

DESIGN COMMUNICATION ARTS

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It's Your Show

A Call for Entries for Our Next Exhibit of Student Work



It's not too early to start thinking about original art and design work to submit for the Visual Arts Program juried student exhibit, "It's Your Show," opening May 30.

We encourage you to submit work you have produced in a studio arts, photography, or design communication arts course during the past year.

For eligibility information, specs, and submission form, visit visual.uclaextension.edu.

What Our Students Say

"The instructors have really made my experience in the DCA program an excellent two years."

—Benny Gee

Core Design Concepts

For information on course content, prerequisites, or advisement, email dca@uclaextension.edu, visit uclaextension.edu/dca, or call (310) 206-1422.

For online course technical requirements see page 4.

The 7 Core Design Concepts courses are designed for those pursuing the Design Communication Arts Certificate. These courses also are open to non-certificate students.

In addition to these 7 courses, students pursuing the Design Communication Arts Certificate also must complete the Print and Graphic Communication Design Toolkit plus 6 electives.

Required Courses:

- X 479.6A Design Fundamentals (4 units)
- X 482.1D Color Methodologies (4 units)
- X 479.4A Typography (4 units)
- X 479.2D Icons, Logos, and Logotype Design (4 units)
- X 479.6E Design II: Collateral Communication (4 units)
- X 479.3D Design History and Context (4 units)
- X 479.68 Design III: Advanced Design Practice (4 units)

Design Fundamentals

X 479.6A Art 4 units

Fee does not include cost of art supplies.

A hands-on introduction to the creative process and core elements of graphic design for a variety of outputs including print and electronic media. Topics include research, typography, imagery, and concept development. Projects are progressive and critiqued. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245389CA

Through Mar 2: \$595 / After: \$655

Westwood: 408 1010 Westwood Center

Wed 7-10pm, Apr 2-Jun 18, 12 mtgs

No refund after Apr 9.

Jag/Jeff Aguila, art director specializing in print campaigns who has worked with some of the largest entertainment design firms, including BLT & Associates and Art Machine, a Trailer Park Co., as well as 20th Century Fox, Lions Gate Films, Universal, Paramount, Sony Pictures, Warner Brothers, ESPN, Xbox, and Sony PlayStation. Jag received *The Hollywood Reporter* Key Art Award for Home Entertainment—Special Recognition Print for his work on the DVD packaging for *Saw: Uncut Edition*.

Reg# 245410CA

Through Mar 3: \$595 / After: \$655

Westwood: 407 1010 Westwood Center

Thu 7-10pm, Apr 3-Jun 19, 12 mtgs

No refund after Apr 10.

Henry Mateo, freelance design consultant in several design disciplines, including graphics, industrial, and interiors. Mr. Mateo has worked with such design firms as RKS, Splane Design Associates, Melvin Best & Associates, DesignworksUSA, Rimco, and Beynon & Company, and with such clients as Chevys restaurants, EBSCO Publishing, Westfield Shopping Centers, Honda Corporation, SEGA, Harmon Kardon, BMW, Brookstone, PriceWaterhouseCoopers, and Adventist Hospitals. Recipient, UCLA Extension Distinguished Instructor Award, 2010.

Design Fundamentals

X 479.6A Art 4 units

Fee does not include cost of art supplies.

Enrollment limited. For more information see page 66.

Reg# 245459CA

Through Mar 3: \$595 / After: \$655

Apr 3-Jun 19

Janine Vigus, independent design professional in the nonprofit sector who has designed identities, catalogs, reports, event calendars, exhibitions, exhibition graphics, and ephemera for such clients as Chinese American Museum, Fowler Museum at UCLA, Getty Conservation Institute, Huntington Library Press, LACMA, Library Foundation of Los Angeles, Small Arms Survey, and Vincent Price Art Museum

Typography

X 479.4A Art 4 units

This hands-on course covers the fundamentals of type, its characteristics, vocabulary, and nomenclature as well as creative uses of type and how it is integrated in successful design. *Prerequisite:* X 479.6A Design Fundamentals and X 481.997 InDesign. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245383CA

Through Mar 1: \$595 / After: \$655

Westwood: 408 1010 Westwood Center

Tue 7-10pm, Apr 1-Jun 17, 12 mtgs

No refund after Apr 8.

Janine Vigus, for credits see page 66.

Typography

X 479.4A Art 4 units

Prerequisite: X 479.6A Design Fundamentals and X 481.997 InDesign. *Enrollment limited. For more information see page 66.*

Reg# 245461CA

Through Mar 1: \$595 / After: \$655

Apr 1-Jun 17

Deane Swick, MFA, graphic designer and artist

Branding: Icons, Logos, and Identity Systems

X 479.2D Art 4 units

Learn to develop memorable identities using symbols, logos, and comprehensive environments to define and reinforce personality, tone, and voice with the goal of creating meaningful, dynamic relationships with the customer. *For technical requirements see page 4. Prerequisite:* X 479.6A Design Fundamentals and X 479.4A Typography; proficiency with Photoshop, Illustrator, and InDesign. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245380CA

Through Feb 28: \$595 / After: \$655

Westwood: 408 1010 Westwood Center

Mon 7-10pm, Mar 31-Jun 16

Westwood: 407 1010 Westwood Center

✿ Sat 10am-1pm, Jun 7, 12 mtgs

(no mtg 5/26)

No refund after Apr 7.

Pash, Vice President of Brand and Creative Management, ABC. Pash has designed the official logo for Miles Davis, brand extensions for Playboy, products for John Varvatos, retail product strategy for Motown Records, and advertising for Perrier. His book, *Inspirability*, features interviews with 40 prominent graphic designers.

Design II: Collateral Communication

X 479.6E Art 4 units

This course introduces students to strategies in design communication and covers utility of systems, programs, campaigns, and design families. Visual presentation and concept development are emphasized. *For technical requirements see page 4. Prerequisite:* X 479.6A Design Fundamentals, X 481.992 InDesign, and X 479.4A Typography. *Enrollment limited.*

Reg# 245422CA

Through Mar 1: \$595 / After: \$655

Apr 1-Jun 17

Shirin Raban, Owner, Wingz Design, with experience in package design and branding for such brands as Mattel Toys and Korbel Champagne; recipient of UCLA Extension Department of the Art's Outstanding Instructor Award, 2010

Design History and Context

X 479.3D Art 4 units

Gain a broad understanding of design and its dynamic past to discover inspiration for the present. Survey the history of visual communication, design's sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students create portfolio pieces inspired by the designers and movements studied. *Prerequisite:* X 479.6A Design Fundamentals, X 481.99Z InDesign, and X 479.4A Typography. *Enrollment limited. Internet access required to retrieve course materials.* 📖

Reg# 245390CA

Through Mar 2: \$595 / After: \$655

Westwood: 407 1010 Westwood Center

Wed 7-10pm, Apr 2-Jun 18, 12 mtgs

No refund after Apr 9.

Alvalyn Lundgren, Founder, Alvalyn Creative, a design firm primarily focused on identity, branding, print, and web design that has developed award-winning publications for the City of Los Angeles; contributing designer, *Create Magazine*

Print & Graphic Communication Design

For information on course content, prerequisites, or advisement, email dca@uclaextension.edu, visit uclaextension.edu/dca, or call (310) 206-1422.

For online course technical requirements see page 4.

Required Toolkit

The Print and Graphic Communication Design Toolkit is required for students pursuing the Design Communication Arts Certificate. These courses are also open to non-certificate students.

Required Courses:

X 479.2A Drawing for Communication (4 units)

X 481.11 Photoshop I (4 units)

X 481.47 Illustrator I (4 units)

X 481.99Z InDesign (4 units)

Drawing for Communication 🎨

X 479.2A Art 4 units

Fee does not include the cost of art supplies.

Develop drawing skills for successful communication in design. Topics include thumbnails, quick sketches, drawing from reference, drawing from memory, rendering techniques, and media options. *For technical requirements see page 4. Enrollment limited.*

Reg# 245460CA

Through Mar 2: \$595 / After: \$655

Apr 2-Jun 18

Todd Smith, MFA, fine artist and concept illustrator working in film and television whose specialties include drawing, painting, environment design, and matte painting. Mr. Smith's client list includes Sears, Hewlett Packard, Milk, Boost Mobile, and various Hollywood directors and production designers.

Photoshop I (Laptop)

X 481.11 Art 4 units

Held in a regular classroom with student-provided laptops.

Learn to create, manipulate, and combine digital images. Develop a working knowledge of Photoshop's features; use the program in 2D print, interactive, and web applications; and learn importing and exporting features. *Enrollment limited. In-class personal laptop access required. Internet access required to retrieve course materials.*

Reg# 245783CA

Through Mar 1: \$679 / After: \$745

Westwood: 413 1010 Westwood Center

Tue 7-10pm, Apr 1-Jun 17, 12 mtgs

No refund after Apr 8.

Hakon Engvig, BA in design with 2 advanced design certificates from UCLA Extension. A native-born Norwegian, Engvig's domestic and international clients include UCLA Medical Center, Macy Gray, Lifehouse, the Together Project (India), and OTE Historical Restoration Committee (Norway).

Photoshop I

X 481.11 Art 4 units

Learn to create, manipulate, and combine digital images. Develop a working knowledge of Photoshop's features; use the program in 2D print, interactive, and web applications; and learn importing and exporting features. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 245388CA

Through Mar 2: \$905 / After: \$995

Westwood: B04 1010 Westwood Center

Wed 6:30-10pm, Apr 2-Jun 4, 10 mtgs

*No refund after Apr 9.**Todd Smith, for credits see page 67.***Photoshop I** 🎨

X 481.11 Art 4 units

Enrollment limited. For more information see page 67. 📖

Reg# 245420CA

Through Mar 1: \$655 / After: \$715

Apr 1-Jun 17

Kenneth Wischmeyer, MA in Instructional Technologies, San Francisco State University; Adobe Certified Expert

Illustrator I

X 481.47 Art 4 units

Discover how this vector-based drawing program integrates into the suite of design tools. Features presented include templates, drawing paths, auto-tracing, blending features, gradient meshes, wrapping type, exporting, shape and pen tools, and more. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.* 📖

Reg# 245381CA

Through Mar 1: \$905 / After: \$995

Westwood: B04 1010 Westwood Center

Tue 7-10pm, Apr 1-Jun 17, 12 mtgs

No refund after Apr 8.

Chana Messer, Adobe Certified Expert and Instructor; owner, Mac in Art; artist whose work can be viewed at Art Pic gallery of North Hollywood

Illustrator I 🎨

X 481.47 Art 4 units

Enrollment limited. For more information see page 67.

Reg# 245457CA

Through Mar 3: \$655 / After: \$715

Apr 3-Jun 19

Kenneth Murayama, Senior Production Artist, Blizzard Entertainment

Design Communication Arts Certificate**Earn a Certificate in Our Customizable Program for Career-Minded Graphic Designers**

This 16-course certificate is ideal for those who want to pursue a career in graphic design. DCA courses are open to all students; certificate candidacy is not required.

DCA Curriculum

11 Required Courses

Core Design Concepts**Design Fundamentals****Color Methodologies****Typography****Branding: Icons, Logos, and Identity Systems****Design II: Collateral Communication****Design History and Context****Design III: Advanced Design Practice**

Page 66.

Print and Graphic Communication Toolkit**Drawing for Communication****Photoshop I****Illustrator I****InDesign**

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5 Electives

Students choose 5 electives from courses in web, interaction design, print, and photography, as well as advanced design electives in studio arts and specialty areas of design. Mentorships also earn elective credit. We recommend students choose electives that build portfolios as well as software skills.

Course of Study

Students have the option of taking courses entirely online, in the classroom, or both for added flexibility. Consult our Course Planning Guide on page 68.

Facebook:[facebook.com/uclaextensionvisualarts](https://www.facebook.com/uclaextensionvisualarts)**Twitter:**

@DCAAdvisor



Design by recent DCA graduate Benny Gee.

Software Requirements

Students must have access to the current version of the Adobe Creative Suite. Certificate students receive a substantial discount on software at the UCLA Student Store. *Lab hours are not available.*

Candidacy Benefits

Students who enroll in the 16-course certificate pay a \$250 candidacy fee and receive the following:

- Up to 80% discounts on Adobe software purchased at the UCLA Student Store
- Admittance to AIGA student group events
- UCLA Bruincard for just \$10. Good for campus discounts and more

Portfolio Review

After completing coursework, students must pass a final portfolio review.

Advisement

To schedule time with an advisor call (310) 206-1422 or email dca@uclaextension.edu.

Blog:visual.uclaextension.edu**Program Info:**uclaextension.edu/dca**Course Icons Provide Information At-a-Glance**

🎨 Online course.

📖 Textbook required

★ Meets during daytime hours.


Course Planning Guide for DCA Certificate Students

Use this guide to navigate the DCA Certificate, but note that it can be altered for your convenience. There are 64 total required units. Many courses are offered every quarter; others are scheduled on a rotating basis. Move through the program at your own pace; it is not mandatory to take 3 courses each quarter.

1st Quarter Design Fundamentals (4 units) Photoshop I (4 units) Drawing for Communication (4 units) <i>Recommended: Think Like a Designer</i>	2nd Quarter Typography (4 units) Color Methodologies (4 units) InDesign (4 units)	3rd Quarter Illustrator I (4 units) Branding: Icons, Logos, and Identity Systems (4 units) Elective
4th Quarter Design II: Collateral Communication (4 units) Design History and Context (4 units) Elective	5th Quarter Design III: Advanced Design Practice Elective Elective <i>Recommended: Portfolio Polish</i>	6th Quarter Elective <i>Final Portfolio Review</i>

InDesign

X 481.99Z Art 4 units

Design and prepare projects for printing through the understanding of color management; tools, palettes, menus, text, and graphics; and the efficiencies of creating templates, style sheets, and master pages. Learn one- to multi-color output, image preparation, type and file formats, digital prepress workflow, printing options, paper, binding, comping and finishing, interacting with vendors, quoting jobs, proofing systems, and press checks. *Prerequisite:* Familiarity with Photoshop. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.* 

Reg# 245408CA

Through Mar 3: \$905 / After: \$995

Westwood: B04 1010 Westwood Center
Thu 6:30-10pm, Apr 3-Jun 19, 10 mtgs
(no mtg 4/24 & 5/1)

No refund after Apr 10.

Michelle Constantine, BFA, Art Center College of Design; artist who works primarily in fabric, print-making, and collage with the integration of digital tools. Ms. Constantine has shown in galleries throughout California, New York, and London.

Advanced Topics

For information on the Advanced Print and Graphic Communication Certificate see page 70.

Illustrator II

X 479.47AA Art 4 units

Develop advanced techniques and practical workflows. Learn path building, altering and fine-tuning, type issues, text effects, creating fonts, linked text, color usage and application, gradient mesh, path patterns and brushes, 3D packaging comps, and prepress issues. Projects are built around print identities, visual effects, and other high-level applications. *For technical requirements see page 4. Prerequisite:* X 481.47 Illustrator I. *Enrollment limited.*

Reg# 245456CA

Through Mar 3: \$655 / After: \$715

Apr 3-Jun 19

Kenneth Murayama, Senior Production Artist, Blizzard Entertainment

Web & Interaction Design

For information on course content, prerequisites, or advisement, email dca@uclaextension.edu, visit uclaextension.edu/dca, or call (310) 206-1422.

Suggested Toolkit

The Web and Interaction Design Toolkit is one of the suggested options available to students pursuing the Design Communication Arts Certificate. This toolkit offers a sequence of courses designed to provide a foundation in web and interaction design. These courses also are open to non-certificate students.

Elective Courses:

X 481.24B Web Design I: HTML and CSS (4 units)
X 481.99AF User Experience Design (4 units)

Web Design I: HTML and CSS


X 481.24B Art 4 units

This introduction to the world of modern web design exposes students to industry standards and best practices for using HTML and CSS. Students create aesthetically pleasing websites aligned with current design considerations that emphasize user experience (e.g., audience, style, composition, size constraints, web design process). Topics include asset management, image optimization, web hosting, site planning, and the various tools web designers use to produce effective websites that meet industry demands. *Prerequisite:* Proficiency with Photoshop. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 245376CA

Through Mar 7: \$905 / After: \$995

Westwood: B04 1010 Westwood Center


 Mon 2:30-6pm, Apr 7-Jun 16, 10 mtgs
(no mtg 5/26)

No refund after Apr 14.

Mitchell Gohman, MS in Education, Director of Design, The Sandbox Canvas

Web Design I: HTML and CSS

X 481.24B Art 4 units

Prerequisite: Proficiency with Photoshop. *Enrollment limited. For more information see page 68.* 

Reg# 245423CA


Through Mar 1: \$655 / After: \$715

Apr 1-Jun 17

Dragos Bogdan, BS, Rutgers University in Information Technology; freelance computer consultant and web developer for various educational institutions and small businesses

User Experience I

X 481.99AF Art 4 units

Today, designers must create compelling and innovative user-centered products and services. This course is an overview of the latest user experience practices and introduces the basics of product strategy, user research, information architecture, interaction design, and usability testing. This includes topics such as mental models, taxonomies, personas, site maps, and wireframes. Throughout the course, students will develop a single comprehensive project for their portfolio that will demonstrate both their creative and problem-solving capabilities. *Prerequisite:* Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle or Axure. *Enrollment limited. Internet access required to retrieve course materials.* 

Reg# ZB207CA

Through Mar 1: \$655 / After: \$715

Westwood: 415 1010 Westwood Center
Tue 7-10pm, Apr 1-Jun 17, 12 mtgs

No refund after Apr 8.

Thomas Dillmann, MBA, Pepperdine University; user experience architect with 15 years experience; former head of experience planning and lead information architect at MRM Worldwide, UnitedFuture, and Threshold Interactive; clients include Harbor Freight Tools, SDCVB, HollandAmerica, Alpine, state of Washington, SAP, Autodesk, Microsoft, GM, Red Lion, Sony, MPAA, Fox, NBC, ABC, and Playboy; other projects include early start ventures focused in on-demand video over IP for Hilton, LodgeNet, RespondTV, and FasTV

Reg# ZB208CA

Through Mar 2: \$655 / After: \$715

Westwood: 415 1010 Westwood Center
Wed 7-10pm, Apr 2-Jun 18, 12 mtgs

No refund after Apr 9.

Mark Sloan, former director of user experience at multiple agencies in Los Angeles that focused on producing quality methodologies adapted to each client's needs. Mr. Sloan has worked for Sapient, Schematic, and Level Studios, as well as a variety of industries across multiple platforms, including web, TV, and mobile phones. His previous clients include Vizio, Disney, Harpo, Microsoft, Johnson & Johnson, and Target.

User Experience I

X 481.99AF Art 4 units

Prerequisite: Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle or Axure. *Enrollment limited. For more information see page 68.*

Reg# ZB188CA

Through Mar 1: \$655 / After: \$715

Apr 1-Jun 17

Chris Cirak, a consummate design thinker, technologist, and entrepreneur; For 18 years, he has spearheaded the movement towards rapid prototyping and user-centric web and mobile application development for companies including Google, Nike, Adobe, Mercedes, Starbucks, Xbox, Sony, Lexus, and Herbalife. Chris is also active in the LA and SV startup communities, having launched half a dozen companies. He is a graduate of Loyola Marymount University.

Advanced Topics

For information on the Advanced Web and Interaction Design Certificate see page 70.

Web Design II: JavaScript and jQuery

X 481.99W Art 4 units

This course moves deeper into the world of modern web design by introducing dynamically driven web pages. From animating galleries to dynamic navigational systems, students gain an understanding of both JavaScript and jQuery to create a more dynamic user experience. Emphasis is on creating aesthetically pleasing websites that uphold modern user experience standards. Language specifics, degrading gracefully, and form management are also examined. The course continues to explore HTML, CSS, asset management, design considerations, remote hosting, and live publishing (FTP) as introduced in Web Design I: HTML and CSS. *Prerequisite:* X 481.24B Web Design I: HTML and CSS. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 245377CA

Through Mar 7: \$905 / After: \$995

Westwood: B04 1010 Westwood Center
Mon 6:30-10pm, Apr 7-Jun 16, 10 mtgs
(no mtg 5/26)

No refund after Apr 14.

Mitchell Gohman, MS in Education, Director of Design, The Sandbox Canvas

Apply Art Courses to Your Design Studies

Photography, studio arts & art history courses can apply toward DCA certificates with approval.

This quarter's courses include:

Shoot and Critique

Visualizing the Urban Landscape

Photographic Portraiture

Pages 14-15.



6th Avenue by Walker Evans

For a complete listing of arts courses see page 12. To learn more about applying Arts courses to DCA certificates call (310) 206-1422.

Photography

For this quarter's photography courses see the Arts section, page 14.

Suggested Toolkit

The Photography Toolkit is one of the suggested options available to students pursuing the Design Communication Arts Certificate. This toolkit offers a sequence of courses designed to provide a foundation in photography. These courses also are open to non-certificate students.

Elective Courses:

X 438.9	Photography I (4 units)
X 440.22	Lighting I (4 units)
X 439.90	Photography II (4 units)
X 440.221	Lighting II (3 units)

Advanced Design Electives

For information on course content, prerequisites, or advisement, email dca@uclaextension.edu, visit uclaextension.edu/dca, or call (310) 206-1422.

Design Sustainability

X 479.10A Art 4 units
Integrating and understanding sustainability in design considers the creation, consumption, re-use, and planned obsolescence of the products, spaces, and materials we use on a daily basis. This course explores built environments, products, print, digital, and packaging materials from a sustainability perspective. The design process is used as a hands-on way for students to explore innovation and inherent opportunities within any project. *Prerequisite:* Basic familiarity with computing, design, and production. *Elective course in Global Sustainability Certificate. Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245379CA

Through Mar 1: \$595 / After: \$655

Westwood: 211 Extension Lindbrook Center
Tue 7-10pm, Apr 1-Jun 17, 12 mtgs
No refund after Apr 8.

Nurit Katz, MBA, MPP, Chief Sustainability Officer, UCLA

Michael Neal, creative director, educator, and writer who explores the intersections of science, fiction and design. Mr. Neal has worked with Ogilvy, Pentagram, AIGA, Public Radio International, MoMA, The Cooper-Hewitt National Design Museum, and the Canadian Centre for Architecture. He currently leads the creative team at S. Groner Associates in developing branding, outreach, and strategy for environmental education.

Graphic Design for Broadcasting

X 481.4AA Art 4 units
Graphic Design provides a broadcast content provider with an identity that helps the viewer connect with its programming and brand. In this course, we will look at the role of the graphic designer as a vital member of the creative team responsible for the on-air look. Areas of focus will include logo design, typography, set design, promo packaging, animation, and production techniques. We will explore the function of graphic design as a collaborative endeavor. Guest speakers may include key television creatives such as animators, creative directors, promotion producers, and art directors. You will hone your design skills by creating professional-quality portfolio pieces. *Prerequisite:* X 479.6A Design Fundamentals, X 479.4B Typography, and experience with Illustrator and Photoshop. *Enrollment limited. Internet access required to retrieve course materials.*

→ → →

Web Design II: JavaScript and jQuery

X 481.99WV Art 4 units
Prerequisite: X 481.24B Web Design I: HTML and CSS. *Enrollment limited. For more information see page 69.*

Reg# 245425CA

Through Mar 1: \$655 / After: \$715
Apr 1-Jun 17

Dragos Bogdan, BS, Rutgers University in Information Technology; freelance computer consultant and web developer for various educational institutions and small businesses

HTML5

X 481.5C Art 4 units
HTML5 is the next evolution in cutting-edge web development. In addition to providing a more semantic approach to content, HTML5 offers a wide range of functionality in the browser—previously available only through plug-ins. In this course, students learn to implement HTML5 features (including audio, video, and canvas animation) and geolocation techniques. The course also includes CSS3, HTML5-specific JavaScript, and strategies for creating responsive layouts for cross-platform and multi-device experiences, such as tablets and mobile devices. *Prerequisite:* X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery. *Held in a Mac lab. Visitors not permitted.*

Reg# 245645CA

Through Mar 3: \$905 / After: \$995
Westwood: B04 1010 Westwood Center
* Thu 3-6pm, Apr 3-Jun 19, 12 mtgs
No refund after Apr 10.

Eric Parren, Interdisciplinary artist whose work lives at the intersection of art, science, and technology and investigates transdisciplinary topics such as augmented reality, biotechnology, and artificial intelligence while being strongly rooted in the histories of experimental film, composition, and live performance. The works are often deeply sensory experiences dealing with modes of perception, synesthesia, and the physics of light and sound. Eric is a member of the art collective Macular and the founder and co-host of La Force Sauvage Radio. MFA, UCLA Design | Media Arts.

User Experience II

X 479.8K Art 4 units
This course helps user experience students get to a higher skill level by focusing on thinking strategically. Students will learn how to validate user research, conduct design experiments, define the product's scope, and improve usability. Other topics include designing for conversion, value innovation, and metrics that matter. Students develop a prototype for a digital product or service that demonstrates their strategic-thinking capabilities. *Prerequisite:* X 481.99AF User Experience I, or strong wireframing ability in addition to

a minimum of one year in a professional user experience design position. *Internet access required to retrieve course materials.*

Reg# Z8209CA

Through Mar 2: \$655 / After: \$715
Westwood: 418 1010 Westwood Center
Wed 7-10pm, Apr 2-Jun 18, 12 mtgs
No refund after Apr 9.

Jaime Russell Levy, user experience pioneer with 20+ years creating innovative browsing and non-linear storytelling experiences for products and services distributed on multiple platforms, including high-profile, large-scale web projects. Ms. Russell Levy runs JLR Interactive, an L.A.-based UX strategy and design practice that helps lean startups transform business concepts into sustainable and scalable products.

NEW COURSE

User Experience III

X 489.65 Art 4 units
In this course, students apply what they have learned in User Experience I and II to real world case studies with a civic focus. Moving from abstraction to real life, students focus on problem solving a real world project, incorporating the philosophies of designing for advocacy and "big ideas". Class will include articulating challenges and goals, the art of information gathering, prototyping, field work, and studio time. Projects will be presented in common outputs such as web and mobile, similar to what would be produced in a professional design firm. *Prerequisite:* X 481.99AF User Experience I and X 479.8K User Experience II, or equivalent experience. *Internet access required to retrieve course materials.*

Reg# 245647CA

Through Feb 28: \$655 / After: \$715
Westwood: 107A Extension Lindbrook Center
Mon 7-10pm, Mar 31-Jun 23, 12 mtgs
(no mtg 5/26)

No refund after Apr 7.

Alan Robles, Experience Designer, Gensler. Over 20 years exploring the relationship between users and their environments, Alan's been creating communication strategies and way-finding systems for clients and projects of every scale around the world. As digital media has become a more significant part of engagement in the built environment, he's focused his work on exploring the interplay between content and context. Creating stories in places with special attention to the value those stories help communicate within the transaction environment.

Reg# 246235CA

Through Mar 2: \$595 / After: \$655
Westwood: 413 1010 Westwood Center
Wed 7-10pm, Apr 2-Jun 18, 12 mtgs
No refund after Apr 9.

Neal Weisenberg, Art Director, Disney Channel, guiding the on-air visual identity for television's number-1 children's network. Part of team responsible for redesign of the iconic Disney Channel logo and network's branding. Member, PromaxBDA and Emmys Title Design Committee.

Art and Electronics

X 479.2K Art 4 units
Estimated cost for materials is \$50; to be discussed at first class.

The Maker and DIY movements using simple electronics are seeing exploding adoption by artists and designers. A quick look at sites like kickstarter demonstrate the breadth of products and inventions—everything from robotics to new product launches and art pieces that sense and react to the environment. Arduinos, programming, soldering, and electronics are all simpler than they look and within your grasp. In this course, you'll be guided through the selection and construction of your own project, with tutorials and lectures tailored to the specific interests of the class. You'll leave class with a working project that incorporates bits, electrons, and art. *No programming or electronics experience required. In-class personal laptop access strongly encouraged. Internet access required to retrieve course materials.*

Reg# 245382CA

Through Mar 1: \$595 / After: \$655
Westwood: 407 1010 Westwood Center
Tue 7-10pm, Apr 1-Jun 17, 12 mtgs
No refund after Apr 8.

Pete Hawkes, currently with Oblong in Los Angeles, Mr. Hawkes has over 10 years of interactive design and motion experience working with a wide range of clients, including Ogilvy Interactive, KFC, Liz Claiborne, JWT, and Syfy Channel.

Your Idea as Innovative Solution

X 479.3C Art 4 units
Innovative ideas are in demand, but getting buy-in is a challenge. Created for designers, entrepreneurs, and employees brimming with ideas, this course covers how to generate, develop, and communicate ideas in an efficient and effective way. Instruction explores common challenges and obstacles in the creative process and introduces methodologies, key tools, and techniques for creating and articulating innovative solutions. Participants leave with the tools to pursue ideas more confidently, including steps on how to transform ideas into something clear, meaningful, and attainable. *Elective course in Certificate in Global Sustainability Concentration in Design. Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245416CA

Through Mar 3: \$595 / After: \$655
Westwood: 415 1010 Westwood Center
Thu 7-10pm, Apr 3-Jun 19, 12 mtgs
No refund after Apr 10.

C. Scott Hindell, Principal, Hindell Consulting

Course Icons Provide Information At-a-Glance

Online course.

Textbook required

Meets during daytime hours.

Need Help with Your Final Portfolio Review?

Students enrolled in the 16-course DCA Program must undergo a final portfolio review before receiving their certificate.

Check out blogs.uclaextension.edu/visualarts for examples of DCA graduate portfolios and more information about the review.

Enroll in **Portfolio Polish** with Allison Bloss (page 70) which is free for certificate students.

Consider a **Mentorship** (page 70) during which you work on your portfolio with an instructor.

For a pre-review call (310) 206-1422 to make an appointment with your DCA advisor.

Earn an Advanced Certificate

Advanced Print & Graphic Communication

This certificate focuses on advanced conceptual thinking, type, image, and unexpected applications.

The 24-unit curriculum has 4 required courses and 2 electives.

REQUIRED COURSES

X.479.4D Publication Design

X 479.6D Advertising Design

X 479.4B Advanced Typography

X 482.14 Mentorship

Advanced Web & Interaction Design

This certificate emphasizes immersive and engaging user experience, site optimization, and design solutions through critical thinking and technical application.

The 24-unit curriculum has 3 required courses and 3 electives.

REQUIRED COURSES

X 481.99VV Web Design II: JavaScript and jQuery

X 481.99AF User Experience I

X 481.5C HTML5

These advanced certificates require permission to enroll by portfolio review. For an application visit uclaextension.edu/dca.

Mixed Media and Collage for Designers and Artists

X 479.79H Art 4 units

Does not include art supplies estimated at \$100.

Discover creative approaches to problem solving while developing your own visual language using photocopies, drawing, found art, photography, matte and gel mediums, and gesso. Transfer techniques and digital output also are covered. Students complete 3 portfolio pieces that are critiqued on clarity of communication and aesthetics. *For technical requirements see page 4. Enrollment limited.*

Reg# 245458CA

Through Mar 2: \$595 / After: \$655

Apr 2-Jun 18

Michelle Constantine, BFA, Art Center College of Design; artist who works primarily in fabric, printmaking, and collage with the integration of digital tools. Ms. Constantine has shown in galleries throughout California, New York, and London.

Publication Design

X 479.4D Art 4 units

Investigate the techniques and best practices of magazine design, annual reports, and branded collateral. Principles covered include page design, typography, art direction, and reproduction methods. *Prerequisite:* X 479.6A Design Fundamentals; X 479.4A Typography; and experience with Photoshop, Illustrator, and InDesign. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 245413CA

Through Mar 3: \$595 / After: \$655

Westwood: 408 1010 Westwood Center

Thu 7-10pm, Apr 3-Jun 19, 12 mtgs

No refund after Apr 10.

John Beach, Creative Director, John Beach Design, whose clients include The Walt Disney Company, Starbucks, and The Hillstone Restaurant Group

Mentorship

X 482.14 Art 4 units

Work 1-on-1 with an instructor who guides your development of a meaningful project geared toward a portfolio piece, design competition, freelance assignment, or other advanced goal. Students choose their own mentors, who are usually DCA instructors. Together, the student and instructor arrange to meet at a museum, studio, cafe, or other site of design interest for 6 hours over the course of the quarter. *Prerequisite:* Students must be enrolled in a DCA certificate. *Students may complete this mentorship online or in-person. Mentors must sign the application form before enrollment can be processed. For an application email dca@uclaextension.edu or call (310) 206-1422. Restricted course; web enrollments automatically generate a "Permission to Enroll" request. Visitors not permitted.*

Reg# 245503CA

Fee: \$595

Weekend & Short Courses

For information on course content, prerequisites, or advisement, email dca@uclaextension.edu, visit uclaextension.edu/dca, or call (310) 206-1422.

Think Like a Designer

850.19 Art 0.3 CEU

Students enrolled in a DCA certificate may enroll for free; call (310) 206-1422.

A small seminar created for those considering a career in graphic design, this introduction to the profession includes an overview of areas of application, school choices, necessary skills, portfolio development, and salary ranges. Especially useful for students who have recently enrolled in a Design Communication Arts certificate, the workshop also is relevant for designers new to the geographical area, those exploring a change in design specialty, or students nearing graduation. Emphasis is on approaching design from a thoughtful conceptual perspective grounded in research, and how that approach differs from design as decoration.

Reg# 245419CA

Fee: \$55

Westwood: 413 1010 Westwood Center

Mon 7-10pm, Mar 31, 1 mtg

No refund after Mar 28.

Scott Hutchinson, MFA, UCLA School of Arts and Architecture; designer and photographer specializing in corporate identity, branding, and advertising

Portfolio Polish

850.17 Art 0.3 CEU

Students enrolled in a DCA certificate may enroll for free; call (310) 206-1422.

Find out what employers and graduate programs look for in a design portfolio. Analyze examples to learn what works and what doesn't. Instruction provides guidelines for selecting, organizing, and branding your work to better position yourself to achieve your goals. Includes guests from the design industry. *Enrollment limited. Students are encouraged to bring their portfolio-in-progress to share with the class, but it is not required.*

Reg# 245601CA

Through Apr 3: \$129 / After: \$139

Westwood: 407 1010 Westwood Center

* Sat 1-4pm, May 3, 1 mtg

Allison Bloss, designer and art director involved in the development of integrated brand systems and publication design projects. At KBDA in Los Angeles, Ms. Bloss played a key role on projects for the Hammer Museum, Lily McNeal, Natural History Museum of Los Angeles County, and the Prostate Cancer Foundation. She has received recognition from REBRAND 100, Society of Publication Designers, AR100, and *Graphis*.

You Wanted 'em, So We Got 'em!

uclaextension.edu/gear

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Your Extension cap is perfect for sport wear and everyday wear.



Sip Success

Extension mugs are perfect for your early-morning brew or anytime drink.

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