

SUMMER SPRINGBOARD
Look Inward. Go Upward.

AI For Design + Media Infosheet

New student admissions for Summer 2027 are open

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Explore AI-powered creative tools by producing images, video, animation, music and voiceovers through hands-on projects from initial concept to finished production.
- Develop your creative vision through prompting, visual styles, storytelling, storyboarding, editing and iterative refinement while learning to use AI intentionally.
- Examine bias, copyright, authorship, intellectual property and creative responsibility while considering the opportunities and limitations of AI-generated media.
- Create an original multimedia portfolio project that brings together visual design, storytelling, animation, audio and editing while exploring applications across today's creative industries.

Academic Program Overview

This course introduces students to the rapidly evolving world of AI-powered creative media and explores how emerging technologies are transforming the way ideas are developed, designed, and produced.

Through hands-on projects, students will use AI and traditional creative tools to generate images, video, animation, music, and voiceovers while developing skills in prompting, visual style, storytelling, storyboarding, character development, and editing. Students will experiment with the complete creative process—from initial concept and iteration to a polished production—while developing their own creative voice and learning to make intentional choices about when and how to use AI.

Along the way, students will examine important issues including bias, copyright, authorship, intellectual property, and responsible AI use. By the program's end, they will have created an original multimedia portfolio project and explored how these emerging skills are being used in film, animation, advertising, marketing, game design, and digital media.

Excursions

Students will connect classroom learning to the real world through academic experiences such as guest speakers, hands-on projects, industry insights, and visits with technology, design, and media organizations in the San Francisco Bay Area. These experiences give students opportunities to learn from professionals, explore how AI is shaping creative industries, and discover emerging applications and career pathways in AI-driven design and digital media.

2027 Dates

Berkeley

- Session 7: July 25 - August 06

Instructors

Dr.Carla Engelbrecht

Dr. Carla Engelbrecht has created more than 200 interactive media experiences through her work with Netflix, Sesame Street, PBS Kids, and Highlights for Children, including Emmy Award–winning Black Mirror: Bandersnatch, You vs. Wild with Bear Grylls, and Puss in Book: Trapped in an Epic Tale with DreamWorks Animation, as well as Elmo's Musical Monsterpiece and Ready, Set, Grover! for Nintendo Wii and DS, and the indie game Stride & Prejudice. Now she brings 25 years of media expertise to the AI era. Her AI-generated videos for children have more than a million views, and she helps thousands of parents, educators, and creators use AI to create high quality content through her writing and workshops. She holds a doctorate in Instructional Technology and Media from Columbia University and serves on the board of the National Museum of Play.

Tuition Information:

***Apply by November 30 to lock in the lowest prices of the year. Tuition increases on December 1.**

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Price**: $6,298*

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5:15pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Price**: $3,298*

Supplements:

- **Application fee**: Starting at $99 (mandatory, non-refundable)
- **Tuition Protection Plan**: Allows for cancellation for any reason up until the day of the program. Click here for more info.

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

Typical Schedule

8AM	Breakfast
9AM	Academic Course / Commuter Student Arrival
12PM	Lunch
1:30PM	Academics in Action or Recreational Activity
3:30PM	CRWs, True You, or Academics in Action
5-5:15PM	Commuter Student Departure
6PM	Dinner
7PM	Clubs
10:30PM	Night Checks

Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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