

DESIGN COMMUNICATION ARTS

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Study Web Design

Sharpen your web and interaction design skills and get the competitive edge with our web design sequence:

Web Design I: HTML and CSS

Web Design II: JavaScript and jQuery

Web Design III: Frameworks

Web Design IV: Real World Applications

Courses offered both online and in our state-of-the-art iMac lab.

"Thanks to UCLA Extension, I have amazed myself and my clients at just how much I have to offer in the world of graphic design and web development."

—JD Sebastian

Pages 83 & 84.



Web design by instructor Mitch Gohman

For More Information

dca@uclaextension.edu | 310-206-1422

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

Design II: Collateral Communication

Design III: Branding

Design History and Context

Design IV: Advanced Design Practice

Pages 81 & 84.

Print and Graphic Communication Tool Kit

Drawing for Communication

Photoshop I

Illustrator I

InDesign

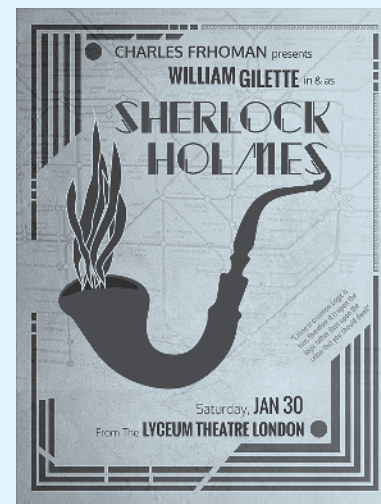
Pages 18 & 82.

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 81.



Design by DCA student Manisha Goenka

Software Requirements

Students must have access to the current version of 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:

- Priority on wait list for full courses
- 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.

Facebook:

[facebook.com/UCLAxVisual](https://www.facebook.com/UCLAxVisual)






Twitter:

@UCLAxVisual

Website:

visual.uclaextension.edu

Course Icons Provide Information At-a-Glance

-  Online course
-  Textbook required
-  UC credit; may be transferable to other colleges and universities
-  Meets during daytime hours
-  Credit course may not be taken passed/not passed

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

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

In addition to these seven courses, students pursuing the Design Communication Arts Certificate must complete the Print and Graphic Communication Design Tool Kit plus six 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 Design Media Arts 4 units

Fee does not include cost of art supplies.

This is 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.*

Reg# 268824CA

Fee: \$755

Westwood: 407 1010 Westwood Center

Tue 7-10pm, Sep 20-Dec 6, 12 mtgs

No refund after Sep 27.

Henry Mateo, freelance design consultant in several design disciplines, including graphics, industrial, and interiors. He has worked with such design firms as RKS, Splane Design Associates, Melvin Best & Associates, DesignworksUSA, Rimco, and Beynon & Company. His clients have included 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.

Reg# 268834CA

Fee: \$755

Westwood: 408 1010 Westwood Center

Thu 7-10pm, Sep 22-Dec 8

☼ Sat 10am-1pm, Oct 8, 12 mtgs
(no mtg 11/24)

No refund after Sep 29.

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; Lionsgate 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*.

Design Fundamentals

X 479.6A Design Media Arts 4 units

Fee does not include cost of art supplies.

Enrollment limited. For more information see page 81.

Reg# 268839CA

Fee: \$780

Sep 21-Dec 7

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. She is the recipient of the UCLA Extension Outstanding Instructor Award, 2015.

Color Methodologies

X 482.10 Design Media Arts 4 units

Fee does not include the cost of art supplies.

This course covers theories and practical applications to understand the makeup of color and how best to use it. Areas covered include general color theory and psychology, effective color creation, perception, management, color language, digital issues, additive and subtractive systems, and color output. *For technical requirements see page 4. Enrollment limited.*

Reg# 268843CA

Fee: \$780

Sep 20-Dec 6

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

Typography

X 479.4A Design Media Arts 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# 268825CA

Fee: \$755

Westwood: 413 1010 Westwood Center

Tue 7-10pm, Sep 20-Dec 6, 12 mtgs

No refund after Sep 27.

Christina Webb, artist and designer with 14 years of multidisciplinary design experience. Ms. Webb has worked on media design teams at Local Projects and in the J. Paul Getty Museum design studio. Her work includes exhibitions and environmental graphics, wayfinding, identity systems, media design, photography, and custom typography. She completed her MFA in Graphic Design at the Rhode Island School of Design.

Typography

X 479.4A Design Media Arts 4 units

Prerequisite: X 479.6A Design Fundamentals and X 481.997 InDesign. *Enrollment limited. For more information see page 81.*

Reg# 269009CA

Fee: \$780

Sep 20-Dec 6

Deane Swick, MFA, graphic designer and artist

Design II: Collateral Communication

X 479.6E Design Media Arts 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. *Internet access required to retrieve course materials.*

Reg# 268848CA

Fee: \$780

Sep 21-Dec 7

Shirin Raban, MA, USC Center for Visual Anthropology; brand identity designer, and ethnographic filmmaker. Ms. Raban created integrated lifestyle brands for clients such as Mattel; Korbel Champagne; Lake Sonoma Winery; Sadaf Mediterranean Food; Okami Asian Foods; Serengeti Tea Company; and The Daily Shake. She directed and edited the promotional film, *The Making of a Teaching Artist*, for UCLA Art and Architecture. Recipient, UCLA Extension Outstanding Instructor Award, 2010.

Design III: Branding

X 479.2D Design Media Arts 4 units

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

Reg# 269175CA

Fee: \$755

Westwood: 306 1010 Westwood Center

Mon 7-10pm, Sep 19-Dec 5, 12 mtgs

No refund after Sep 26.

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 History and Context

X 479.3D Design Media Arts 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. *For technical requirements see page 4. Prerequisite:* X 479.6A Design Fundamentals, X 481.992 InDesign, and X 479.4A Typography. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 268828CA

Fee: \$755

Westwood: 407 1010 Westwood Center

Wed 7-10pm, Sep 21-Dec 7, 12 mtgs

No refund after Sep 28.

Shirin Raban, MA, USC Center for Visual Anthropology; brand identity designer, and ethnographic filmmaker. Ms. Raban created integrated lifestyle brands for clients such as Mattel; Korbel Champagne; Lake Sonoma Winery; Sadaf Mediterranean Food; Okami Asian Foods; Serengeti Tea Company; and The Daily Shake. She directed and edited the promotional film, *The Making of a Teaching Artist*, for UCLA Art and Architecture. Recipient, UCLA Extension Outstanding Instructor Award, 2010.

Apply Art Courses to Your Design Studies

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

This quarter's courses include:

Handmade Jewelry

Conceptual Photography

Photography I



Design by Sheida Koufigar

For a complete listing of arts courses, see page 17. To learn more about applying arts courses to DCA certificates, call (310) 206-1422.

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 Tool Kit

The Print and Graphic Communication Design Tool Kit is required for students pursuing the Design Communication Arts Certificate. These courses also are 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 Design Media Arts 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# 268842CA

Fee: \$780

Sep 20-Dec 6

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

Photoshop I

X 481.11 Design Media Arts 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# 268830CA

Fee: \$1,125

Westwood: B04 1010 Westwood Center

* Thu 2-5:30pm, Sep 29-Nov 17

* Thu 2-5:30pm, Dec 1 & 8, 10 mtgs

No refund after Oct 6.

Hakon Engvig, BA in design with two 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 Design Media Arts 4 units
Enrollment limited. For more information see page 82.

Reg# 268840CA

Fee: \$780

Sep 19-Dec 5

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

Photoshop I

X 481.11 Design Media Arts 4 units
Held in a regular classroom with student-provided laptops. Enrollment limited. In-class personal laptop access required. Internet access required to retrieve course materials. For more information see page 82.

Reg# 268831CA

Fee: \$780

Westwood: 413 1010 Westwood Center

Thu 6:30-10pm, Sep 29-Nov 17

Westwood: 413 1010 Westwood Center

Thu 6:30-10pm, Dec 1 & 8, 10 mtgs

No refund after Oct 6.

Hakon Engvig, BA in design with two 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).

InDesign

X 481.99Z Design Media Arts 4 units
Design and prepare projects for printing through the understanding of color management, tools, palettes, menus, text, 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# 269213CA

Fee: \$1,125

Westwood: B04 1010 Westwood Center

Thu 7-10pm, Sep 22-Nov 17

Thu 7-10pm, Dec 1 & 8

* Sat 2-5pm, Dec 10, 12 mtgs

No refund after Sep 29.

Paul Mendoza, designer, creative strategist, culture vulture, and community builder. Mr. Mendoza currently works at Looking, a graphic design studio in beautiful El Segundo. He is the membership director for AIGA LA, the professional organization for design, and is a proud graduate of the UCLA Extension DCA program. He has spoken and presented at General Assembly and the AIGA national leadership retreat, as well as numerous local Los Angeles design events and programs. Mr. Mendoza's client roster includes McDonald's, Logitech, Miller Coors, Intel, and Hasbro. He brings a decade of entertainment industry experience to his practice, leveraging both words and images to provide thoughtful and tactical design solutions for creative teams.

InDesign

X 481.99Z Design Media Arts 4 units
Prerequisite: Familiarity with Photoshop. Enrollment limited. For more information see page 82.

Reg# 268850CA

Fee: \$780

Sep 20-Dec 6

Dainise Meissner, BA, Art History, Indiana University; Design Communication Arts Certificate and Advanced Print and Graphic Communication Certificate from UCLA Extension. Ms. Meissner currently does freelance work creating map illustrations, brochures, catalogs, and photo shoots. She specializes in creating custom mixed media collages designed around personal photos and their history.

Illustrator I

X 481.47 Design Media Arts 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# 268832CA

Fee: \$1,125

Westwood: B04 1010 Westwood Center

* Mon 3-6pm, Sep 19-Dec 5, 12 mtgs

No refund after Sep 29.

Salvatore Leonardi, BArch Polytechnic of Milan, Italy and MArch Polytechnic of Turin, Italy, graduate of the UCLA Extension Interior Design Program. Mr. Leonardi heads his own independent practice as a licensed architect with more than 15 years of experience specializing in interior architecture, surface materials, historic conservation projects, as well as commercial and industrial design.

Illustrator I

X 481.47 Design Media Arts 4 units
Enrollment limited. For more information see page 82.

Reg# 268841CA

Fee: \$780

Sep 21-Dec 7

Eric Rosner, illustrating in New York City for more than 20 years with a unique style that recaptures a classic period of Manhattan and Los Angeles, and presents it for a new participating audience

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 Tool Kit

The Web and Interaction Design Tool Kit is one of the suggested options available to students pursuing the Design Communication Arts Certificate. This tool kit offers a sequence of courses designed to provide a foundation in web and interaction design. These courses are also 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)

User Experience I: Survey

X 481.99AF Design Media Arts 4 units
Today's designers must envision compelling ways to facilitate rich interactive experiences. This course introduces the latest tools, techniques, and technologies used by leading agencies to develop world-class user experiences. Topics include conducting user research; developing user personas and scenarios; information architecture; system and user interface design; prototype creation; and usability testing and analysis. Students develop and present a single comprehensive project for their portfolio that includes usability research and design mockup. 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# 269248CA

Fee: \$755

Westwood: 415 1010 Westwood Center

Mon 6:30-10pm, Sep 19-Nov 21, 10 mtgs

No refund after Sep 26.

Eugene Park, UX Designer & Strategist, with a background in Architecture (M.Arch) and Art History (B.A.) and work spanning architecture, product design, digital advertising and technology. Mr. Park's agency experience includes HUGE, Deutsch and North Kingdom with projects ranging from digital campaigns to product and platforms.

Reg# 268814CA

Fee: \$755

Downtown Los Angeles:

106 UCLA Extension DTLA, 261 S. Figueroa St.

Wed 6:30-10pm, Sep 21-Nov 23, 10 mtgs

No refund after Sep 28.

Chris Becker, MFA, Art Center College of Design. Interaction and UX designer versed in prototyping, design research, user testing, and successfully taking ideas from the drawing board to the real world.

Reg# 268816CA

Fee: \$755

Westwood: 415 1010 Westwood Center

Thu 6:30-10pm, Sep 22-Nov 17

Thu 6:30-10pm, Dec 1, 10 mtgs

No refund after Sep 29.

Chris Becker, MFA, Art Center College of Design. Interaction and UX designer versed in prototyping, design research, user testing, and successfully taking ideas from the drawing board to the real world.

UC credit

Online course

Not available passed/not passed

Text required

Course held during daytime hours

**User Experience:
Tool Kit and Development** 🌐

X 481.99FG Design Media Arts 4 units
Creating delightful, meaningful, and easy-to-use digital experiences requires the ability to generate multiple ideas rapidly, iterate quickly, and frequently test the results. This class teaches the tools of the trade, with the goal of making them intuitive, while allowing you to focus on what matters most: designing for the user. Classwork begins with the basics of information architecture, including site maps, user flows, and navigation. It then delves quickly into wireframing. Later, discussion includes design for interactive prototypes, working with teams, and design methodologies. Students are required to use OmniGraffle, while additional software, including Sketch, Axure, Visio, and Balsamiq, are discussed, but not required. Creating mockups without these applications is also discussed, including the use of CSS and HTML 5 to create prototypes. *For technical requirements see page 4. Students must own a Mac computer and have Omnigraffle software.*

Reg# 268818CA**Fee: \$780**

Sep 20-Dec 6

Jeffrey Wright, more than 10 years of experience in web design, user experience design, experience design, and immersive design. Mr. Wright has held positions as Chief Executive Officer, Director of User Experience, Lead UX/IxD, and Web Manager at several digital agencies and other ventures, such as Ignouy Corp, Fabric Interactive, SapientNitro, Disney Interactive Media Group, and The Do LaB.

User Experience: Mobile First

X 479.9K Design Media Arts 4 units
User Experience Design is challenged and inspired by new developments in laptops, tablets, mobile devices and wearables. This course introduces the concept of device-centric design. Topics include cultural anthropology; app design; cross-cultural preferences in device usage; cultural norms; screen dimensions; and input device preferences. Projects will involve creating mobile-specific environments; adaptive and responsive layouts; mobile-first philosophy; grid usage; predictive device changes; Android/iOS guidelines; and Microsoft. *Prerequisite:* User Experience I: Survey and User Experience II: Iteration *Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 268812CA**Fee: \$755**Westwood: 415 1010 Westwood Center
Tue 7-10pm, Sep 20-Dec 6, 12 mtgs
No refund after Sep 27.

Julia Morton, user experience designer at Fandango, where she focuses on creating simple, intuitive, and fun mobile apps, websites, mobile websites, and watch apps. She has also worked for Yellowpages.com. She holds an MLIS from UCLA, with a specialization in Informatics, and an AB from Harvard.

User Experience I: Survey 🌐

X 481.99AF Design Media Arts 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 82.*

Reg# 268817CA**Fee: \$755**

Sep 20-Dec 6

Jeffrey Wright, more than 10 years of experience in web design, user experience design, experience design, and immersive design. Mr. Wright has held positions as Chief Executive Officer, Director of User Experience, Lead UX/IxD, and Web Manager at several digital agencies and other ventures, such as Ignouy Corp, Fabric Interactive, SapientNitro, Disney Interactive Media Group, and The Do LaB.

User Experience II: Iteration 🌐

X 479.8K Design Media Arts 4 units
Building on User Experience I, this course draws on real world use-cases to introduce a full range of user interface presentation challenges. Instruction covers the total spectrum of interface design standards, including e-commerce websites, service design, and physically based environments. Projects incorporate the full spectrum of screen resolutions and device types. They may include designing interfaces to scale and degrade, as well as considerations as to cost of implementation. The course prepares students to recognize user experience design problems and to iterate solution proposals. *For technical requirements see page 4. Prerequisite:* X 481.99AF User Experience I: Survey, or strong wire-framing ability in addition to a minimum of one year in a professional user experience design position.

Reg# 269250CA**Fee: \$780**

Sep 21-Dec 7

Brendan Bolton-Klinger, Experience Lead, Huge Inc., specializing in large content sites, transactional experiences, and mobile applications. Mr. Bolton-Klinger has delivered digital experiences and new communication platforms for such clients as Reuters; Volvo; Samsung; FX Networks; LegalZoom; JetBlue; Nutrisystem; Target; and C Spire Wireless.

Web Design I: HTML and CSS

X 481.24B Design Media Arts 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, and 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# 268822CA**Fee: \$1,125**Westwood: B04 1010 Westwood Center
Mon 6:30-10pm, Sep 26-Nov 28, 10 mtgs
No refund after Oct 3.

Mitchell Gohman, MS in Education; director of design, The Sandbox Canvas.

Web Design I: HTML and CSS

X 481.24B Design Media Arts 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. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 268835CA**Fee: \$780**Downtown Los Angeles:
101A UCLA Extension DTLA,
261 S. Figueroa St.
🌐 Sat 9am-12:30pm, Oct 1-Dec 10, 10 mtgs
(no mtg 11/26)
No refund after Oct 7.

Richard Barkinskiy, co-founder and lead developer at Elimint. Formerly worked for Cedars-Sinai Medical Center as digital application specialist. Mr. Barkinskiy specializes in WordPress website development with HTML5, CSS3, JavaScript, jQuery, PHP, and MySQL. He holds a BA in Journalism from CSU Northridge, and an Advanced Web and Interaction Design Certificate from UCLA Extension.

Launching This Fall

User Experience (UX) Certificate

Learn the latest strategies, techniques, and technologies used by leading agencies to produce world-class user experiences.



Design Thinking with Marc Mertens

Visit visual.uclaextension.edu for more info or call 310-206-1422.

The certificate program has 9 required courses:

UX I: Survey

UX II: Iteration

UX III: Applied

UX IV: Capstone

Design Thinking I

Design Thinking II

UX Tool Kit and Development

UX Research

UX Mobile

Web Design I: HTML and CSS 🌐

X 481.24B Design Media Arts 4 units
Prerequisite: Proficiency with Photoshop. *Enrollment limited. For more information see page 83.*

Reg# 268844CA**Fee: \$780**

Sep 21-Dec 7

Michael Newman, BFA from the School of Visual Arts. Creative director and interactive developer specializing in new media, content development, and creative solutions.

Web Design II: JavaScript and jQuery

X 481.99VV Design Media Arts 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# 268827CA**Fee: \$1,125**Westwood: B04 1010 Westwood Center
Wed 6:30-10pm, Sep 28-Nov 30, 10 mtgs
No refund after Oct 5.

Mitchell Gohman, MS in Education; director of design, The Sandbox Canvas.

Design Thinking II

X 481.55A Design Media Arts 4 units
Design Thinking II is a methodology for practical, creative resolution of problems or issues that looks for an improved future result. Design thinking is a creative process based around the "building up" of ideas. "Outside the box thinking" is explored in the design methodology that leads to creative solutions. We explore divergent and convergent thinking strategies that help define a thinking methodology that include project selection (problem space); field study (interview/observation); opportunities (brainstorming/deation); prototypes/sketching (thinking tools); iterative design (combination/evaluation); and test (user feedback). Within these steps, problems are framed, the right questions can be asked, more ideas can be created, and the best answers are chosen and implements for low level to high level. These steps are not linear. Methodologies to parse, explore, find, gather, and visualize design thinking will become paramount in the course deliverables. *Prerequisite:* Design Thinking I X 481.55 and User Experience I X 481.99AF. *Internet access required to retrieve course materials.*

Reg# 268813CA**Fee: \$755**Westwood: 415 1010 Westwood Center
Wed 6:30-10pm, Sep 21 & 28; Oct 12-26;
Nov 9 & 16Los Angeles: Location by Itinerary
🌐 Sat 9am-12:30pm, Oct 8; Nov 5 & 19,
10 mtgs*No refund after Sep 28.*

Barbara Groth, CEO and creative director, Big Buddha Baba Productions, Inc.

**Web Design II:
JavaScript and jQuery** 🌐

X 481.99VV Design Media Arts 4 units
Prerequisite: X 481.24B Web Design I: HTML and CSS. *Enrollment limited. For more information see page 83.*

Reg# 268845CA**Fee: \$780**

Sep 21-Dec 7

Michael Newman, BFA from the School of Visual Arts. Creative director and interactive developer specializing in new media, content development, and creative solutions.

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

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

Advanced Web & Interaction Design

This certificate emphasizes immersive and engaging user experience, site optimization, and design solutions.

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: Survey

X 481.5C Web Design IV: Real World Applications

Advanced Topics

For information on the Advanced Web and Interaction Design Certificate see page 84.

Web Design IV: Real World Applications

X 481.5C Design Media Arts 4 units
This workshop-based, portfolio-level course fortifies knowledge gained in Web I, II, and III, and prepares you for the workplace, testing your mastery and ability to apply that knowledge to unique site needs based on industry demand. Assignments are real world and applied. You will build a microsite from MVP (minimal viable product) to refined versions; test and iterate responsive site solutions from a client and stakeholder perspective. Attention is placed on mobile and responsive elements. The course includes stakeholder guest lectures and potential studio visits. *For technical requirements see page 4. Prerequisite:* X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery. *Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 268823CA

Fee: \$1,125

Westwood: B04 1010 Westwood Center
Tue 7-10pm, Sep 20-Dec 6, 12 mtgs
No refund after Sep 27.

Richard Barkinskiy, co-founder and lead developer at Elimint. Formerly worked for Cedars-Sinai Medical Center as digital application specialist. Mr. Barkinskiy specializes in WordPress website development with HTML5, CSS3, JavaScript, jQuery, PHP, and MySQL. He holds a BA in Journalism from CSU Northridge, and an Advanced Web and Interaction Design Certificate from UCLA Extension.

User Experience II: Iteration

X 479.8K Design Media Arts 4 units
Building on User Experience I, this course draws on real-world use cases to introduce a full range of user interface presentation challenges. Instruction covers the total spectrum of interface design standards, including e-commerce websites, service design, and physically based environments. Projects incorporate the full spectrum of screen resolutions and device types, and may include designing interfaces to scale and degrade, and considerations as to cost of implementation. The course prepares students to recognize user experience design problems and iterate solution proposals. *Prerequisite:* X 481.99AF User Experience I: Survey 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# 268815CA

Fee: \$755

Westwood: 306 1010 Westwood Center
Thu 6:30-10pm, Sep 22-Dec 1, 10 mtgs
(no mtg 11/24)

No refund after Sep 29.

Instructor to be announced

Photography

For this quarter's photography courses see the Arts section, pages 19-21.

Suggested Tool Kit

The Photography Tool Kit is one of the suggested options available to students pursuing the Design Communication Arts Certificate. This tool kit 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 IV: Advanced Design Practice

X 479.6P Design Media Arts 4 units
In this thesis-oriented capstone course, Design Communication Arts students put all they've learned into action to tackle real world design projects in the civic realm. Public presentation, collaboration, observation, research, and problem solving skills are emphasized. *Prerequisite:* All Core Design Concepts and Print and Graphic Communication Tool Kit courses, or departmental approval. *Internet access required to retrieve course materials.*

Reg# 269106CA

Fee: \$755

Westwood: 407 1010 Westwood Center
Mon 7-10pm, Sep 19-Dec 5, 12 mtgs
No refund after Sep 26.

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

Graphic Design for Broadcasting

X 481.4AA Design Media Arts 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 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 include logo design, typography, set design, promo packaging, animation, and production techniques. We 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 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. Field trips to studios and production facilities are required. Internet access required to retrieve course materials.*

Reg# 268829CA

Fee: \$755

Westwood: 320 1010 Westwood Center
Tue 7-10pm, Sep 20-Dec 6, 12 mtgs
No refund after Sep 27.

Neal Weisenberg, art director, Disney Channel, guiding the on-air visual identity for television's number-one children's network. Mr. Weisenberg is part of a team responsible for redesign of the iconic Disney Channel logo and network's branding. Member, PromaxBDA and the Emmy's Title Design Committee.

Cradle to Cradle: Change Agents Forging the Path to Positive Design

X 479.8A Design Media Arts 4 units
Learn to design like nature, finding inspiration in natural cycles where "trash" and "waste" are nonexistent and where everything has a continuous purpose. Each week you will meet and learn from top business leaders and innovative designers from companies, agencies, and NGOs leading the charge to a circular economy. Class projects will explore product design from a cradle-to-cradle lens, wherein every item has infinite use and possibilities. The focus is on developing closed-loop systems thinking in manufacturing in the build industry, fashion, product design, packaging, clean technology, and more. *Elective course in Certificate in Sustainability Concentration in Design. Enrollment limited. Internet access required to retrieve course materials.*

→ → →

Reg# 269177CA

Fee: \$755

Westwood: 408 1010 Westwood Center
Wed 6:30-10pm, Sep 21-Nov 16
(no mtg 10/13 & 11/27)

Los Angeles: Location by Itinerary

✳ Sat 9:30am-1pm, Nov 12

Westwood: B05 1010 Westwood Center

Wed 6:30-10pm, Nov 30-Dec 7, 10 mtgs

No refund after Sep 28.

Juli Schultz, award-winning marketing and communications professional with more than 15 years of experience in entertainment, automotive, and nonprofit industries. Ms. Schultz is the 2010 recipient of Surfrider Foundation's Wavemaker Award for Coastal Impact and environmental stewardship, and is committed to creating sustainability-minded marketing, communications, and brand experiences.

Advertising Design

X 479.6D Design Media Arts 4 units
All advertising across all media is the combined whole of specialized functions: writing, design, direction, and resource management. Strong brands are simple, understandable expressions that must connect with consumers in an increasingly transparent, digitally connected world. In this course, students work in an agency-inspired environment to develop concepts and strategies to deliver information, products, and brands that engage the consumer, with a focus on creating sustainable, ethical, persuasive practices. Learn how traditional and social media integrations can deliver tangible experiences targeted to key groups. *Prerequisite:* Core Design Concepts or equivalent. *Enrollment limited.*

Reg# 268846CA

Fee: \$780

Sep 20-Dec 6

Anya Farquhar, BFA, Art Center College of Design; former creative director, TOMS. Ms. Farquhar is experienced in building brands from initial vision to final creative product, with a specialization in storytelling and social impact.

Mixed Media and Collage for Designers and Artists

X 479.79H Design Media Arts 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 three portfolio pieces that are critiqued on clarity of communication and aesthetics. *For technical requirements see page 4. Enrollment limited.*

Reg# 268849CA

Fee: \$780

Sep 21-Dec 7

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. She is the recipient of the UCLA Extension Outstanding Instructor Award, 2015.



UC credit



Online course



Not available passed/not passed



Text required



Course held during daytime hours

Design Thinking I

X 481.55 Design Media Arts 4 units

Design thinking is one of the most effective ways to strengthen your insights, thinking skills, and ability to innovate as a designer. Informed by Stanford's d.school, this multi-disciplinary process strengthens familiar skills that are often undervalued. You learn to launch successful and innovative design solutions across the spectrum of media, including web, print and packaging. Class topics include prototyping and testing; rapid iteration; radical collaboration; empathetic observation; interviewing for empathy; persona mapping; assuming a beginner's mindset; introduction of complex problems; and testing and observation. Weekly assignments encourage you to learn by doing, and take you through a series of hands-on exercises. The goal of design thinking is not simply to innovate, but also to create innovators. By the end of the class, you will see solutions that would otherwise be invisible, which become what we call "innovation." *Internet access required to retrieve course materials.*

Reg# 268805CA**Fee: \$755**

Westwood: 408 1010 Westwood Center
Mon 6:30-10pm, Sep 19-Nov 21, 10 mtgs
No refund after Sep 26.

Chris Cirak, consummate design thinker, technologist, and entrepreneur; for 18 years Mr. Cirak has spearheaded the movement toward rapid prototyping and user-centric web and mobile application development for companies including Google, Nike, Adobe, Mercedes, Starbucks, Xbox, Sony, Lexus, and Herbalife.

Reg# 268819CA**Fee: \$755**

Online session:
Sep 21-Dec 7

Chris Cirak, consummate design thinker, technologist, and entrepreneur; for 18 years Mr. Cirak has spearheaded the movement toward rapid prototyping and user-centric web and mobile application development for companies including Google, Nike, Adobe, Mercedes, Starbucks, Xbox, Sony, Lexus, and Herbalife.

Wearable Computing: The Next Step in Human-Computer Interaction

X 479.2K Design Media Arts 4 units

Estimated cost for materials is \$50; to be discussed at first class.

Chances are there's a supercomputer in your pocket; tomorrow it might be on your wrist. Current technologies are smaller, lighter, cheaper, and faster than ever before. Wearable computing will impact transportation, marketing, entertainment, and even medicine. The near future will bring an increasing number of wearable devices that will fundamentally change the field of human-computer interaction. In this course, you'll be guided through the design and fabrication of your own wearable project. We'll leverage Arduino and LilyPad as a platform for interaction design and prototyping. *No programming or electronics experience required. In-class personal laptop access strongly encouraged. Internet access required to retrieve course materials.*

Reg# 268810CA**Fee: \$755**

Westwood: 218 1010 Westwood Center
Mon 7-10pm, Sep 19-Dec 5, 12 mtgs
No refund after Sep 26.

Evelyn Masso, designer and engineer at Oblong Industries with a BA in psychology and interactive media from Miami University, he specializes in interaction design and experience development for multi-modal, interactive installations. Past clients include Cinnabar and IBM.

Advanced Typography

X 479.4B Design Media Arts 4 units

Explore the stylistic and expressive potential of typography as a critical element of graphic design solutions in this hands-on course. Students learn about word/image juxtaposition, eclectic stylization, and contemporary design trends. Substantive projects explore the compositional and semantic aspects of typography for portfolio application. *Prerequisite:* X 479.4A Typography or consent of instructor. Proficiency in InDesign or Illustrator. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 268826CA**Fee: \$755**

Westwood: 408 1010 Westwood Center
Tue 7-10pm, Sep 20-Dec 6, 12 mtgs
No refund after Sep 27.

Andrew Kutchera, MFA in Graphic Design, California Institute of the Arts. He has worked both full-time and as a freelance consultant for a number of organizations, including USC, Hillstone Restaurant Group, and the YMCA of Los Angeles. He currently works as a freelance art director.

Package Design

X 479.6C Design Media Arts 4 units

Learn the function of packaging, including product protection, identity, advertising, safety, and communication. This hands-on course focuses on developing and executing materials, concepts, and graphics appropriate for effective packaging, including logo design, type, and pictorial elements. *Prerequisite:* Core Design Concepts and Print and Graphic Communication Tool Kit or equivalent. *Enrollment limited.*

Reg# 268847CA**Fee: \$780**

Sep 21-Dec 7

Shirin Raban, MA, USC Center for Visual Anthropology; brand identity designer, and ethnographic filmmaker. Ms. Raban created integrated lifestyle brands for clients such as Mattel; Korbel Champagne; Lake Sonoma Winery; Sadaf Mediterranean Food; Okami Asian Foods; Serengeti Tea Company; and The Daily Shake. She directed and edited the promotional film, *The Making of a Teaching Artist*, for UCLA Art and Architecture. Recipient, UCLA Extension Outstanding Instructor Award, 2010.

Publication Design

X 479.4D Design Media Arts 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# 268833CA**Fee: \$755**

Westwood: 407 1010 Westwood Center
Thu 7-10pm, Sep 22-Dec 8, 12 mtgs
(no mtg 11/24)
No refund after Sep 29.

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

What Our Students Say

"This program has been amazing. So thankful for it at this time in my life."

—Mindi LaRose

After Effects

X 481.99QT Design Media Arts 4 units

Learn how to integrate digital artwork into a moving composition. This course covers workflow strategies to ensure that artwork created in Photoshop or Illustrator maintains its integrity. Instruction also explores common resolutions, complex motion paths and masks, color modes, bit depths, frame and pixel aspect ratios, graphic and video file formats, and frame rates commonly used in motion graphics. *Prerequisite:* Knowledge of Photoshop and Illustrator. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 268836CA**Fee: \$1,125**

Westwood: B04 1010 Westwood Center
* Sat 9:30am-1pm, Sep 24-Dec 3, 10 mtgs
(no mtg 11/26)
No refund after Oct 3.

Eric Rosner, illustrating in New York City for more than 20 years with a unique style that recaptures a classic period of Manhattan and Los Angeles, and presents it for a new participating audience

Mentorship

X 482.14 Design Media Arts 4 units

Work one-on-one 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 six 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# 268838CA**Fee: \$685.**

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 Design Media Arts 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# 268837CA**Fee: \$125**

Westwood: 218 1010 Westwood Center
* Mon 3-5pm, Sep 19, 1 mtg

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

Portfolio Polish

850.17 Design Media Arts 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# 269212CA**Fee: \$160**

Westwood: 407 1010 Westwood Center
* Sat 1-4pm, Oct 29, 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 in 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*.