

DESIGN COMMUNICATION ARTS

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Core Design Concepts

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

For online course technical requirements see page 4.

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

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

Required Courses:

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

Design Fundamentals

X 479.6A Art 4 units

Fee does not include cost of art supplies.

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

Reg# 266132CA

Fee: \$720

Westwood: 407 1010 Westwood Center
Mon 6:30-10pm, Jun 20-Aug 29, 10 mtgs
(no mtg 7/4)

No refund after Jun 27.

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

Reg# 266173CA

Fee: \$720

Westwood: 408 1010 Westwood Center
Thu 7-10pm, Jun 23-Sep 8, 12 mtgs
No refund after Jun 30.

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

Design Fundamentals

X 479.6A Art 4 units

Fee does not include cost of art supplies.

Enrollment limited. For more information see page 71.

Reg# 266184CA

Fee: \$780

Jun 22-Sep 7

Michelle Constantine, BFA, Art Center College of Design; artist who works primarily in fabric, printmaking, and collage with the integration of digital tools. Ms. Constantine has shown in galleries throughout California, New York, and London. She is the recipient of the UCLA Extension Outstanding Instructor Award, 2015.

Typography

X 479.4A Art 4 units

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

Reg# 266168CA

Fee: \$720

Westwood: 408 1010 Westwood Center
Wed 7-10pm, Jun 22-Sep 7, 12 mtgs
No refund after Jun 29.

Masaki Koike, creative/principal, Phyx Design; two-time Grammy nominee for package design; 2008 Grammy Award winner for limited edition/special packaging; design consultant; freelancer; former art director.

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Design Communication Arts Certificate

Earn a Certificate in Our Customizable Program for Career-Minded Graphic Designers

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

DCA Curriculum

11 Required Courses

Core Design Concepts

Design Fundamentals

Color Methodologies

Typography

Branding: Icons, Logos, and Identity Systems

Design II: Collateral Communication

Design History and Context

Design III: Advanced Design Practice

Page 71.

Print and Graphic Communication Tool Kit

Drawing for Communication

Photoshop I

Illustrator I

InDesign

Pages 72-73.

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

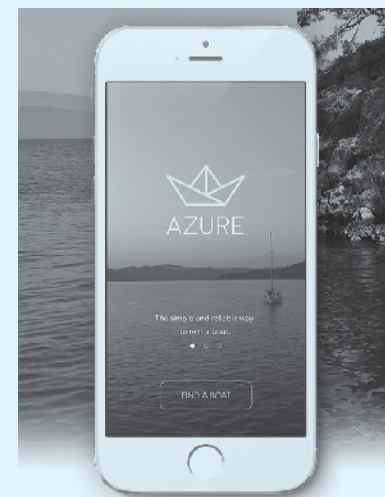
Students have the option of taking courses entirely online, in the classroom, or both for added flexibility. Consult our Course Planning Guide on page 72.

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

Twitter:

@UCLAxVisual



Rent your dream boat.

Simple. Reliable.



UX design by recent DCA grad Ayse Muskara.

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.

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

Design II: Collateral Communication

X 479.6E Art 4 units

This course introduces students to strategies in design communication and covers utility of systems, programs, campaigns, and design families. Visual presentation and concept development are emphasized. *Prerequisite:* X 479.6A Design Fundamentals, X 481.99Z InDesign, and X 479.4A Typography. *Enrollment limited.*

Reg# 266166CA

Fee: \$720

Westwood: 407 1010 Westwood Center
 Wed 7-10pm, Jun 22-Sep 7, 12 mtgs
No refund after Jun 29.

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.

Design History and Context

X 479.3D Art 4 units

Gain a broad understanding of design and its dynamic past to discover inspiration for the present. Survey the history of visual communication, design's sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students create portfolio pieces inspired by the designers and movements studied. *For technical requirements see page 4. Prerequisite:* X 479.6A Design Fundamentals, X 481.99Z InDesign, and X 479.4A Typography. *Enrollment limited.*

Reg# 266187CA

Fee: \$780

Jun 21-Sep 6

Shirin Raban, MA, USC Center for Visual Anthropology; brand identity designer, and ethnographic filmmaker. 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.

Branding: Icons, Logos, and Identity Systems

X 479.2D Art 4 units

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

Reg# 266183CA

Fee: \$780

Jun 21-Sep 6

Shirin Raban, MA, USC Center for Visual Anthropology; brand identity designer, and ethnographic filmmaker. 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.

Color Methodologies

X 482.10 Art 4 units

Fee does not include the cost of art supplies.

This course covers theories and practical applications to understand the makeup of color and how best to use it. Areas covered include general color theory and psychology; effective color creation, perception, and management; color language; digital issues; and additive and subtractive systems and color output. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266175CA

Fee: \$720

Westwood: 415 1010 Westwood Center
 Thu 7-10pm, Jun 23-Sep 8, 12 mtgs
No refund after Jun 30.

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.

Print & Graphic Communication Design

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

For online course technical requirements see page 4.

Required Tool Kit

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

Required Courses:

X 479.2A Drawing for Communication (4 units)
 X 481.11 Photoshop I (4 units)
 X 481.47 Illustrator I (4 units)
 X 481.99Z InDesign (4 units)

Drawing for Communication

X 479.2A Art 4 units

Fee does not include the cost of art supplies.

Develop drawing skills for successful communication in design. Topics include thumbnails, quick sketches, drawing from reference, drawing from memory, rendering techniques, and media options. *For technical requirements see page 16. Enrollment limited.*

Reg# 266180CA

Fee: \$780

Jun 21-Sep 6

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

Photoshop I

X 481.11 Art 4 units

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

Reg# 266143CA

Fee: \$1,075

Westwood: B04 1010 Westwood Center

☼ Tue 2-5:30pm, Jul 5-Sep 6, 10 mtgs

No refund after Jul 12.

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

Photoshop I

X 481.11 Art 4 units

Enrollment limited. For more information see page 72.

Reg# 266181CA

Fee: \$780

Jun 21-Sep 6

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

Photoshop I (Laptop)

X 481.11 Art 4 units

Held in a regular classroom with student-provided laptops.

Enrollment limited. In-class personal laptop access required. Internet access required to retrieve course materials. For more information see page 72.

Reg# 266154CA

Fee: \$780

Westwood: 413 1010 Westwood Center

Tue 6:30-10pm, Jul 5-Sep 6, 10 mtgs

No refund after Jul 12.

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

InDesign

X 481.99Z Design Media Arts 4 units

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

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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

Photoshop for Photographers

For a complete listing of arts courses, see page 15. To learn more about applying Arts courses to DCA certificates, call (310) 206-1422.



Design by recent DCA grad Madeline Kleinman.

Reg# 266169CA

Fee: \$1,075

Westwood: B04 1010 Westwood Center
Thu 6:30-10pm, Jun 23-Sep 8, 10 mtgs
(no mtg 7/28 & 8/4)
No refund after Jun 30.

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.

InDesign

X 481.99Z Design Media Arts 4 units
Prerequisite: Familiarity with Photoshop. *Enrollment limited.* For more information see page 72.

Reg# 266190CA

Fee: \$780

Jun 23-Sep 8

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 photoshoots. She specializes in creating custom mixed media collages designed around personal photos and their history.

Drawing for Communication

X 479.2A Art 4 units
Fee does not include the cost of art supplies.
Develop drawing skills for successful communication in design. Topics include thumbnails, quick sketches, drawing from reference, drawing from memory, rendering techniques, and media options. *Enrollment limited.*

Reg# 266148CA

Fee: \$720

Westwood: 407 1010 Westwood Center
Tue 7-10pm, Jun 21-Sep 6, 12 mtgs
No refund after Jun 28.

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.

Illustrator I

X 481.47 Art 4 units
Discover how this vector-based drawing program integrates into the suite of design tools. Features presented include templates, drawing paths, auto-tracing, blending features, gradient meshes, wrapping type, exporting, shape and pen tools, and more. *Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.*

Reg# 266144CA

Fee: \$1,075

Westwood: B04 1010 Westwood Center
Tue 7-10pm, Jun 21-Sep 6, 12 mtgs
No refund after Jun 28.

Patrick Hruby, BFA in Illustration from Art Center College of Design; illustrator and designer. Mr. Hruby's clients include *The New York Times*, *The Guardian*, *WIRED*, Target, Sprint, The United Nations, and Taschen.

Illustrator I

X 481.47 Art 4 units
Enrollment limited. For more information see page 73.




Reg# 266192CA

Fee: \$780

Jun 23-Sep 8

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

Course Icons Provide Information At-a-Glance

-  Online course
-  Textbook required
-  Meets during daytime hours

Need Help with Your Final Portfolio Review?

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

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

Enroll in the one-day course **Portfolio Polish** (page 75) which is free for certificate students with promo code V0101.

Consider a **Mentorship** (page 75) during which you work on your portfolio with an instructor.

Schedule a practice review by calling (310) 206-1422.



Annual "It's Your Show" opening reception.

Announcing!

The Coding Boot Camp at UCLA Extension

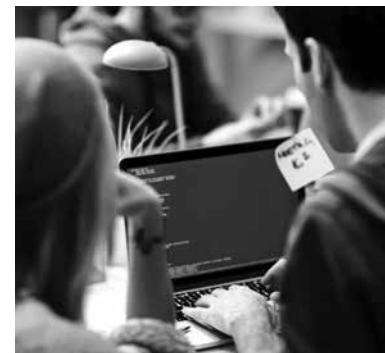
Become a Web Developer in 24 Weeks

Class starts June 20 at UCLA Extension

Don't miss out on UCLA Extension's new 6-month Coding Boot Camp. This program is for working professionals interested in web development or who are actively seeking a career change or advancement.

Coding Boot Camp will cover:

- Skills to be a full stack developer, including proficiency in frontend and backend development
- HTML, CSS, JavaScript, jQuery and Node.js, as well as PHP frameworks like Laravel
- Hands-on learning opportunities with employers
- Career coaching, recruitment support, and an active network of hiring partners



For More Information

codingbootcamp@uclaextension.edu | (310) 955-4093
uclaextension.edu/codingbootcamp

In collaboration with TES.

Web & Interaction Design

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

Suggested Tool Kit

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

Elective Courses:

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

User Experience I: Survey

X 481.99AF Art 4 units

Today's designers must envision compelling ways to facilitate rich interactive experiences. This course introduces the latest tools, techniques, and technologies used by leading agencies to develop world-class user experiences. Topics include conducting user research; developing user personas and scenarios; information architecture; system and user interface design; prototype creation; and usability testing and analysis. Students develop and present a single comprehensive project for their portfolio that includes usability research and design mockup. *Prerequisite:* Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle, or Axure. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266301CA

Fee: \$745

Westwood: 415 1010 Westwood Center
Mon 6:30-10pm, Jun 20-Aug 29, 10 mtgs
(no mtg 7/4)

No refund after Jun 27.

Jod Kaftan, currently group design director at Fjord, a service design and innovation agency. Mr. Kaftan's career as an information architect, content strategist, and senior UX designer has spanned across several agencies, including Razorfish and Possible, and a wide variety of clients, such as Microsoft, Target, and HBO. He is a regular contributor to leading UX publications such as *Boxes and Arrows* and *UX Booth*.

Reg# 266304CA

Fee: \$745

Westwood: 413 1010 Westwood Center
Thu 7-10pm, Jun 23-Sep 8, 12 mtgs
No refund after Jun 30.

Instructor to be announced

User Experience I: Survey

X 481.99AF Art 4 units

Prerequisite: Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle, or Axure. *Enrollment limited. For more information see page 74.*

Reg# 266307CA

Fee: \$745

Jun 21-Sep 6

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.

User Experience: Tool Kit and Development

X 481.99FG Art 4 units

Creating delightful, meaningful, and easy-to-use digital experiences requires the ability to generate multiple ideas rapidly, iterate quickly, and frequently test the results. This class teaches the tools of the trade, with the goal of making them intuitive, while allowing you to focus on what matters most: designing for the user. Classwork begins with the basics of information architecture, including site maps, user flows, and navigation.

It then delves quickly into wireframing. Later, discussion includes design for interactive prototypes, working with teams, and design methodologies. Students are required to use OmniGraffle, while additional software, including Sketch, Axure, Visio, and Balsamiq, are discussed, but not required. Creating mockups without these applications is also discussed, including the use of CSS and HTML 5 to create prototypes. *For technical requirements see page 4. Students must own a Mac computer and have Omnigraffle software.*

Reg# 266308CA

Fee: \$745

Jun 21-Sep 6

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

User Experience II: Iteration

X 479.8K Art 4 units

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

Reg# 266309CA

Fee: \$745

Jun 22-Sep 7

Jeffrey Wright, for credits see page 74

Web Design I: HTML and CSS

X 481.24B Art 4 units

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

Reg# 266129CA

Fee: \$1,075

Westwood: B04 1010 Westwood Center
Mon 6:30-10pm, Jun 20-Aug 29, 10 mtgs
(no mtg 7/4)
No refund after Jun 27.

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

Web Design I: HTML and CSS

X 481.24B Art 4 units

Prerequisite: Proficiency with Photoshop. *Enrollment limited. For more information see page 74.*

Reg# 266179CA

Fee: \$780

Jun 21-Sep 6

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

Web Design II: JavaScript and jQuery

X 481.99W Art 4 units

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

Reg# 266161CA

Fee: \$1,075

Westwood: B04 1010 Westwood Center
Wed 6:30-10pm, Jun 22-Aug 24, 10 mtgs
No refund after Jun 29.

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

Web Design II: JavaScript and jQuery

X 481.99W Art 4 units

Prerequisite: X 481.24B Web Design I: HTML and CSS. *Enrollment limited. For more information see page 74.*

Reg# 266178CA

Fee: \$780

Jun 21-Sep 6

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

Advanced Topics

For information on the Advanced Web and Interaction Design Certificate see page 75.

Web Design IV: Real World Applications

X 481.5C Art 4 units

This workshop-based, portfolio-level course fortifies knowledge gained in Web I, II, and III, and prepares you for the workplace, testing your mastery and ability to apply that knowledge to unique site needs based on industry demand. Assignments are real world and applied. You will build a microsite from MVP (minimal viable product) to refined versions; test and iterate responsive site solutions from a client and stakeholder perspective. Attention is placed on mobile and responsive elements. The course includes stakeholder guest lectures and potential studio visits. *For technical requirements see page 4. Prerequisite:* X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery.

Reg# 266194CA

Fee: \$1,075

Jun 23-Sep 8

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

User Experience II: Iteration

X 479.8K Art 4 units

Building on User Experience I, this course draws on real-world use cases to introduce a full range of user interface presentation challenges. Instruction covers the total spectrum of interface design standards, including e-commerce websites, service design, and physically based environments. Projects incorporate the full spectrum of screen resolutions and device types, and may include designing interfaces to scale and degrade, and considerations as to cost of implementation. The course prepares students to recognize user experience design problems and iterate solution proposals.

Prerequisite: X 481.99AF User Experience I: Survey or strong wireframing ability in addition to a minimum of one year in a professional user experience design position. *Internet access required to retrieve course materials.*

Reg# 266302CA

Fee: \$745

Westwood: 415 1010 Westwood Center
Tue 7-10pm, Jun 21-Sep 6, 12 mtgs
No refund after Jun 28.

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; SDVCB; HollandAmerica; Alpine; state of Washington; SAP; Autodesk; Microsoft; GM; Red Lion; Sony; MPA; Fox; NBC; ABC; and *Playboy*. Other projects include early start ventures focused in on-demand video over IP for Hilton, LodgeNet, RespondTV, and FastTV.

Photography

For this quarter's photography courses see the Arts section, pages 17-18.

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 are also open to non-certificate students.

Elective Courses:

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

Advanced Design Electives

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

Printmaking and Design

X 435.1 Art 2.1 units

All materials are included in course fee, and will be provided during first meeting.

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. *Enrollment limited.*

Reg# 266425CA

Fee: \$525

Westwood: 321 1010 Westwood Center
* Thu 3-6pm, Jun 23-Jul 21
* Sat 10am-3pm, Jul 16, 6 mtgs
No refund after Jun 22.

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.

DSLR Video and Motion

X 440.38 Art 4 units

This class helps photographers strengthen their visual storytelling by adding a time-based element to their work. Both technical and creative issues in DSLR filmmaking are addressed. Technical instruction covers camera settings, lighting, audio, post-production, and editing. Creatively, students complete projects that include creating a story, developing themes, interview style videos, stop motion and mini-documentary. Class time is divided between classroom lectures, shooting sessions, and lab time. *Prerequisite:* Basic camera and

digital literacy. Familiarity with an editing software such as Premier, Final Cut Pro, iMovie, Avid Movie Maker. Students must provide their own DSLR cameras. *Internet access required to retrieve course materials.*

Reg# 266214CA

Fee: \$699

Westwood: 413 1010 Westwood Center
Wed 7-10pm, Jun 22-Sep 7, 12 mtgs
No refund after Jun 29.

Van Dithavong, award-winning photographer and filmmaker

Design Project Management

X 479.5D Art 4 units

For designers, production artists, multimedia producers, and art directors, this course explores the fundamentals of design project management from a designer's viewpoint. Learn a systematic approach to the management of design and multimedia projects, including needs and situation analysis, objectives development, team organization, strategy formulation, scheduling, budget monitoring, and evaluation. Students learn a variety of tools to help them successfully handle both the technical and human aspects of design project management. *For technical requirements see page 4. Enrollment limited.* 

Reg# 266182CA

Fee: \$780

Jun 21-Sep 6

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

Handmade

X 418.12 Art 4 units

Estimated materials cost is \$100.

Step away from the computer and dive into the basic techniques of book binding in this hands-on course. Create a unique, hand-stitched and bound portfolio to showcase your work. Design and build a personalized business card holder. Explore bookbinding projects with uncommon objects like cassette tapes, floppy disks, chalkboards—wherever your imagination takes you! Learn creativity, design, and craftsmanship skills that will serve you throughout your design career. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266135CA

Fee: \$720

Westwood: 408 1010 Westwood Center
Mon 7-10pm, Jun 20-Sep 19, 12 mtgs
(no mtg 7/4 & 9/5)
No refund after Jun 27.

Erin Zamrzla, MFA in graphic design, bookbinder, designer, and artist who has created hundreds of books using a variety of bindings and materials. Ms. Zamrzla's work has been featured in *ReadyMade* magazine and on Coudal.com, Design*Sponge.com, BoingBoing.net, Craftzine.com, Makezine.com, and NOTCOT.org. Her first instructional book on Japanese book binding, *At Home with Handmade Books*, was published by Shambhala Press in 2011.

Mixed Media and Collage for Designers and Artists

X 479.79H Art 4 units

Estimated supplies cost is \$100.

Discover creative approaches to problem solving while developing your own visual language using photocopies, drawing, found art, photography, matte and gel mediums, and gesso. Transfer techniques and digital output also are covered. Students complete three portfolio pieces that are critiqued on clarity of communication and aesthetics. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266164CA

Fee: \$720

Westwood: 310 1010 Westwood Center
✳️ Wed 1-4pm, Jun 22-Sep 7, 12 mtgs
No refund after Jun 29.

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.

Design Thinking I

X 481.55 Art 4 units

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

Reg# 266303CA


Fee: \$745

Downtown Los Angeles:
103 UCLA Extension DTLA, 261 S. Figueroa St.
Wed 7-10pm, Jun 22-Sep 7, 12 mtgs
No refund after Jun 29.

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

Advanced Typography

X 479.4B Art 4 units

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

Reg# 266188CA

Fee: \$780

Jun 21-Sep 6

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

Surface Design for Consumer Products

X 479.9D Art 4 units

Fee does not include the cost of art supplies.

In this course, students examine style guides and the role they play in consumer products, then create an original style guide for a complete product line of their choice; possibilities include stationary products, home wares, and fabrics. Learn how to design for a variety of surfaces, including china, glassware, textiles, wall coverings, carpets, and paper. An overview of the graphic designer's relationship with the product producer, distributor, large retail outlets, and consumer prepares students for the real-world process from conception to implementation. *Prerequisite:* Familiarity with Photoshop, Illustrator, and InDesign. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266171CA

Fee: \$720

Westwood: 407 1010 Westwood Center
Thu 7-10pm, Jun 23-Sep 8, 12 mtgs
No refund after Jun 30.

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

Earn an Advanced Certificate

Advanced Print & Graphic Communication

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

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

REQUIRED COURSES

X 479.4D Publication Design

X 479.6D Advertising Design

X 479.4B Advanced Typography

X 482.14 Mentorship

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

Advanced Web & Interaction Design

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

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

REQUIRED COURSES

X 481.99VW Web Design II: JavaScript and jQuery

X 481.99AF User Experience I: Survey

X 481.5C Web Design IV: Real World Applications

Graphic Design Career Launch Pad

X 479.3AB Art 4 units

Students start with an honest assessment of their strengths and weaknesses and end up with a polished strategy for the steps they need to take to enter the graphic design profession. Via lectures, guest speakers, and studio visits, students receive an overview of the field. Topics include salaries, disciplines, various work environments, day in the life; how to job search, portfolio and resume building, basic identity items and interviewing. Weekly assignments and presentations are designed to challenge creativity and advance preparedness for the real world. *Prerequisite:* All Core Design Concepts courses or equivalent. *Enrollment limited. Internet access required to retrieve course materials.*

Reg# 266679CA

Fee: \$655

Westwood: 320 1010 Westwood Center
Mon 6:30-10pm, Jun 20-Aug 29, 10 mtgs
(no mtg 7/4)
No refund after Jun 27.

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.

Advertising Design

X 479.6D Art 4 units

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

Reg# 266152CA

Fee: \$720

Westwood: 408 1010 Westwood Center
Tue 7-10pm, Jun 21-Sep 6, 12 mtgs
No refund after Jun 28.

Patrick Fredrickson, senior designer, Selbert Perkins Design

Mentorship

X 482.14 Art 4 units

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

Reg# 266177CA

Fee: \$655

Weekend & Short Courses

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

Portfolio Polish

850.17 Art 0.3 CEU

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

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


Reg# 266176CA


Fee: \$160

Westwood: 407 1010 Westwood Center
✳️ Sat 1-4pm, Aug 6, 1 mtg
No refund after Aug 5.

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*.

 Online course

 Text required

 Course held during daytime hours