Beginning Painting: Figure

Working from a live model each session, this course focuses on the fundamentals of figure painting: finding movement, form, proportions, and the anatomy of the figure and imbuing it with liveliness, light, and atmosphere.

The course begins with quick painting sketches and progressively moves on to more challenging exercises with longer alla prima poses, culminating in a multi-session pose for a finished painting.

Transferable for unit credit toward the bachelor’s degree at all campuses of the University of California.

Page 27.

Above: Painting by instructor Tom Garner.
Calligraphy: Dancin’ Pen

Hand-lettering should serve to convey emotion; this course will give you the tools to write with expressive and emotional letterforms. It will open doors for you to morph your Italic alphabet into an unlimited number of new forms, and will free you from the “rules” of calligraphy you may already be familiar with. So come step out of the box and express yourself!

Page 27.
ART X 435.1
Printmaking and Design
4.0 units
This course provides an introduction to printmaking technique and basic design. Students will explore the world of printmaking through monotypes, transfers, lino-cut, and silkscreen, creating unique prints and one edition of prints. The course will also touch on the history of printmaking and artists who use these techniques.
Reg# 353258
Fee: $750
❖ Classroom
12 mtgs
Wednesday, 7-10pm, April 5-June 21
1010 Westwood Center: 1010 Westwood Blvd.
All materials are included in course fee, and will be provided during first meeting.
Enrollment limited.
No refund after April 12.
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.
ART 855.51
Watercolor Workshop
1.8 course units
Designed for beginners, this course introduces the techniques, materials, and vocabulary of watercolor painting. Projects include painting from still life, and exploring the fundamentals of shape, line, and color. Students learn about watercolor papers, brushes, and pigments, as well as practice basic wash techniques. Students will also experience plein air landscape painting.
Reg# 353307
Fee: $250
❖ Classroom
2 mtgs
Saturday, 10am-4pm, April 22-29
Extension Woodland Hills: 21650 Oxnard Street
Estimate supplies cost is $50. Supplies list sent via e-mail prior to first meeting.
No refund after April 21.
Paul Arden, for credits see page 17.

Did You Know?

Arts Courses Can Serve as DCA Electives
Many studio arts and photography courses can be taken as electives toward the Design Communication Arts Certificate with approval.

To learn more about applying arts courses to the DCA Certificate, call (310) 206-1422.

Design, Web & UX Design

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

Core Design Concepts
The seven Core Design Concepts courses are designed for those pursuing the Design Communication Arts Certificate. These courses are also open to non-credit 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 five electives.

Required Courses:
X 479.6A Design Fundamentals (4 units)
X 482.1D Color Methodologies (4 units)
X 479.4A Typography (4 units)
X 479.6E Design II: Collateral Communication (4 units)
X 470.2D Design III: Branding (4 units)
X 479.3D Design History and Context (4 units)
X 479.6P Design IV: Advanced Design Practice (4 units)

DESMA X 479.6A
Design Fundamentals
4.0 units
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 critical.
Reg# 352949
Fee: $755
❖ Classroom
12 mtgs
Monday, 7-10pm, April 3-June 19
Saturday, 10am-1pm, June 24
1010 Westwood Center: 1010 Westwood Blvd.
No meeting May 29.
Fee does not include cost of art supplies.
Enrollment limited.
No refund after April 10.
Henry Matteo, freelance design consultant in several design disciplines, including graphics, industrial, and interiors. He has worked with such design firms as RKS, Spline Design Associates, Melvin Best & Associates, DesignworksUSA, Rimco, and Beynon & Company. His clients have included Chevys restaurants; ESCOD Publishing; Westfield Shopping Centers; Honda Corporation; SEGA; Harmon Kardon; BMW; Brookstone; PricewaterhouseCoopers; and Adventist Hospitals. Recipient, UCLA Extension Distinquished Instructor Award, 2010.

DESMA X 479.2A
Drawing for Communication
4.0 units
Develop drawing skills for successful communication in design. Topics include thumbnails, quick sketches, drawing from reference, drawing from memory, rendering techniques, and media options.
Reg# 352920
Fee: $780
❖ Online
April 4-June 20
Fee does not include the cost of art supplies.
Enrollment limited. No refund after April 10.
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.

DESMA X 479.4A
Typography
4.0 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(s): X 479.6A Design Fundamentals and X 481.907 InDesign.
Reg# 352943
Fee: $755
❖ Classroom
12 mtgs
Tuesday, 7-10pm, April 4-June 22
1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 11.
Stephanie Sabo, BA, Ashland University; MFA, Writing and Art, California Institute of the Arts. Ms. Sabo’s diverse background in the arts, design, theory, and social critique has led her to over a decade of teaching experience in several disciplines, including fashion and graphic design. She continues her own practice as a contemporary artist and writer and presents her research at academic conferences.
Reg# 353939
Fee: $780
❖ Online
April 4-June 20
Enrollment limited. No refund after April 10.
Deane Swick, MFA, graphic designer and artist

DESMA X 479.6E
Design II: Collateral Communication
4.0 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.
Prerequisite(s): X 479.6A Design Fundamentals, X 481.992 InDesign, and X 479.4A Typography.
Reg# 352955
Fee: $780
❖ Online
April 4-June 20
No refund after April 10.
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; Senege- geli 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.

DESMA X 479.2D
Design III: Branding
4.0 units
Learn to develop memorable identity systems using symbols, icons, logos, and comprehensive environment design and reinforce personality, tone, and voice. The goal is to create meaningful, dynamic relationships with the customer.
Prerequisite(s): X 479.6A Design Fundamentals, X 479.4A Typography; and X 479.6E Design II; proficiency with Photoshop, Illustrator, and InDesign.
DESMA X 479.6P

**Design IV: Advanced Design Practice**

4.0 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(s): All Core Design Concepts and Print and Graphic Communication Tool Kit courses, or departmental approval.

Reg# 352956

Fee: $780

- **Online**
- April 4–June 20

No refund after April 10.

**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).

Reg# 352960

Fee: $780

- **Classroom**
- 10 mtgs
- Thursday, 6:30–10pm, April 13–June 15
- 1010 Westwood Center: 1010 Westwood Blvd.

Held in a regular classroom with student-provided laptops. Enrollment limited. No refund after April 20.

**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).

Reg# 352963

Fee: $1,125

- **Online**
- April 5–June 21

Enrollment limited. No refund after April 11.

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

Enrollment limited. No refund after April 24.

For more information, visit uclaextension.edu or call (800) 825-9971.
**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.

<table>
<thead>
<tr>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
<th>5th Quarter</th>
<th>6th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Fundamentals (4 units)</td>
<td>Typography (4 units)</td>
<td>Illustrator I (4 units)</td>
<td>Design III: Branding (4 units)</td>
<td>Design IV: Advanced Design Practice</td>
<td>Elective</td>
</tr>
<tr>
<td>Photoshop I (4 units)</td>
<td>Color Methodologies (4 units)</td>
<td>Design II: Collateral Communication (4 units)</td>
<td>Design History and Context (4 units)</td>
<td>Elective</td>
<td>Elective</td>
</tr>
<tr>
<td>Drawing for Communication (4 units)</td>
<td>InDesign (4 units)</td>
<td>Elective</td>
<td>Elective</td>
<td>Recommended: Portfolio Polish</td>
<td>Final Portfolio Review</td>
</tr>
</tbody>
</table>

**DESMA X 481.99Z InDesign**

4.0 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(s): Familiarity with Photoshop.

Reg# 353056

- Fee: $780
  - Classroom: April 6–June 22
  - Enrollment limited.
- No refund after April 13.

**Denise 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 mixing media collages designed around personal photos and photo shoots. She specializes in creating custom mixing media collages designed around personal photos and photo shoots. She specializes in creating custom mixing media collages designed around personal photos and photo shoots.

Reg# 353052

- Fee: $1,125
  - Classroom: 12 mtgs
    - Thursday, 7-10pm, April 6–June 22
    - 1010 Westwood Center: 1010 Westwood Blvd.
    - Held in a Mac lab.
    - Visitors not permitted.
- No refund after April 13.

**Paul Mendoza**, designer, creative strategist, culture vulture, and community builder. Mr. Mendoza currently works at Wondros, a media production company in West Hollywood. He is the membership director for AIGA L.A., 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, Intuit, and Haste. 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.

**DESMA X 481.99QT After Effects**

4.0 units

Learn how to integrate digital animation into a moving composition. This course covers workflow strategies to ensure that artwork created in Photoshop or Illustrator maintains its integrity. Instruction also explores complex resolutions, color management, tools, palettes, 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(s): Knowledge of Photoshop and Illustrator.

Reg# 353081

- Fee: $1,125
  - Classroom: 12 mtgs
    - Saturday, 9:30am-12:30pm, April 8–June 24
    - 1010 Westwood Center: 1010 Westwood Blvd.
    - Held in a Mac lab.
    - Visitors not permitted.
- Enrollment limited.
- No refund after April 13.

**David Dodds**, Los Angeles-based motion graphics designer. His experience spans eight years in motion graphics, special effects, broadcast design, character animation, and infographics. He has worked for studios such as Starkid, Mirada, Logan, and NFL Networks. Dodds has been invited to lecture at Otis College of Art and Design, and Laguna College of Art and Design.

**DESMA X 481.24B Web Design I: HTML and CSS**

4.0 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(s): Proficiency with Photoshop.

Reg# 352967

- Fee: $780
  - Online: April 5–June 21
  - Enrollment limited.
- No refund after April 11.

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

**DESMA X 481.99V Web Design II: JavaScript and jQuery**

4.0 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(s): X 481.24B Web Design I: HTML and CSS.

Reg# 353042

- Fee: $780
  - Online: April 5–June 21

**DESMA X 481.24W Web Design IV: Real World Applications**

4.0 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(s): X 481.24B Web Design I: HTML and CSS.

Reg# 353039

- Fee: $1,125
  - Classroom: 12 mtgs
    - Tuesday, 7-10pm, April 4–June 20
    - 1010 Westwood Center: 1010 Westwood Blvd.
    - Visitors not permitted.
- No refund after April 11.

**Richard Barkinskiy**, co-founder and lead developer at Elmint. 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.

**DESMA X 479.3K Designing for Immersive Experiences**

4.0 units

This class will critically examine immersive interactive experiences through virtual reality, augmented reality, installations, and other formats. Students will explore the interaction design issues in these media by discussing contemporary works and prototyping their own experiences. Visiting artists and designers will also share their real world perspective on the production of immersive interactive experiences. No prior engineering or design experience is required.

Reg# 353161

- Fee: $755
  - Classroom: 10 mtgs
    - Thursday, 6:30-10pm, April 6–June 8
    - 1010 Westwood Center: 1010 Westwood Blvd.
    - No refund after April 12.

**Evelyn Maslo**, who is a person, designer, and teacher. She’s designed products and experiences for a variety of scales, from immersive installations to wearables to mobile apps.
NEW

DESMA X 427.87
Brand Building Workshop
4.0 units
This course will utilize a full-length brand identity design process as a vehicle to learn and practice design research and development, which is essential to high level professional design and marketing practice. Visual expression without concept is arbitrary decoration. Concepts for visual creativity require knowledge and information about the subject and its contexts. The designer’s and marketer’s role extend beyond his/her knowledge of typographic, color, composition, and other design related knowledge because of his/her responsibility to understand the objective of the design problem from multiple perspectives. The course will provide you with the experience of conducting in-depth design research and visual/visual data analysis through comparative and competitive studies to produce a succinct brand positioning statement. Naming, logo design, and applications design are important parts of this course. Effective use of images, color, and other visual elements in presentations will be discussed and performed in conjunction with the developed mission statement and core brand values.

Reg# 3529300
Fee: $755
❖ Classroom
6 mtgs
Saturday, 7am-9am, April 2-May 16
UCLA Extension DTLA: 261 S Figueroa St.
No refund after April 14.

Sunpark Park, whose teaching philosophy is rooted in the natural balance between each individual’s set of talents, gifts, and unique habits and the larger body of surrounding culture that is influenced by and influences each person in it. He holds a BFA and an MFA in Graphic Design from the Art Center College of Design, Pasadena. Mr. Park has directed and managed ANDLAB, a cross-cultural branding and identity company, for 18 years, serving local and international clients such as Samsung, Hyundai, and Royfu. The brand strategy and design consulting company is dedicated to helping its global clients with their multi-cultural brand positioning and visual communication projects between Asia and the US. In 2001, he opened ANDLAB-ART, an alternative gallery that curates and hosts experimental and explorative art and design works.

DESMA X 479.6BB
Entertainment Design
4.0 units
Entertainment design is a fast-paced, diverse, and growing field of graphic design. This course challenges you to develop conceptual and provocative creative expression while designing campaigns for theatrical key art movie posters, entertainment packaging, and other collateral material. Students work through the design process to develop their own conceptual art direction while learning the skills needed to work in the entertainment advertising industry.

Reg# 353070
Fee: $755
❖ Classroom
12 mtgs
Wednesday, 7-10pm, April 5-June 21
1010 Westwood Center: 1010 Westwood Blvd.
Enrollment limited.
No refund after April 12.
Jeffery Aguila

DESMA X 479.4D
Publication Design
4.0 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(s): X 479.6A Design Fundamentals; X 479.4A Typography; and experience with Photoshop, Illustrator, and InDesign.

Reg# 352944
Fee: $755
❖ Classroom
12 mtgs
Thursday, 7-10pm, April 6-June 22
1010 Westwood Center: 1010 Westwood Blvd.
Enrollment limited.
No refund after April 13.
John Beach, creative director, John Beach Design, whose clients include The Walt Disney Company, Starbucks, and The Hillstone Restaurant Group.

DESMA X 479.2K
Wearable Computing: The Next Step in Human-Computer Interaction
4.0 units
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.

Reg# 352936
Fee: $755
❖ Classroom
10 mtgs
Monday, 6:30-10pm, April 3-May 22
1010 Westwood Center: 1010 Westwood Blvd.
Monday, 6:30-10pm, June 5-12
1010 Westwood Center: 1010 Westwood Blvd.
Estimated cost for materials is $50; to be discussed at first class.
No programming or electronics experience required. In-class personal laptop access strongly encouraged. Enrollment limited.
No refund after April 10.
Evelyn Masso, who is a person, designer, and teacher. She’s designed products and experiences for a variety of scales, from immensurable installations to wearables to mobile apps.

DESMA X 482.14
Mentorship
4.0 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(s): Students must be enrolled in a DCA certificate.

Reg# 353073
Fee: $685
Students may complete this mentorship online or in person.
Mentors must sign the application form before enrollment can be processed.
No refund after April 10.

DESMA X 479.7F
Design Communication Arts Program Internship
4.0 units
Internships facilitate the transition from student to professional designer. Students must be registered in the Design Communication Arts Program for at least three consecutive quarters, be near their last quarter of study, and have had a portfolio review. Students must work 10 to 16 hours per week.

Reg# 352958
Fee: $685
Restricted course; call (310) 825-6448 for permission to enroll. Web enrollments automatically generate a “Permission to Enroll” request.
Visitors not permitted.
No refund after April 10.

DESMA 850.19
Think Like a Designer
0.3 ceus
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 ground in research, and how that approach differs from design as decoration.

Reg# 352916
Fee: $125
❖ Classroom
1 mtg
Monday, 3-5pm, April 3
1010 Westwood Center: 1010 Westwood Blvd.
Students enrolled in a DCA certificate may enroll for free; call (310) 206-1422.
No refund after March 31.
Scott Hutchinson, MFA, UCLA School of Arts and Architecture; designer and photographer specializing in corporate identity, branding, and advertising.

DESMA 850.17
Portfolio Polish
0.3 ceus
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 guest lectures from the design industry.

Reg# 352913
Fee: $160
❖ Classroom
1 mtg
Saturday, 1-4pm, April 22
1010 Westwood Center: 1010 Westwood Blvd.
Students enrolled in a DCA Certificate may enroll for free; call (310) 206-1422.
Enrollment limited.
No refund after April 21.
Allison Blos, designer and art director involved in the development of integrated brand systems and publication design projects. At KBI Design in Los Angeles, Ms. Blos played a key role in projects for the Hammer Museum, Lily McNeil, 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.

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 uclaextension.edu.
User Experience (UX) Certificate

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

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

Courses begin on page 32.

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

Design Software

DESMA X 481.99FG
User Experience: Tool Kit and Development
4.0 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.

Reg# 352346
Fee: $780
Online
Tuesday, April 4-June 20
Students must own a Mac computer and have OmniGraffle software.
No refund after April 10.

Jedi Wright, who has over 10 years of experience in web, user experience and immersive design. His focus is on creating user-centered design solutions, through the use of User Experience and Information Architecture (IA) practices, along with tried and proven design thinking principles that put the user first. He has held positions such as Lead UX Designer, Sr. Information Architect, and Web Manager at digital agencies and other ventures such as Disney Interactive Media Group, SapientNitro, and The Do LaB. He has provided extensive user experience design and information architecture for clients such as American Red Cross, Comcast, Cleveland Clinic, DirecTV, Disney Interactive Media Group, FGL Sports, JukinVideo, MLB, QVC, SanDiego.org, Sentara Healthcare, SP Health, and Youthevo Technologies. He has also participated in several early start ventures including The Do LaB, Growing Energy Labs, and DistinctiveFiberFabric. Mr. Wright has studied multimedia, computer science and interaction design, respectively, at the Art Institute, Santa Monica College and the Art Center College of Design. He currently works at QVC in Philadelphia, as a senior user experience designer.

UX (User Experience) Design

DESMA X 481.55
Design Thinking I
4.0 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.”

Reg# 352872
Fee: $755
Classroom
10 mtgs
Monday, 6:30-10pm, April 3-May 22
1010 Westwood Center: 1010 Westwood Blvd.

Chris R. 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.

Don’t Miss the Next Event

Sat, May 20

This year’s TEDxUCLA promises to be an exciting and engaging day full of ideas worth spreading.

For information on speakers, salons, and more, visit tedxucla.org.
divergent and convergent thinking strategies that help define a thinking methodology that include project selection (problem space); field study (interview/observation); opportunities (brainstorming/deadlock); 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 implemented 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(s): Design Thinking I X 481.55 and User Experience I X 481.99AF.

Reg# 352877

Fee: $755

❖ Classroom
12 mtgs
Wednesday, 7-10pm, April 5-June 21
Saturday, 9am-12pm, June 10
1010 Westwood Center: 1010 Westwood Blvd.
No meeting May 10.
Enrollment limited.
No refund after April 13.

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

Kaz Brecher

DESMA X 481.99AF

User Experience I: Survey
4.0 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 type creation; and usability testing and analysis. Students focus on problem solving a 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(s): X 481.99AF User Experience I and X 479.8K User Experience II, or equivalent experience.

Reg# 353909

Fee: $755

❖ Classroom
12 mtgs
Thursday, 7-10pm, April 6–June 22
1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 12.

Thomas Dillmann, MBA, Pepperdine University; user experience architect with 15 years’ experience; former head of experience planning and lead information architect at MRMI Worldwide, Underworld, 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, ResponsiveTV, and FastTV.

DESMA X 479.8K

User Experience II: Mobile First
4.0 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; 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; and wearables.

Instructor to be announced

Reg# 352714

Fee: $780

❖ Online
April 5–June 21
Limited enrollment.
No refund after April 11.

Jedi Wright, for credits see page 32.

DESMA X 489.5F

User Experience III: Applied
4.0 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 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.

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Fee: $780

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Jedi Wright, for credits see page 32.
Photography Certificate

Improve your technical skills, hone your creative eye, and learn about the business side of photography in this newly revised certificate designed for beginners or hobbyists who want to take their practice to the next level.

Using a digital SLR camera, students gain experience in manual control, lighting, portraiture, composition, and more. Flexible schedules and evening/weekend courses are designed with working professionals in mind.

Curriculum

7 Required Courses
Photography I
Photography II
Lighting I
Lighting II
Portraiture

History of Photography
Portfolio Workshop

Plus 3 electives of your choosing from such areas as Photoshop, landscape, documentary, fine art photography, and more. Mentorships also earn elective credit. Electives change each quarter; check catalog for current courses.

Candidacy Benefits
Certificate students pay a $250 candidacy fee and receive discounts on Adobe CC, and eligibility for a UCLA BruinCard (additional $10).

Enroll now! This certificate (CE0500) has open enrollment; no formal application required. Enroll online at uclaextension.edu or call (800) 825-9971.

Contact Us
photography@uclaextension.edu | (310) 206-1422

Photography

For information on enrollment, location, and space availability call (800) 825-9971. For information on course content call (310) 206-1422 or email photography@uclaextension.edu.

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 (5 units)

ART X 438.9 Photography I
4.0 units
In this practical hands-on introduction, the fundamental technical and aesthetic principles of digital photographic processes are addressed, including instruction on DSLR camera operation, composition, and digital retouching and manipulation. Instruction also includes Adobe software acquisition techniques and output technologies. Discussion covers contemporary digital imaging and its application within commercial and fine arts. Assignments demonstrate mastery of technical skills and individual creative expression.

Reg# 352760
Fee: $750
❖ Classroom
12 mtgs
Monday, 6:30-10pm, April 3-May 22
UCLA Extension DTLA: 261 S. Figueroa St.
Monday, 6:30-10pm, June 5-12
UCLA Extension DTLA: 261 S. Figueroa St.
No refund after April 16.

Naomi White, MFA, School of Visual Arts; Creative portrait and fine art photographer.

Reg# 352799
Fee: $650
❖ Online
April 4–June 20
Enrollment limited.
No refund after April 10.

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

Reg# 352804
Fee: $750
❖ Classroom
12 mtgs
Wednesday, 7-10pm, April 5–June 21
1010 Westwood Center: 1010 Westwood Blvd.
Enrollment limited.
No refund after April 12.

Sonya Naumann, MFA, visual artist working in photography and video as a means of investigating the collective process of individual and sociopolitical identity constructs using the qualitative research method of artistic autoethnography. Her work has been exhibited and published in The Los Angeles Center for Digital Art, The Center For Fine Art Photography, University of Nevada, New Orleans Photo Alliance, Fraction Magazine, Bust Magazine, and The American Scholar Journal.

ART X 439.90 Photography II
4.0 units
This course focuses on gaining control of all photographic variables while attempting various creative assignments. The use of manual controls is emphasized, along with the capture and processing of .RAW image files. Course assignments involve defining a point of view, emphasizing figure versus ground, storytelling, portraits, and the use of artificial light. Instruction also covers the .RAW workflow, Photoshop for photographers and monitor calibration.

Prerequisites: X 438.9 Photography I or equivalent experience; an advanced knowledge of general photography.

Reg# 352814
Fee: $750
❖ Classroom
12 mtgs
Tuesday, 7-10pm, April 4–June 20
1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 11.

Sonya Naumann, MFA, visual artist working in photography and video as a means of investigating the collective process of individual and sociopolitical identity constructs using the qualitative research method of artistic autoethnography. Her work has been exhibited and published in The Los Angeles Center for Digital Art, The Center For Fine Art Photography, University of Nevada, New Orleans Photo Alliance, Fraction Magazine, Bust Magazine, and The American Scholar Journal.

Enroll at uclaextension.edu or call (800) 825-9971
Photographing Architecture in the City

New Course

Architecture has always been a favorite subject of photographers. Today, as in years past, the best architectural photography rises to the level of fine art.

Above: Image by instructor Richard Langendorf

Reg# 352771
Fee: $650
Online
April 4–June 20

This intensive 1-day workshop is designed to improve your workflow, demonstrate quick and easy techniques to enhance almost any photograph, and expose students to the power of Photoshop’s plug-in filters. Instruction covers the importance of layers and layer masks, using blend modes, easy retouching tips, dodging and burning, using actions, and much more. The course also focuses on the power of native and third-party plug-in filters that offer an amazing variety of powerful and stunning visual effects, along with multiple ways to correct a variety of problems with photographs.

Enroll at uclaextension.edu or call (800) 825-9971

Arts & Entertainment 45

ART 864.89 Photoshop Tips, Tricks, and Filter Magic
0.7 ceus

This intensive 1-day workshop is designed to improve your workflow, demonstrate quick and easy techniques to enhance almost any photograph, and expose students to the power of Photoshop’s plug-in filters. Instruction covers the importance of layers and layer masks, using blend modes, easy retouching tips, dodging and burning, using actions, and much more. The course also focuses on the power of native and third-party plug-in filters that offer an amazing variety of powerful and stunning visual effects, along with multiple ways to correct a variety of problems with photographs.

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