suddenly thrust into living in this unexpected reality. Students worked directly with Homer Learning stakeholder Geoff Moore, a Senior Project Manager at a company that specializes in creating digital experiences for early learning

Objectives: *Given the vast scale of creating a learning system for elementary school students, the goal of this project is NOT to solve this problem. Instead, this project asks that students apply their evolving project management skills both creatively and strategically. This project rewards rigor and asks students to defend decisions, think of contingencies, and solve for ambiguous, large problems—the same type of impossible challenges they will encounter once they leave school!*

Red Bull

Where and how can Red Bull grow and engage audiences more often?

How can Red Bull develop a native mobile or wearable app that provides value for our audiences?

With a focus on sports, culture and lifestyle content, Red Bull Media House offers a wide range of media products across TV, mobile, digital, audio, and print. For this design challenge, students collaborated with Red Bull Media House on development on their mobile app Red Bull TV. Specifically, the theme for this design challenge was “growth”—to grow and expand audience awareness and engagement as well as establish deeper, ongoing connections through value, personalization, and inclusivity.

Objectives: *To create new and engaging connections with young consumers, more often in a mobile-native experience with Red Bull's current and new touchpoints.*

WANT TO PARTNER ON A DESIGN CHALLENGE?

The SMC IxD program is always looking for a good challenge! Using a human-centered approach—students, faculty, and our partners work together to solve real world challenges.

If you're interested in partnering with us on a challenge, please reach out to: ixd.smc@gmail.com

KCRW

How might KCRW-SMC collaborate to create a streamlined event space that generates both revenue and enrollment at the CMD.

This class asks students to solve an seemingly impossible problem. Creating a revenue generating event space at a public institution means confronting a large, bureaucratic system. These systems often have built-in mechanisms and people programmed to say “no, that's impossible” as opposed to yes and...

As a designer about to enter the professional field of design, how do you work within larger systems to create change? This brief also has very real-world and practical applications. You will be responsible for designing your grad show from concept to completion. As such, you will be asked to interface with the systems and people necessary to host an event at the CMD. Moreover, you will be working with a partner in KCRW invested in your research—and how this work can facilitate a large conversation between two neighbors.

Objectives: *Students will present their work at KCRW. We will design what that presentation looks like based on your work. However, students will be responsible for: Class Presentation Deck: KCRW has asked that final deliverables be in deck format as it will allow them to share with other departments internally. Class Website: Like our collaboration with Red Bull, all student work will be documented on a website.*

Please Note: *This collaboration was cut short mid-semester due to COVID-19*

Children's Hospital Los Angeles

How might we design for:

- (1) A central source to community resources
- (2) Virtual connectivity to promotoras
- (3) SEDOH screening and triage

The Children's Hospital Los Angeles Innovation Studio convenes internal and external communities to design, incubate, accelerate and operationalize new processes and technologies that solve complex problems and transform care delivery models in pediatrics. The studio uses human-centered design methodologies to incubate digital health solutions focused on virtual care, social determinants of health, artificial intelligence, voice recognition, virtual & augmented reality, digital therapeutics and more. In 2020, CHLA Innovation Studio is building Tia Lupe.

Objectives: *To create a trusted digital platform for LatinX patients, families, and their care team to work together to mitigate the effects of Social and Emotional Determinants of Health (SEDOH) to their health and wellbeing.*

HOMER





Luke Johnson

Family Brock

Petula Pascall

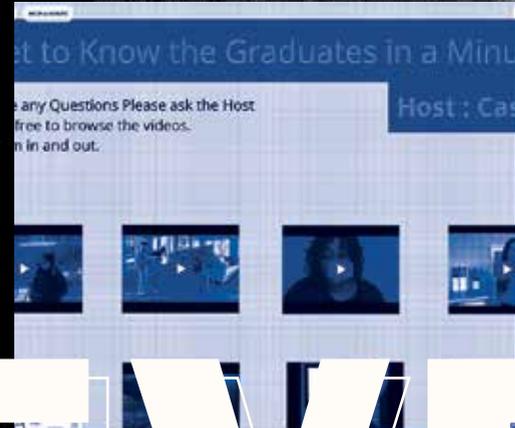
Roy

WE INTERRUPT THE PR...

EDEBALDO MARTINEZ

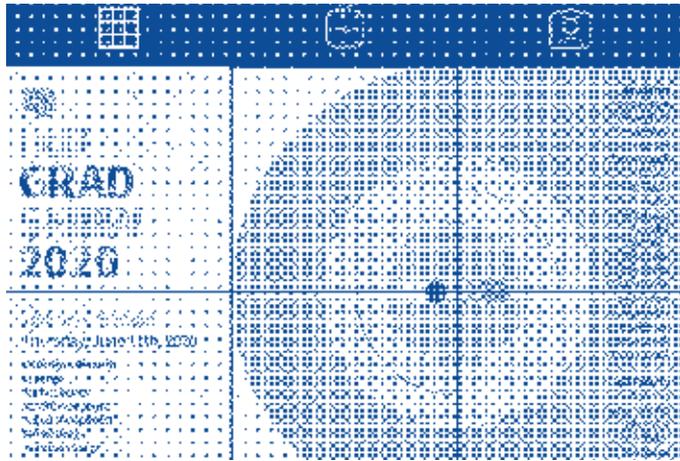
Serrano

FIRST EVER MIXD VIRTUAL GRAD SHOW



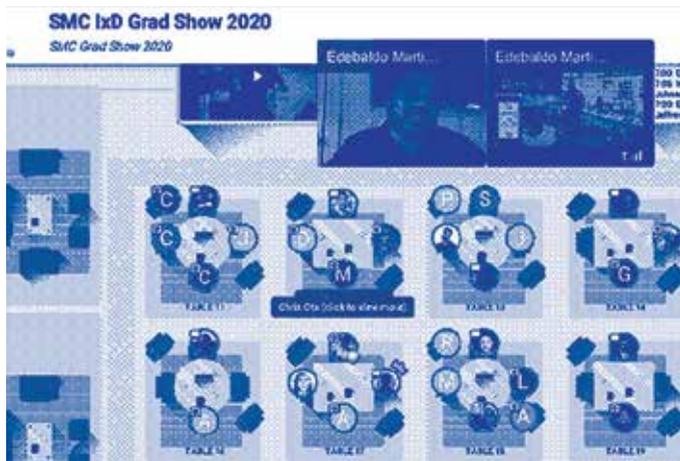
IxD Virtual Grad Show 2020

Each year our graduating students are assigned to design their own grad show. For this year's show, we made the pivot from a physical to a virtual event—creating SMC IxD's first online grad show! This student-lead initiative included creating invitations, marketing campaign, website, and leveraging an online platform to host the show.



Marketing

The graduating seniors strategized the marketing and communications of their grad show. By utilizing email, social media, online forms, and spreadsheets to keep track of data, they were able to effectively gather the audience they've needed and have wanted for their exclusive virtual grad show.



Event

Our students wanted to choose a virtual platform that felt personal—a platform that allowed students to get feedback on their work as well as network with industry professionals. After researching various online platforms, students identified an emerging platform—www.remo.co—which visualized the physical environment of a conference setting...virtually. Specifically, it allowed students to have their own tables with five other guests.

Students went on to design the entire event experience, from concept to completion, and even included an online after party!



Landing Page

This resource included an RSVP link, event schedule and profiles of the entire the graduating class of 2020.

ixd.smc.edu/students/grads-2020



10x10

In part of fostering culture within our IxD community, we've compiled ten lists of ten recommendations consisting books, articles, movies, videos, places, designers, artists, architects, object designers, movements, concepts, media broadcasts, projects, and installations.

YOUR HOMEWORK

We hope these recommendations will not only inspire our students, but educate and give them context of what they'll learn, create, and ideate within our program.

01

Top 10 of Everything

- 01 Designing Interactions by Bill Moggridge (book)
- 02 Black Mirror series on Netflix (media broadcast)
- 03 LACMA (place)
- 04 Apple Knowledge Navigator (project)
- 05 Dieter Rams (designer)
- 06 Tadao Ando (architect)
- 07 Joy Buolamwini (computer scientist)
- 08 Minimalism (movement/concept)
- 09 Objectified (movie)
- 10 Notes on Failure by Joyce Carol Oates (bonus)

02

Books & Articles

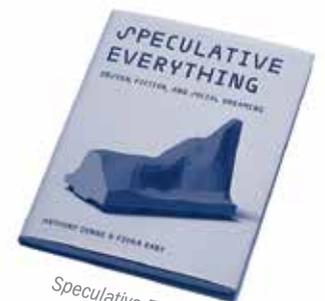
- 01 The Design Of Everyday Things by Don Norman
- 02 Speculative Design by Dunne & Ruby
- 03 Radical Technologies: The Design of Everyday Life by Adam Greenfield
- 04 You Are Not a Gadget by Jaron Lanier
- 05 Zen and the Art of Motorcycle Maintenance by Robert M. Pirsig
- 06 When Wizards Stay Up Late: The Origins of The Internet by Katie Hafner
- 07 Dealers of Lightning by Michael Hiltzik
- 08 Digital Minimalism by Cal Newport
- 09 Understanding Comics by Scott McCloud
- 10 Algorithms of Oppression by Safiya Noble

03

Places

- 01 Museum for Jurassic Technology
- 02 NASA Jet Propulsion Laboratory
- 03 The Americana at Brand
- 04 Machine Project
- 05 Three Weavers Brewery
- 06 The Broad Museum
- 07 Two Bit Circus
- 08 Museum of Natural History
- 09 Santa Monica Pier
- 10 Sqirl

Museum of Jurassic Technology

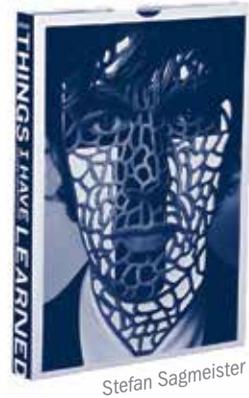


Speculative Everything
by Dunne & Raby

04

Designers

- 01 El Lissitzky
- 02 Stefan Sagmeister
- 03 Zach Lieberman
- 04 Saul Bass
- 05 Hartmut Esslinger
- 06 Yves Behar
- 07 Antoinette Carroll
- 08 Brenda Laurel
- 09 Paula Scher
- 10 Liz Jackson/The Disabled List



Stefan Sagmeister

05

Architects & Object Designers

- 01 Frank Lloyd Wright
- 02 Zaha Hadid
- 03 Frank Gehry
- 04 Buckminster Fuller
- 05 Le Corbusier
- 06 Mies van der Rohe
- 07 Rem Koolhaas
- 08 Oscar Niemeyer
- 09 Luis Barragán
- 10 Eero Saarinen

06

Movements & Concepts

- 01 Bauhaus
- 02 Equity-Centered Community Design
- 03 Cybernetics
- 04 Free (libre) software or open source
- 05 Dark UX
- 06 Intersectionality
- 07 Critical making
- 08 Machine learning
- 09 Blockchain
- 10 Structuralism or post-structuralism

07

Artists

- 01 Jean-Michel Basquiat
- 02 Barbara Kruger
- 03 Matthew Barney
- 04 Anish Kapoor
- 05 Richard Serra
- 06 Louise Bourgeois
- 07 Cindy Sherman
- 08 Frank Stella
- 09 Victor Vasarely
- 10 Yayoi Kusama



Yayoi Kusama

08

Projects & Installations

- 01 Mother of All Demos by Doug Engelbart
- 02 One Hundred Live and Die by Bruce Nauman
- 03 WDCH Dreams | LA Phil by Refik Anadol
- 04 A-Z Management and Maintenance Unit Model by Andrea Zittel
- 05 The Johnny Cash Project by Aaron Koblin
- 06 Third Hand by Stelarc
- 07 Dynabook by Alan Kay
- 08 The Sword of Damocles by Ivan Sutherland
- 09 Put-that-there by MIT
- 10 Borderless by TeamLAB

09

Media Broadcasts

- 01 Chef's Table series via Netflix
- 02 CrashCourse Channel via YouTube
- 03 Abstract - The Art of Design series via Netflix
- 04 CGP Grey Channel via YouTube
- 05 Planet Earth ep. 1 & 2 on BBC via Netflix
- 06 Serial, Season 3 via Podcast
- 07 All Watched Over By Machines of Loving Grace via BBC
- 08 The Office UK via BBC
- 09 Design for All via Hulu
- 10 Masters at Scale: AirBnB via Podcast

10

Movies & Videos

- 01 Revolution OS
- 02 Manufactured Landscapes
- 03 Helvetica
- 04 Stalker
- 05 2001: A Space Odyssey
- 06 Eames Office: Power of Ten
- 07 Get Out
- 08 Lo and Behold: Reveries of the Connected World
- 09 AlphaGo
- 10 The Great Hack

Abstract - The Art of Design series via Netflix



CALL TO ACTION

Here is what you can do...

- Tell your network about this program.
- Give a guest lecture, workshop, or teach a class.
- Offer to be a mentor.
- Hire our students!

WANT TO HELP?

If you're interested in partnering with the IxD program, please reach out to: ixd.smc@gmail.com



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Center for Media and Design 1660 Stewart St., Santa Monica, CA 90404