Connect with Your Arts Community!

There are many ways to build relationships with your fellow students, instructors, advisors, and future collaborators. Join in the conversation online and stay connected!

Facebook:
Facebook.com/UCLAxVisual

Twitter:
Twitter.com/UCLAxVisual

Website:
Visual.uclaextension.edu

Above: Students in Exploring Street Art visit Christina Angelina's studio. Photo by instructor Lizy Dastin.

And remember, **you** *can always call or email us at* (310) 206-1422 and *visualarts@uclaextension.edu.*

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.

Transferrable for unit credit toward the bachelor's degree at all campuses of the University of California.

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Above: Painting by instructor Tom Garner.

Art

Art History & Theory

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

NEW
ART HIS X 498.66
Art Since 1980
4.0 units
This course explores global contemporary art since 1980, covering the wide range of events, movements and personalities across the past three decades of artistic production. Lectures are organized thematically around subtopics supported by succinct investigations and discussions of representative groups of artists. The class includes weekly slide lectures, field trips to local exhibitions and student presentations on research topics.

Reg# 352137   Fee: $675
❖ *Classroom*
12 mtgs
Wednesday, 7-10pm, April 5-June 21
1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 11.

Jennifer Doublet, MArch, Southern California Institute of Architecture, Certificate in Fine and Decorative Art History, Christie's Fine Arts Course in London, BA in Art History, Stanford University. Ms. Doublet is a practicing design professional in Los Angeles who has been published in *Architecture* magazine and *The Architect's Newspaper*.

NEW
ART HIS 876.54
Los Angeles, New York and Beyond: The Dwan Gallery and its Impact
0.8 ceus
Founded in Westwood in 1959, Virginia Dwan's gallery introduced Angelenos to cutting edge art, presenting groundbreaking exhibitions by abstract expressionists, neo-dadaists, pop artists and *nouveau realistes*. In 1965, Dwan established a second space in New York where she pioneered a series of influential movements from minimalism to conceptual art to land art. This class will take as its point of focus the exhibition, *New York to Los Angeles: Dwan Gallery, 1959-1971*, which will be presented at the LACMA, March 19-September 10. Classroom lectures and a museum visit will be devoted to examining the art movements and artists Dwan supported. Due to the nature of her artistic sponsorship, the class will offer a quasi-survey of art historical tendencies from the late-fifties to the early seventies. The Dwan Gallery was essentially a "boy's club," few female artists making their way onto its roster during the dozen years of its existence. The gallery's program will be reconsidered from the vantage point of today, so that contributions by women artists to the art of this period will be acknowledged. So too will Virginia Dwan's status as one of several women art dealers who had considerable influence on the art world of the time.

Reg# 352355   Fee: $200
❖ *Classroom*
4 mtgs
Wednesday, 6-8pm, May 31-June 14
1010 Westwood Center: 1010 Westwood Blvd.
Saturday, 11am-1pm, June 24
LACMA: 5905 Wilshire Blvd.
No refund after May 31.

Roni Feinstein, PhD, Institute of Fine Arts, New York University

Art Studio Workshops

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

Enrollment limited in all courses; early enrollment advised. Students should have completed all prerequisites prior to enrollment.

ART X 450.10
Abstract Painting
3.0 units
This studio-based course introduces students to abstract painting and expands their ability to enjoy and respond to abstract art. Students improve their color skills and learn techniques for composition and improvisation. The course also focuses on creating dynamic color interaction and compelling pictorial space. Each project addresses these themes in different ways using an open strategy for starting the painting and a process of working through formal challenges. Students can work with oil or acrylic paint on canvases or panels. Instruction includes brief demonstrations, studio projects, one-on-one discussion, and group critiques. Students should expect to complete at least three works during the course. Lectures also touch on formalism in relationship to representational art and the impact of form on content.
Prerequisite(s): X 5C Beginning Oil Painting or X 5D Beginning Acrylic Painting, or equivalent experience.

Reg# 352773   Fee: $645
❖ *Classroom*
10 mtgs
Tuesday, 7-10pm, April 4-June 6
1010 Westwood Center: 1010 Westwood Blvd.
Estimated supplies cost is $100.
No refund after April 11.

Nick Brown, MFA, School of the Art Institute of Chicago, former professor, Pratt Institute; Exhibitions include Museum of Contemporary Art, Chicago, and The Drawing Center, NYC.

ART X 5A
Basic Drawing I
2.0 units
A beginning course in drawing designed to develop and expand one's observational abilities and rendering skills. Students learn methods for sensitively describing objects in terms of line, shape, volume, cross-contour, proportion, light logic, perspective, and compositional space. Each class focuses on a particular formal concept and its function in drawing. Students begin with line drawings and conclude with fully modeled, tonal, volumetric, still-life drawings. Also covered are fundamentals of pictorial space structure, aesthetics, content, and draftsmanship using still life and natural forms. Includes work with pencil, pen, and charcoal. 🏠

Reg# 352820   Fee: $645
❖ *Classroom*
10 mtgs
Monday, 7-10pm, April 3-May 22
1010 Westwood Center: 1010 Westwood Blvd.
Monday, 7-10pm, June 5-12
1010 Westwood Center: 1010 Westwood Blvd.
Estimated supplies cost is $75.
No refund after April 10.

Paul Arden, MFA, UCLA; art instructor for more than 15 years whose work has been exhibited at Bedlam Gallery, La-La Land, and La Luz de Jesus. Mr. Arden's paintings were featured in the Focus Features film, *The Shape of Things,* and he was a supporting co-author of *The Odyssey of Jan Stussy in Black and White*, written by UCLA art history professor Albert Boime.

→ → →

Reg# 352822
Fee: $645
❖ *Classroom*
   10 mtgs
   Thursday, 2:30-5:30pm, April 6-June 8
   1010 Westwood Center: 1010 Westwood Blvd.
Estimated supplies cost is $75.
No refund after April 13.
Stephanie Pryor, MFA, UCLA; artist who has exhibited extensively in solo and group shows in Los Angeles, New York, and Europe.

ART X 5D
Beginning Painting: Acrylics
2.0 units
An introductory course in painting with acrylic: a fast-drying, permanent, and clean water-based medium that permits easy correction and change. The medium integrates easily with drawing and can be worked transparently or opaquely. Students develop skills in this medium by painting from still life, natural forms, and abstract exploration. Ideally suited to the beginner, students are encouraged to develop individual directions in style and expression. 🎓

Prerequisite(s): X 5A Basic Drawing I or equivalent experience.

Reg# 352786
Fee: $645
❖ *Classroom*
   10 mtgs
   Wednesday, 7-10pm, April 5-June 7
   1010 Westwood Center: 1010 Westwood Blvd.
Estimated supplies cost is $50.
No refund after April 12. 🌐
Josh Mannis, MFA, School of the Art Institute of Chicago. Mr. Mannis's work has been featured in The Mattress Factory Museum of Contemporary Art, Pittsburgh; Museum of Contemporary Art, Chicago; Museum of Contemporary Art, North Miami; Musée d'art Contemporain de Montréal, Québec; Tate Modern, London; and in solo and group exhibitions at contemporary art galleries in Chicago, New York, Los Angeles, Philadelphia, Portland, Boston, Mexico City, Vancouver, and Berlin.

ART X 15
Beginning Painting: Figure
2.0 units
This course is for students who have taken a figure drawing and beginning painting class (acrylics or oils). It focuses on the fundamentals of figure painting: finding movement, form, proportions, and the anatomy of the figure and imbuing it with the liveliness, light and atmosphere that only painting can give. Instruction covers the use of monochrome, grisaille and full color palettes, and the relative color mixing and brushing techniques. Working directly from models, the course begins with quick painting sketches and progressively moves on to more challenging exercises with longer alla prima poses and culminating in a multi-session pose for a finished painting. The instructor will encourage students to develop their own expressive interests. 🎓

Reg# 352791
Fee: $685
❖ *Classroom*
   10 mtgs
   Monday, 7-10pm, April 3-May 22
   1010 Westwood Center: 1010 Westwood Blvd.
   Monday, 7-10pm, June 5-12
   1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 10.
Thomas Garner, artist, illustrator, and graphic designer who studied at UCSD and the Academy of Fine Arts in Venice, Italy where he lived and worked for 24 years.

ART X 429
Calligraphy
4.0 units
Calligraphy, the ancient art of hand-lettering, is a powerful creative tool in both communication arts (corporate logos, personal greetings, certificates, and invitations) and graphic arts (advertising and print). This course is designed to give students mastery of calligraphic tools. Students complete hands-on assignments and creative lettering projects as they move from classic styles to more modern forms. Alphabets taught vary by quarter. Check Section Notes for details.

Reg# 352397
Fee: $645
❖ *Classroom*
   12 mtgs
   Thursday, 7-10pm, April 6-June 22
   1010 Westwood Center: 1010 Westwood Blvd.
The Dancin' Pen alphabet is a twist on the Italic calligraphy font. The course will begin with an in-depth study of the formal Italic alphabet. We will analyze each component of the alphabet and stretch each part to its limit to create new, expressive alphabets. This class will give students an understanding of the tools of calligraphy (pens, paper, watercolor, gouache and acrylic) as well as how hand lettering can be used to convey emotion. It will open doors for you to morph your Italic alphabet into an unlimited number of new forms.
No refund after April 13.

Carrie Imai, President, Society for Calligraphy, Southern California; freelance calligrapher and designer.

ART X 428.51
Experimental Drawing
2.0 units
This course will revisit foundational techniques that will be familiar from introductory drawing courses (observation, mark making, composition, value) but will use them as a springboard for moving beyond tradition, norms, and habits. Projects will explore a range of techniques pulled from the history of modern art and contemporary art, including automatism, collage, conceptualism, and the use of non-traditional materials. Above all, this course investigates the relationship of concept to method, intention to improvisation, and rigor to artistic freedom.

Prerequisite(s): X 5A Basic Drawing I or equivalent experience.

Reg# 352794
Fee: $425
❖ *Classroom*
   6 mtgs
   Monday, 7-10pm, April 17-May 22
   UCLA Extension DTLA: 261 S. Figueroa St.
Internet access required to retrieve course materials.
No refund after April 24.

Josh Mannis, MFA, School of the Art Institute of Chicago. Mr. Mannis's work has been featured in The Mattress Factory Museum of Contemporary Art, Pittsburgh; Museum of Contemporary Art, Chicago; Museum of Contemporary Art, North Miami; Musée d'art Contemporain de Montréal, Québec; Tate Modern, London; and in solo and group exhibitions at contemporary art galleries in Chicago, New York, Los Angeles, Philadelphia, Portland, Boston, Mexico City, Vancouver, and Berlin.

ART X 426.8
Pastel Drawing
3.0 units
This versatile medium, used by such artists as Degas, Cassatt, and de Kooning, combines the expressive sensibilities of drawing and painting using both hard and soft pastel. Form and composition are developed through experimenting with layering pigment on the paper, blending, and building color using strokes and cross-hatching techniques which are unique to the medium of pastel. Students learn color theory concepts through a variety of subjects, such as a still life of their choice, drawing from photographs, imagination, and self-portraits. Beginning to advanced students are welcome; advanced students are guided to develop independent work.

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!

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Above: Example of Dancin' Pen alphabet by instructor Carrie Imai

Reg# 352817
Fee: $645
❖ *Classroom*
   10 mtgs
   Thursday, 7-10pm, April 6-June 8
   1010 Westwood Center: 1010 Westwood Blvd.
Materials list sent via email prior to first class.
Estimated supplies cost is $50.
No refund after April 13.
Stephanie Pryor, MFA, UCLA; artist who has exhibited extensively in solo and group shows in Los Angeles, New York, and Europe.

ART X 440.43
Handmade Jewelry I
4.0 units
Beginning-level students will learn basic fabrication and stone setting techniques, including fundamentals of metal forming (milling, sawing shapes, drilling, filing, wire-pulling, and tube-forming), soldering, prong-setting of faceted stones, bezel-setting of cabochon stones, and finishing. A series of projects, worked in fine silver, are designed to provide the foundational skills of hand fabrication without the use of wax or special casting procedures. Projects include the creation of a cut-out pendant, a spider web pendant, a prong-set ring, and a bezel-set ring.

Reg# 352768
Fee: $650
❖ *Classroom*
   12 mtgs
   Tuesday, 6:30-9:30pm, April 4-June 20
   1010 Westwood Center: 1010 Westwood Blvd.
Estimated cost for tools is $300; cost of metals is extra and varies with each project. Materials list discussed during first meeting; no materials required at first meeting.
No refund after April 11. 🌐

Dale Hernsdorf, designer who creates hand-wrought jewelry using gold and fine gemstones. Her work emphasizes hand-fabrication as opposed to casting, yielding unique and individualized pieces.

ART 803.81
Ikebana
0.8 ceus
Ikebana expresses the beauty and elegance of nature through a transformation of plant materials into a work of art. In Japan, ikebana–or flower arranging–has been perfected and elevated to an art form. Its beauty dazzles shoppers in giant displays in the store windows of Tokyo, and graces temples and shrines. Ikebana is practiced by millions of people as an entrance to a rich and creative world. Using fresh or dried branches, leaves, and flowers, students create new and differently styled arrangements each week. The first week features a demonstration by the instructor, a video, and information on supplies and materials to bring to future classes.

Reg# 352350
Fee: $195
❖ *Classroom*
   4 mtgs
   Saturday, 9am-12pm, June 3-24
   Extension Lindbrook Center: 10920 Lindbrook Dr.
Students must purchase textbook for $50 at first class.
Estimated additional supplies cost is $75-$100.
No refund after June 9.

Kyoko Kassarjian, internationally recognized ikebana artist who has been granted the highest degree, RIJI, by the Sogetsu School of Ikebana in Japan; recipient, UCLA Extension Distinguished Instructor Award, 2007. Ms. Kassarjian and her ikebana displays have been featured in numerous newspapers and publications.

Sketching on Location in Cuba

Capture the beauty and magic that Havana has to offer. Richard Scott, landscape architect, artist, author, and UCLA Extension's Sketching on Location Instructor, will take students on historic sketching tours of Old Town, Havana, and other unique locations.

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For more information please contact: *mmcdonald@uclaextension.edu* | (310) 825-9414

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.

Above: Students at *It's Your Show*, an annual art show featuring UCLA Extension student work.

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

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, linocut, 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 ceus
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 26.*

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-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 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 479.2D   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 critiqued.

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 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# 352946
Fee: $780
❖ *Online*
April 5-June 21
Fee does not include cost of art supplies.
Enrollment limited.
No refund after April 11.

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.

Reg# 352948
Fee: $755
❖ *Classroom*
12 mtgs
Thursday, 7-10pm, April 6-June 22
1010 Westwood Center: 1010 Westwood Blvd.
Fee does not include cost of art supplies.
Enrollment limited.
No refund after April 13.

Harsh Patel, L.A.-based graphic designer and creative director who has worked for a diverse range of collaborators, including MTV, Adidas, and MOCA.

DESMA X 482.10
Color Methodologies
4.0 units
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.

Reg# 353061
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 479.2A
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 481.997 InDesign.

Reg# 352943
Fee: $755
❖ *Classroom*
12 mtgs
Tuesday, 7-10pm, April 4-June 20
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# 352939
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 481.99Z 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; 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.

DESMA X 479.2D
Design III: Branding
4.0 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.

Prerequisite(s): X 479.6A Design Fundamentals; X 479.4A Typography; and X 479.6E Design II; proficiency with Photoshop, Illustrator, and InDesign.

→ → →

❖ *Classroom*
10 mtgs
Monday, 6:30-10pm, April 17-June 19
Saturday, 10am-1pm, May 27
1010 Westwood Center: 1010 Westwood Blvd.
No meeting May 29.
Enrollment limited.
No refund after April 24.
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.

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.
🖰 *Online*
April 4-June 20
No refund after April 10.
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.

DESMA X 479.3D
Design History and Context
4.0 units
Gain a broad understanding of design and its dynamic past to discover inspiration for the present. Survey the history of visual communication, design's sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students create portfolio pieces inspired by the designers and movements studied.
Prerequisite(s): X 479.6A Design Fundamentals, X 481.992 InDesign, and X 479.4A Typography.
❖ *Classroom*
12 mtgs
Wednesday, 7-10pm, April 5-June 21
1010 Westwood Center: 1010 Westwood Blvd.
Enrollment limited.
No refund after April 12.
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.

DESMA X 481.11
Photoshop I
4.0 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.
❖ *Classroom*
12 mtgs
Tuesday, 7-10pm, April 4-June 20
Extension Woodland Hills: 21650 Oxnard Street
Held in a regular classroom with student-provided laptops.
Enrollment limited. Visitors not permitted.
No refund after April 11.

Grace Magnus, graphic designer whose clients include marketing agencies, small businesses, and artists. She holds a particular interest in the intersection of art and technology, exploring the merge of hand crafting with digital tools in her work and design practice.
🖰 *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.
❖ *Classroom*
10 mtgs
Thursday, 2-5:30pm, April 13-June 15
1010 Westwood Center: 1010 Westwood Blvd.
Held in an iMac lab.
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).
❖ *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).

DESMA X 481.47
Illustrator I
4.0 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.
❖ *Classroom*
12 mtgs
Monday, 3-6pm, April 3-June 19
1010 Westwood Center: 1010 Westwood Blvd.
Saturday, 10am-1pm, June 24
No meeting May 29
Held in a Mac lab.
Enrollment limited.
Visitors not permitted.
No refund after April 10. ⊕
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.
🖰 *Online*
April 5-June 21
Enrollment limited. No refund after April 11.
Lauren Cullen, graphic designer for UCLA's Mobile Web Strategy group, where she designs mobile apps and responsive websites for UCLA's academic and research communities. An illustrator and fine artist, she creates graphics across all media. Lauren received a BA from Wesleyan University as well as an Advanced Web and Interaction Design Certificate from UCLA Extension.

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
Page 28.

Print and Graphic Communication Tool Kit

Drawing for Communication
Photoshop I
Illustrator I
InDesign
Pages 28 & 29.

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 30.
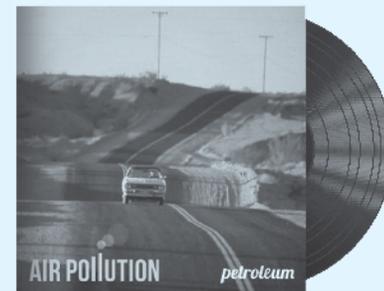
Design by recent DCA graduate Michelle Quach

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

Twitter:
@UCLAxVisual

Website:
visual.uclaextension.edu

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)	**Typography** (4 units)	**Illustrator I** (4 units)
Photoshop I (4 units)	**Color Methodologies** (4 units)	**Design II: Collateral Communication** (4 units)
Drawing for Communication (4 units)	**InDesign** (4 units)	**Elective**
Recommended: **Think Like a Designer**		

4th Quarter	5th Quarter	6th Quarter
Design III: Branding (4 units)	**Design IV: Advanced Design Practice**	**Elective**
Design History and Context (4 units)	**Elective**	**Final Portfolio Review**
Elective	**Elective**	
	Recommended: **Portfolio Polish**	

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
❧ *Online*
   April 6-June 22
Enrollment limited.
No refund after April 13.
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.

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.
Enrollment limited.
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 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.

DESMA X 481.99QT
After Effects
4.0 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(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 14.
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 Stardust, 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.

→ → →

Reg# 353032
   Fee: $1,125
❖ *Classroom*
   10 mtgs
   Monday, 6:30-10pm, April 10-June 19
   1010 Westwood Center: 1010 Westwood Blvd.
Held in a Mac lab.
Visitors not permitted.
Enrollment limited.
No refund after April 17. ⊕
Mitchell Gohman, MS in Education; director of design, The Sandbox Canvas.

DESMA X 481.99VV
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
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.

Reg# 353043
   Fee: $1,125
❖ *Classroom*
   10 mtgs
   Wednesday, 6:30-10pm, April 12-June 14
   1010 Westwood Center: 1010 Westwood Blvd.
Held in a Mac lab.
Visitors not permitted.
No refund after April 19.
Mitchell Gohman, MS in Education; director of design, The Sandbox Canvas.

DESMA X 481.5C
## Web Design IV: Real World Applications
4.0 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.

Prerequisite(s): X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery.
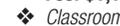
Reg# 353039
   Fee: $1,125
❖ *Classroom*
   12 mtgs
   Tuesday, 7-10pm, April 4-June 20
   1010 Westwood Center: 1010 Westwood Blvd.
Visitors not permitted.
No refund after April 11.
Richard Barkinskiy, co-founder and lead developer at Elimint. Formerly worked for Cedars-Sinai Medical Center as digital 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.

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 13.
Evelyn Masso, 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 typography, 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/literal data analysis through comparative and competitive studies to produce a succinct brand positioning statement. Naming, logotype 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# 352300
     Fee: $755
❖ *Classroom*
    6 mtgs
    Saturday, 10am-4pm, April 8-May 13
    UCLA Extension DTLA: 261 S. Figueroa St.
No refund after April 14.

Sunook 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 Inc, a cross-cultural branding and identity company, for 18 years, serving local and international clients such as Samsung, Hyundai, and Rayfu. The brand strategy and design consulting company is dedicated in 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# 353079
     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 Fundmentals; 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# 352304
     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 immersive 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.

Earn an Advanced Certificate

Advanced Print & Graphic Communication
This certificate focuses on advanced conceptual thinking, type, image, and unexpected applications.

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

Required Courses
X 479.4D Publication Design

X 479.6D Advertising Design

X 479.4B Advanced Typography

X 482.14 Mentorship

Advanced Web & Interaction Design
This certificate emphasizes immersive and engaging user experience, site optimization, and design solutions.

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

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

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 grounded 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 guests 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.
Students are encouraged to bring their portfolio-in-progress to share with the class, but it is not required.
Enrollment limited.
No refund after April 21.
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.

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.

Above: Design Thinking with Marc Mertens

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

TEDˣUCLA
x = independently organized TED event

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*.

Above: TEDxUCLA 2016 speaker Paul "The British Ninja" McCarthy

Brand Building Workshop

Bring your Big Idea to life.

New This Quarter

Join 20-year brand-builder Sunook Park, founder of ANDLAB design firm, in this intensive brand creation workshop geared equally to design, business, and marketing students. Students bring a business idea to the first class meeting, take on a strategic brand challenge from visualization through creation, and produce tangible solutions, leaving with a professional Brand Style Guide.

Page 31.

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 dives 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 Omni-graffle 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 solid 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 Youtoo Technologies. He has also participated in several early start ventures including The Do LaB, Growing Energy Labs, and Distinctivefabric.com. 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.
    Monday, 6:30-10pm, June 5-12
    1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 10.

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.

Reg# 352873
    Fee: $755
    Classroom
    12 mtgs
    Tuesday, 7-10pm, April 4-June 20
    UCLA Extension DTLA: 261 S. Figueroa St.
No refund after April 11.

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.

DESMA X 481.55A
Design Thinking II
4.0 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

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:

Printmaking and Design

Photography I

Calligraphy: Dancin' Pen

Design by recent DCA graduate Tammy Matute.

For a complete listing of arts courses, see pages 26-33 and 44 & 45. To learn more about applying arts courses to DCA certificates, call (310) 206-1422.

What Our Students Say

" I have been in the graphics field for 14 years; however, since I started the UCLA Extension program I have seen many opportunities come my way. There is a high level of prestige that comes with the program and I have seen this first hand."

—**Fernando Vargas**

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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(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 project for their portfolio that includes usability research and design mockup.

Prerequisite(s): Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle, or Axure.

Reg# 352347
Fee: $755
❖ *Classroom*
10 mtgs
Monday, 6:30-10pm, April 3-May 22 &
June 5-12
Extension Woodland Hills: 21650 Oxnard Street
Enrollment limited.
No refund after April 12.
Mateo Neri, design entrepreneur; co-Founded URB-E (www.urb-e.com); expert in brand and design

innovation; UX/UI, interactive pioneer; building and leading teams with scientists, engineers, designers, film makers, composers, and marketers to develop future innovations; expert in design research, design thinking and customer engagement; faculty, Art Center College of Design; clients included Disney, Nike, Mercedes-Benz, Coca-Cola, Intel, and more

Reg# 352318
Fee: $780
🖱 *Online*
April 4-June 20
Enrollment limited.
No refund after April 10.
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# 352881
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.
Instructor to be announced

DESMA X 479.8K
User Experience II: Iteration
4.0 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(s): 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.

Reg# 352890
Fee: $780
🖱 *Online*
April 4-June 20
No refund after April 10.
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.

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.

Prerequisite(s): X 481.99AF User Experience I and X 479.8K User Experience II, or equivalent experience.

Reg# 353090
Fee: $755
❖ *Classroom*
12 mtgs
Thursday, 7-10pm, April 6-June 22
1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 13.
Thomas Dillmann, MBA, Pepperdine University; user experience architect with 15 years' experience; former head of experience planning and lead information architect at MRM Worldwide, UnitedFuture, and Threshold Interactive. Clients include Harbor Freight Tools, SDCVB, HollandAmerica, Alpine, state of Washington, SAP, Autodesk, Microsoft, GM, Red Lion, Sony, MPAA, Fox, NBC, ABC, and *Playboy*. Other projects include early start ventures focused in on-demand video over IP for Hilton, LodgeNet, RespondTV, and FasTV.

DESMA X 479.9K
User Experience: 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; mobile-first philosophy; grid usage; predictive device changes; Android/iOS guidelines; and Microsoft.

Prerequisite(s): User Experience I: Survey and User Experience II: Iteration.

Reg# 352314
Fee: $780
🖱 *Online*
April 5-June 21
Limited enrollment.
Visitors not permitted.
No refund after April 11.
Jedi Wright, for credits see page 32.

🖱 ONLINE COURSE, page 4.

◑ HYBRID COURSE, page 4.

🌐 WEB-ENHANCED COURSE, page 4.

❖ ON-GROUND COURSE, page 4.

📖 TEXTBOOK REQUIRED

🏠 UC CREDIT, page 11.

Business of Entertainment

Business & Management of Entertainment

For more information call (310) 825-9064, email entertainmentstudies@uclaextension.edu, or visit entertainment.uclaextension.edu.

MGMT X 403.31
The Business of Entertainment
4.0 units
34.0 Hours Minimum Continuing Legal Education (MCLE) Credit
With the entertainment industry converging into a worldwide mass media, both business and operation models continue to rapidly evolve. This introductory course for producers, directors, writers, development personnel, and aspiring media executives examines the changing business issues associated with the entertainment industry. Through lectures, discussions with industry guests, and case studies, instruction focuses on current business and production issues, and introduces new business models to navigate content onto new distribution platforms. Some history is highlighted to provide a context for current practices and potential. The course also features opportunities to meet senior entertainment industry executives in various sectors. Topics include financing; contracts; intellectual property issues; licensing; worldwide theatrical marketing and distribution; worldwide home entertainment marketing and distribution; worldwide television production and distribution; multi-channel network distribution and opportunities; the impact of piracy; and leveraging new distribution platforms. By the end of the course, students should have an understanding of the opportunities available in the business of entertainment.

Reg# 352790
Fee: $695
❖ *Classroom*
12 mtgs
Thursday, 7-10pm, April 6-June 22
UCLA: Physics & Astronomy Bldg.
No refund after April 20. 🌐 📖
Randy Greenberg, executive producer of MEG, *Cowboys & Aliens* and past studio senior entertainment executive; founder of The Greenberg Group, a global entertainment investment and content strategy consultancy whose campaigns have produced over $5 billion at the box office. Previously, Mr. Greenberg was the senior vice president/head of international theatrical marketing and distribution for Universal Pictures, where he created the overseas releases of such films as *8 Mile, Intolerable Cruelty, The Mummy Returns, Jurassic Park III, The Fast and the Furious*, and *American Pie*.

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**.

Above: Photography students on a location shoot. Photo by Scott Stulberg.

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 (3 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*
    10 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# 352759
    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.

Prerequisite(s): X 438.9 Photography I or equivalent experience; an advanced knowledge of general photography.

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Reg# 352762
    Fee: $650
🖱 *Online*
    April 4-June 20
Enrollment limited.
No refund after April 10.
Craig Havens, visual artist working in the lens-based media of photography, video, installation, and projection. Mr. Havens lives and works in Los Angeles and Berlin.

Reg# 352761
    Fee: $750
❖ *Classroom*
    12 mtgs
    Tuesday, 7-10pm, April 4-June 20
    1010 Westwood Center: 1010 Westwood Blvd.
David Daigle, award-winning photographer with more than 25 years of photography and video production experience. He specializes in portrait and still life for advertising, commercial, and editorial clients.

ART X 440.22
Lighting I
4.0 units

Whether you're shooting people, products, still life, or landscapes, understanding how light interacts with your subject matter is critical to mastering the art of photography. This course covers both artificial (strobes and hot lights) and natural lighting, as well as the combination of both. Students photograph a variety of subjects to learn common lighting issues and powerful solutions needed to capture that great image. Instruction covers the use of light meters, reflectors, fill flash, soft boxes, and the safe operation of studio strobe equipment. This course consists of three hands-on meetings at a fully equipped professional photography studio in Hollywood and five classroom meetings that include lecture, discussion, and critiques.

Prerequisite(s): X 438.9 Photography I.

Reg# 352765
    Fee: $845
❖ *Classroom*
    8 mtgs
    Tuesday, 7-10pm, April 4-May 9
    1010 Westwood Center: 1010 Westwood Blvd.
    Sunday, 10am-5pm, April 16-30
    McCadden Space: 1041 N. McCadden Pl.
No refund after April 11.
David Jakle, photographer, shooting lifestyle advertising and fashion campaigns, editorial and e-commerce, for a wide range of clients. Former first assistant, Herb Ritts Photography.

ART X 440.96
Conceptual Photography
4.0 units

Designed for photography students who wish to focus on personal projects, this course includes lectures on the history of fine art photography; on such topics as dada; photography's influence on performance art and ethereal works; Fluxus; the idea of chance operations; structuralism; and conceptualism. Class includes demonstrations and discussions of techniques and various capture methods, discussion of student goals, and critique of works in progress. Students complete a number of creative projects based on the styles and techniques discussed in class that also reflect their own creative style. Final projects should serve as strong portfolio pieces.

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*.

ART X 428.99
Event Photography
4.0 units
Students are introduced to the technical and creative demands of event photography. Genres touched on include weddings, music, and community and private events. Topics include interacting with clients, marketing yourself and negotiating rates, working on a shot list, and incorporating your own style and voice while taking into account client needs. Technical instruction covers lighting (natural vs. artificial), shooting comfortably and quickly on manual settings, and processing images. Class time consists of lecture, creative assignments, critique, and two weekend shoots where students get hands-on experience. By the end of the course, students should be able to show consistency in capturing successful images, and have several strong portfolio pieces.
Reg# 352798
> **Fee: $750**
> ❖ *Classroom*
>   10 mtgs
>   Wednesday, 7-10pm, April 26-May 10;
>   May 24-June 21
>   1010 Westwood Center: 1010 Westwood Blvd.
>   *Location shoots*
>   Saturday, 10am-4pm, May 20
>   Saturday, 10am-4pm, June 10
No refund after May 3. ⊕
Jenna Schoenefeld, freelance photographer specializing in photojournalism, portraits, weddings, and other events. Ms. Schoenefeld works frequently with the *Los Angeles Times*, as well as other local, national, and international clients and publications.

ART X 428.56
Photographic Portraiture
4.0 units
This in-depth exploration of photographic portraiture covers approaching subjects, establishing a rapport, collaborating with your subject, and digital workflow. Through a series of in-class projects and assignments, students master simple and inexpensive set-ups that result in strong and memorable portraits. Students also learn to simplify the decision-making process by addressing basic choices, such as pre-planning vs. improvisation, observing vs. directing, isolating the person vs. including environment, and natural vs. artificial light. Includes classroom and lab sessions plus location shoot field trips and a visit to a professional lighting studio.
Prerequisite(s): X 438.9 Photography I or equivalent experience.
Reg# 352352
> **Fee: $750**
> ❖ *Classroom*
>   11 mtgs
>   Thursday, 7-10pm, April 6-June 1
>   1010 Westwood Center: 1010 Westwood Blvd.
>   Saturday, 2-5pm, April 22
>   Location Shoot:
>   Sunday, 10am-5pm, May 14
>   McCadden Space: 1041 N. McCadden Pl.
No refund after April 13.
Hugh Kretschmer, editorial and advertising photographer who creates imagery that applies to both art and commerce. He is recognized for his use of visual metaphor and hand crafted, trick-the-eye elements.

ART X 425.36
Photographing Architecture in the City
4.0 units
This course examines photography as a disciplined way of seeing, investigating, and representing architecture within the urban context. This exploration engages students in their own photographic projects. Weekly lectures, analysis and discussion of different photographic approaches provide historic perspective, introduce students to alternative ways of seeing and representing architecture, and enhance an understanding of the variety of creative possibilities available. Architecturally relevant in-camera and Photoshop techniques will be demonstrated, including parallax correction; twilight, low light, and night photography; noise reduction, high dynamic range and panoramic photography, and much more.
Prerequisite(s): X438.9 Photography I or equivalent experience, access to and beginner's familiarity with Photoshop CC.
Reg# 352125
> **Fee: $750**
> ❖ *Classroom*
>   12 mtgs
>   Saturday, 10am-1pm, April 8-June 24
>   1010 Westwood Center: 1010 Westwood Blvd.
Richard Langendorf, BArch, PhD in urban and regional planning, MIT; architecture and planning consultant specializing in computing and visualization with more than 30 years of experience as a photographer.

ART X 450.37
Photography Portfolio Workshop
4.0 units
Get personalized guidance and feedback on building a cohesive photography portfolio. A series of class assignments are designed to teach advanced level students how to produce a unique personal photographic style. Instruction covers how to adapt your own personal style to any artistic or commercial assignment, the importance of professionally polished work and how to skillfully present their craft. By the end of the class students will have created all the necessary elements to start a personal website portfolio including; a cohesive body of work, an artists statement, and a useful self portrait.
Prerequisite(s): Advanced photographic experience required.
Reg# 352780
> **Fee: $750**
> ❖ *Classroom*
>   11 mtgs
>   Monday, 7-10pm, April 3-May 22
>   1010 Westwood Center: 1010 Westwood Blvd.
>   Monday, 7-10pm, June 5-19
>   1010 Westwood Center: 1010 Westwood Blvd.
No refund after April 10.
David Daigle, award-winning photographer with more than 25 years of photography and video production experience. He specializes in portrait and still life for advertising, commercial, and editorial clients.

ART X 442.35
Shooting Like the Masters: A History of Photography
4.0 units
Using slide lectures, creative assignments, and critiques, this course introduces students to the history of photography and the artists responsible for its most iconic images. Lectures address such movements as Pictorial, Straight, and Postmodern and familiarize students with the works of such artists as Nadar, Adams, and Baldassari. Students complete assignments inspired by the photographers' styles and techniques discussed in class. By the end of the course, students have a series of photographs as well as a deeper understanding and appreciation of the history of photography.
Prerequisite(s): X 438.9 Photography I or equivalent knowledge.
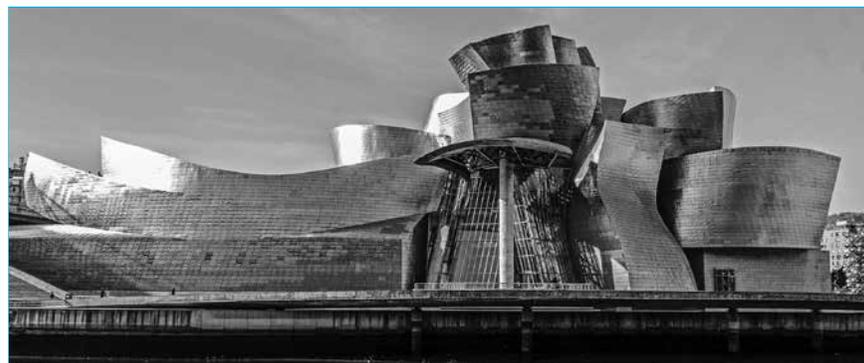
Photographing Architecture in the City

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.

This course is for those interested in architectural photography within the context of the city. Students will develop photographic skills and a personal artistic approach.

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Above: Image by instructor Richard Langendorf

Reg# 352771
> **Fee: $650**
> ↩ *Online*
>   April 4-June 20 ⊕
Clover Leary, MFA in Photography and Media, CalArts; internationally exhibited photographer and visual artist who works with photography, installation, film, video, and new media.

ART X 440.20A
Travel Photography
4.0 units
Emphasizing technical skill development and creative exploration, this intermediate-level digital photography course specifically focuses on travel photography and the use of Adobe Lightroom for image management and processing. Instruction explores travel planning, digital photographic equipment, exposure, and composition, shooting techniques, and presentation of your final images. In addition, the course introduces students to the use of Adobe Lightroom for image management and archiving, color and tonal correction, electronic and Web presentations, and printing.
Prerequisite(s): 438.9 Photography I or equivalent experience.
Reg# 352763
> **Fee: $650**
> ↩ *Online*
>   April 4-June 20
No refund after April 10.
Kenneth Wischmeyer, MA in Instructional Technologies, San Francisco State University; Adobe Certified Expert.

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. Learn ways to sharpen and blur, alter body parts, simulate the look and feel of film, convert to black and white, airbrush to smooth out skin, create panoramas, and fix distortion, among many other techniques. This workshop not only reveals the powerful tips and tricks for using these plug-ins but also focuses on the best ways photographers can actually use these tools to realize their artistic vision. The course ends with a raffle where students have the chance to win their own copy of some of the plug-ins demonstrated in class.
Reg# 352788
> **Fee: $175**
> ❖ *Classroom*
>   1 mtg
>   Saturday, 10am-5pm, April 8
>   1010 Westwood Center: 1010 Westwood Blvd.
This is not a computer lab course; students should be prepared to take notes on instructor demonstrations. No refund after April 7. ⊕
Scott Stulberg, professional photographer for more than 20 years, specializing in travel and stock photography; author, *The Digital Photographer's New Guide to Photoshop Plug-ins*

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