

DESIGN & ARTS



UX / GRAPHIC DESIGN

- 51 Design Communication Arts
- 55 UX (User Experience) Design

ART HISTORY, STUDIO ARTS & PHOTOGRAPHY

- 56 Art History & Theory
- 56 Art Studio Workshops
- 58 Photography

For more information call (310) 206-1422.

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

User Experience I: Survey, page 55.

Chinese Brush Painting, page 57.

Photography I, page 58.

Design by recent DCA graduate Stacy Kupcheni.



A complete listing of art courses begins on page 56. To learn more about applying art courses to DCA certificates, call (310) 206-1422.

Course Icons Provide Information At-a-Glance

 **ONLINE COURSE**
Technical requirements, page 5.

 **HYBRID COURSE**, page 5.

 **WEB-ENHANCED COURSE**, page 5.

 **ON-GROUND COURSE**, page 5.

 **TEXTBOOK REQUIRED**
Visit our website for textbook information.

 **UC CREDIT**
May be transferable to other colleges and universities, page 6.

UX/Graphic 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 noncertIFICATE 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:

- DESMA X 479.6A Design Fundamentals (4 units)
- DESMA X 482.1D Color Methodologies (4 units)
- DESMA X 479.4A Typography (4 units)
- DESMA X 479.6E Design II: Collateral Communication (4 units)
- DESMA X 479.2D Design III: Branding (4 units)
- DESMA X 479.3D Design History and Context (4 units)
- DESMA 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# 370656

Fee: \$759

No refund after 14 Jan.

❖ Classroom

11 mtgs

Tuesday, 7-10pm, Jan. 7-Mar. 17
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Fee does not include cost of art supplies.

Enrollment limited.

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.

Reg# 370672

Fee: \$784

No refund after 12 Jan.

❖ Online

Jan. 8-Mar. 18

Fee does not include cost of art supplies.

Enrollment limited.

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# 370669

Fee: \$759

No refund after 16 Jan.

❖ Classroom

11 mtgs

Thursday, 7-10pm, Jan. 9-Mar. 19
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Fee does not include cost of art supplies.

Enrollment limited.

"Jag" Jeff Aguila, art director specializing in print campaigns who has worked with 20th Century Fox, Lionsgate Films, Universal, and more. 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*.

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# 370665

Fee: \$784

No refund after 11 Jan.

❖ Online

Jan. 7-Mar. 17

Fee does not include the cost of art supplies.

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.

Reg# 370671

Fee: \$759

No refund after 15 Jan.

❖ Classroom

11 mtgs

Wednesday, 7-10pm, Jan. 8-Mar. 18
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Fee does not include the cost of art supplies.

Henry Mateo, freelance design consultant in several design disciplines, including graphics, industrial, and interiors. Recipient, UCLA Extension Distinguished Instructor Award, 2010.

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. Working with letterforms is a critical element to successful design. Explorations in this course will include the examination of single letterforms, typographic classifications, information hierarchies, and page layout. Projects explore the creative usage of letterforms as graphic and communication elements.

Prerequisite(s): DESMA X 479.6A Design Fundamentals and DESMA X 481.997 InDesign.

Reg# 370655

Fee: \$784

No refund after 11 Jan.

❖ Online

Jan. 7-Mar. 17

Enrollment limited.

Deane Swick, MFA, graphic designer and artist

Reg# 370668

Fee: \$759

No refund after 16 Jan.

❖ Classroom

11 mtgs

Thursday, 7-10pm, Jan. 9-Mar. 19
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Enrollment limited.

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

Design Communication

Arts Certificate

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

This 13-course certificate is ideal for those who want to pursue a career in graphic design.

DCA Curriculum

11 Required Courses

Design Toolkit

Students can either take stand-alone courses: Photoshop I, Illustrator I, and InDesign (12 units total) or our Design Software Intensive Bootcamp (8 units), which covers all 3.

Choose from

Photoshop I

Illustrator I

InDesign

or

Design Software Intensive Bootcamp (8 units)

Core Design Concepts

Design Fundamentals

Typography

Color Methodologies

Design II: Collateral Communication

Design III: Branding

Design History and Context

Design IV: Capstone

Portfolio

Courses begin on page 51.

2 Electives

Students choose 2 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 and internships also earn elective credit.



Package design by recent DCA graduate Goksu Erinc.

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 53.

Software Requirements

Students must have access to the current version of Adobe Creative Suite. *Lab hours are not available.*

Candidacy Benefits

Students who enroll in the 13-course certificate pay a \$250 candidacy fee and receive the following:

- Priority on waitlist for full courses
- UCLA BruinCard for just \$10 (good for campus discounts and more)

Portfolio Review

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

Advisement

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

Facebook:

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

Twitter:

[@UCLAxVisual](https://twitter.com/UCLAxVisual)

Website:

visual.uclaextension.edu

DESMA X 479.4B

Typography II

4.0 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(s): DESMA X 479.4A Typography or consent of instructor. Proficiency in InDesign or Illustrator.

Reg# 371528

Fee: \$784

No refund after 11 Jan.



Online

Jan. 7-Mar. 17

Enrollment limited.

Kyle Valentic, graphic designer and lettering artist based in Los Angeles with almost fifteen years of experience with identity system design and brand strategy. A graphic design graduate of the Art Center College of Design, Kyle has been fortunate enough to work with a number of well-known brands including Coachella, Capitol Records, Universal Music Group, Google, Wells Fargo, Amgen, and Amazon Video.

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): DESMA X 479.6A Design Fundamentals, DESMA X 481.99Z InDesign, and DESMA X 479.4A Typography, or equivalent experience.

Reg# 370658

Fee: \$759

No refund after 14 Jan.



Classroom

11 mtgs

Tuesday, 7-10pm, Jan. 7-Mar. 17

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Henry Mateo, freelance design consultant in several design disciplines, including graphics, industrial, and interiors. Recipient, UCLA Extension Distinguished Instructor Award, 2010.

Reg# 371741

Fee: \$784

No refund after 11 Jan.



Online

Jan. 7-Mar. 17

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, and Lake Sonoma Winery. Recipient, UCLA Extension Outstanding Instructor Award, 2010 and 2017.

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): DESMA X 479.6A Design Fundamentals; DESMA X 479.4A Typography; proficiency with Photoshop, Illustrator, and InDesign.

Reg# 371742

Fee: \$759

No refund after 15 Jan.



Classroom

11 mtgs

Wednesday, 7-10pm, Jan. 8-Mar. 18

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Enrollment limited.

Patrick Fredrickson, senior designer, Selbert Perkins Design

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): DESMA X 479.6A Design Fundamentals, DESMA X 481.99Z InDesign, and DESMA X 479.4A Typography.

Reg# 370654

Fee: \$784

No refund after 11 Jan.



Online

Jan. 7-Mar. 17

Enrollment limited.

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, and Lake Sonoma Winery. Recipient, UCLA Extension Outstanding Instructor Award, 2010 and 2017.

Reg# 371527

Fee: \$759

No refund after 16 Jan.



Classroom

11 mtgs

Thursday, 7-10pm, Jan. 9-Mar. 19

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Enrollment limited.

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 481.60

Design Software Intensive Boot Camp

8.0 units

Photoshop, Illustrator, and InDesign are covered in this intensive and immersive course to learn the essential Adobe CC programs utilized in graphic design. Become fluent in how to edit, build, and create design using Photoshop. Learn client branding and how to work in the vector environment for Illustrator. Understand and build layouts using InDesign, become comfortable with how all three programs are popularly used and integrated, and build proper habits. This class covers core concepts taught in the intro classes to Photoshop, Illustrator, and InDesign in a fast paced "boot camp" style for those that want to use these tools in their workflows quickly.

Reg# 370661

Fee: \$1,600

No refund after 12 Jan.



Online

Jan. 8-Mar. 18

Students are required to have Adobe Photoshop, InDesign, and Illustrator CC to complete the course.

Enrollment limited.

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 481.11

Photoshop I

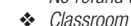
4.0 units

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.

Reg# 370659

Fee: \$784

No refund after 14 Jan.



Classroom

11 mtgs

Tuesday, 3-6pm, Jan. 7-Mar. 17

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Held in a regular classroom with student-provided laptops.

Students are required to have a copy of Adobe Photoshop CC to complete the course.

Enrollment limited.

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 48 total required units if taking the Design Software Bootcamp, 52 if taking the stand-alone courses: Photoshop I, Illustrator I, and InDesign. Some courses are offered every quarter, others are scheduled on a rotating basis.

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Design Software Intensive Bootcamp (8 units) or Photoshop I, Illustrator I, and InDesign (4 units each) Design Fundamentals (4 units) <i>Recommended: Design Your Career</i>	Typography (4 units) Color Methodologies (4 units) Design II: Collateral Communication (4 units)	Design III: Branding (4 units) Design History and Context (4 units) Elective (4 units)	Design IV: Capstone (4 units) Portfolio (4 units) Elective (4 units) Final Portfolio Review (After coursework has been completed)

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.

Reg# 370670

Fee: \$784

No refund after 12 Jan.



Online

Jan. 8-Mar. 18

Students are required to have a copy of Adobe Photoshop CC to complete the course.

Enrollment limited.

Kenneth E. Wischmeyer, MA in instructional technologies, San Francisco State University; Adobe Certified Expert.

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.

Reg# 370660

Fee: \$784

No refund after 13 Jan.



Online

Jan. 9-Mar. 19

Students are required to have a copy of Adobe Illustrator CC to complete the course.

Enrollment limited.

Lauren Cullen, graphic designer for UCLA's Mobile Web Strategy group, where she designs mobile apps and responsive websites. An illustrator and fine artist, she creates graphics across all media. She received a BA from Wesleyan University and an Advanced Web and Interaction Design Certificate from UCLA Extension.

DESMA X 481.99Z

InDesign

4.0 units

This course provides an introduction to the functions and capabilities of Adobe InDesign. Students will be guided in establishing a professional workflow to design documents for print and digital distribution. Learn how to manipulate type and image and create multi-page documents through the use of styles, grids, and templates. Gain the skills and confidence to prepare your documents for print and communicate effectively with vendors. Combine these skills to design and professionally print a short book, gaining real world experience translating ideas from screen to printed object.

Prerequisite(s): Familiarity with Photoshop.

Reg# 370664

Fee: \$784

No refund after 11 Jan.



Online

Jan. 7-Mar. 17

Students are required to have a copy of Adobe InDesign CC to complete the course.

Minal Nairi, designer and educator based in Bombay, India. Her clients range from corporate to start-ups, where she works on designs that are unique to their values. She has apprenticed under and works closely with the acclaimed typographer, Tony DiSpigna. She also teaches typography and editorial design at Ecole Intuit. Lab, Mumbai and conducts lettering workshops locally and internationally. Minal has a master's degree in communication design from Pratt Institute in New York.

DESMA X 481.99QU

Motion Graphics II

4.0 units

Become a Motion Graphics artist in this advanced course. Build on the skills learned in X 481.99QT Motion Graphics I, such as integrating digital artwork into a moving composition, and learn new skills using After Effects. Also learn to integrate editing with Cinema 4D. Create portfolio-worthy projects that will enhance your skills and help you stand out in the marketplace.

Prerequisite(s): X 481.99QT Motion Graphics I (formerly known as After Effects) or equivalent experience.

Reg# 370663

Fee: \$784

No refund after 18 Jan.



Classroom

10 mtgs

Saturday, 9am-12:30pm, Jan. 11-Mar. 14

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Held in a regular classroom with student-provided laptops.

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.



Advanced DCA Certificate

New!

For DCA graduates or working designers, this advanced program's goal is to deliver top-tier design solutions across a variety of outputs and mediums. Students may begin during any quarter and take required courses in any sequence.

The 20-unit curriculum has 4 required courses and 1 elective.

Required Courses

DESMA X 479.8B Special Topics: Design Entrepreneurship

Learn the business side of design. Position yourself, target your interests and strengths, and prepare your portfolio and communications toward select design markets.

Page 54.

DESMA X 479.5B Special Topics: Cross-Disciplinary Design

Take on projects that require cross-disciplinary design approaches, working with people in fields that touch design, but are separate.

DESMA X 479.7B Special Topics: Digital and Analog Craft

Gain the digital and hand skills necessary to move your design and portfolio to the necessary level to be noticed and to be exceptional.

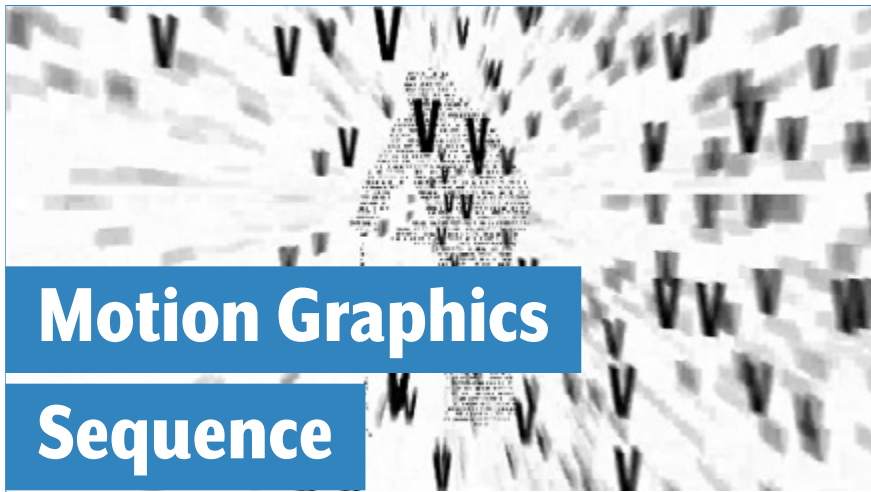
DESMA X 479.4B Typography II

Plus 1 elective of your choosing in design, photography, or UX.

Design by Andrew Byrom.

For More Information

dca@uclaextension.edu | (310) 206-1422



Motion Graphics

Sequence

Set Your Designs in Motion.

DESMA X 481.99QT Motion Graphics I

Learn how to integrate digital artwork into After Effects and put it in motion. Create stunning visual effects and exciting animated 3D typography.

Offered in Spring 2020.

DESMA X 481.99QU Motion Graphics II

Become a Motion Graphics artist in this advanced course. Create portfolio-worthy projects that will enhance your skills and help you stand out in the marketplace.

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New This Quarter

DESMA X 481.99QV Motion Graphics III

Build on the skills learned in Motion Graphics II to create work the same level as content coming out of top studios.

Page 54.

Motion Graphics II final projects reel.

NEW

DESMA X 481.99QV Motion Graphics III

4.0 units
Build on the skills learned in DESMA X 481.99QU Motion Graphics II, such as integrating editing with Cinema 4D Lite. Create work the same level as content coming out of top studios. Create amazing transitions and gorgeous movement with value and speed graphs. Create advanced independent projects under the mentorship of an experienced instructor.

Prerequisite(s): DESMA X 481.99QT Motion Graphics I and DESMA X 481.99QU Motion Graphics II, or equivalent experience.

Reg# 370715

Fee: \$784

No refund after 18 Jan.

❖ Classroom

10 mtgs
Saturday, 1:30-5pm, Jan. 11-Mar. 14
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Held in a regular classroom with student-provided laptops.

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.

DESMA X 481.61 Frontend Web Coding Boot Camp

8.0 units 6.65 CEUs
Learn to powerhouse web languages and toolsets to create immersive and impactful web-based environments in this intensive web coding boot camp. Become fluent in HTML (content), CSS (presentation), and JavaScript (behavior), the essential tools of a front-end web developer. Explore framework integration to speed up development and build responsive, grid layouts that meet today's requirements for mobiles, tablets, and desktops. Examine contemporary design trends and real world practices to design and build a fully

functional, modern, responsive website from scratch.
Prerequisite(s): Familiarity with Photoshop.

Reg# 370662

Fee: \$1,600

No refund after 13 Jan.

❖ Classroom

19 mtgs
Monday, 6:30-10pm, Jan. 6-Mar. 16
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.
Thursday, 6:30-10pm, Jan. 9-Mar. 12
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

No meetings Jan. 20; Feb. 17.

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

DESMA X 479.3A Talking with Impact

4.0 units
This class will use the tools and process of building a TED TALK to enhance and refine presentation literacy. Resulting in nothing less than articulating a "big idea" that could change the world. What do you passionately believe? What will make a difference? What's your point of view? How would you unearth and distill the essence of what you've learned from your life experiences? What is your "big idea?" This is about learning to create the most compelling way to engage your audience, whether an audience of one or many. Learn how to take the familiar and upend our understanding. Overturn our expectations. To provoke the unexpected response in the service of a call to action. We're not out to create lecture, pep talk, pitch, self-promotion, sermon, or propaganda. This is about how each of us have the ability to ignite curiosity. To tell a story in the service of provoking action. To mine your expertise and experience from an unexpected angle so a fifth grader could understand it, and an expert would be challenged. Everyone has a TALK in them. The ultimate goal of the class is for each participant to present a finished "off book" (memorized) 12-minute talk that crystallizes and articulates their "big idea." This should incorporate and be supported by life experience, objective data, and observation. In

What Our Students Say

"I really enjoyed the DCA program, from learning the various design tools of the trade to understanding the entire design process and expanding my creativity techniques and critical thinking skills. Also, the instructors bring tremendous real world experience to each class.."

— Stacy L Kupcheni

addition, it's encouraged that the final presentation is supported by but not dependent on a visual component; i.e. slides, etc.

Reg# 370651

Fee: \$759

No refund after 13 Jan.

❖ Classroom

10 mtgs
Monday, 6:30-10pm, Jan. 6-Mar. 16
UCLA: Haines Hall
Saturday, 9:30am-12pm, Mar. 21
UCLA: Haines Hall

No meetings Jan. 20; Feb. 17.

Greg Germann, actor known for his work on film, television and Broadway. Published playwright who has also written and directed for the theatre and television. Advisor, TEDxUCLA, assisting in speaker selection and preparation

DESMA X 479.8B

Special Topics: Design Entrepreneurship

4.0 units

Design finds and solves problems. It is at the intersection of art and business, and the successful designer knows how to navigate between the two. Design is a vast field, and successful designers learn to target toward their interest and strengths in order to thrive. In this class students learn to position themselves, target their portfolios and communications toward select design markets, and learn the business side of design. Topics include freelance best practices, scoping opportunities in the vast market of design, positioning yourself to have a strong voice in targeted markets, and exposure to industry professionals to understand first hand where the demand is for talent in the design field. *Prerequisite(s):* Core DCA courses Design Fundamentals, Color Methodologies, Typography, and Adobe suite or equivalent experience.

Reg# 371526

Fee: \$759

No refund after 13 Jan.

❖ Classroom

11 mtgs
Monday, 7-10pm, Jan. 6-Mar. 16
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.
Monday, 7-10pm, Jan. 20; Feb. 17
Off-Campus

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 479.6C Package Design

4.0 units

Learn the function of packaging, including product protection, identity, advertising, safety, and communication. This hands-on course focuses on developing and executing materials, concepts, and graphics appropriate for effective packaging, including logo design, type, and pictorial elements.

Prerequisite(s): Foundational level DCA courses plus DESMA X 479.6E Design II: Collateral Communication.

→ → →

Reg# 370657

Fee: \$759

No refund after 14 Jan.

❖ Classroom

11 mtgs
Tuesday, 7-10pm, Jan. 7-Mar. 17
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Enrollment limited.

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

DESMA X 481.4AA

Graphic Design for the Digital Media

4.0 units

Graphic design provides a broadcast content provider with an identity that helps the viewer connect with its programming and brand. In this course, we look at the role of the graphic designer as a vital member of the creative team responsible for the look and feel of digital assets. Areas of focus include logo design, typography, promo packaging, animation, and production techniques in broadcast and digital space. We explore the function of graphic design as a collaborative endeavor. Guest speakers may include key television creatives such as animators, creative directors, promotion producers, and art directors. You will hone your design skills by creating professional-quality portfolio pieces. Be prepared to travel to studios and agencies around town for 50% of the classes. All levels welcome.

Prerequisite(s): DESMA X 479.6A Design Fundamentals, DESMA X 479.4B Typography, and experience with Illustrator and Photoshop.

Reg# 371679

Fee: \$759

No refund after 15 Jan.

❖ Classroom

11 mtgs
Wednesday, 7-10pm, Jan. 8-Mar. 18
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Field trips to studios and production facilities are required.

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

DESMA X 481.55 Design Thinking

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."

→ → →

Course Planning Guide for User Experience Certificate Students

Use this guide to plan your User Experience Certificate progress.

User Experience I, II, III and IV must be taken during consecutive quarters. User Experience Software and your elective may be taken during any quarter.

Online sections of some courses are available. However, students cannot complete the entire certificate online.

Move through the program at your own pace—it's not mandatory to finish the program within four quarters.

Ist Quarter	2nd Quarter	3rd Quarter	4th Quarter
User Experience I	User Experience II User Experience Software	User Experience III Elective	User Experience IV

Reg# 371532

Fee: \$784

No refund after 12 Jan.



Jan. 8-Mar. 18

Enrollment limited.

Eugene Park, MArch in architecture, BA in art history; experience designer and strategist. Mr. Park's work spans architecture, product design, service design, and digital technology. Eugene's professional experience includes years working at top digital agencies, design firms and technology companies. His side interests include art, music, urbanization, machine learning, and smart spaces.

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 or UX 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 the Design Communication Arts or User Experience Certificate. User Experience students must complete at least three courses prior to applying for a mentorship.

Reg# 370666

Fee: \$689

Students may complete this mentorship online or in person. Mentors must sign the application form before enrollment can be processed.

DESMA X 479.7F

Internship

4.0 units

Internships facilitate the transition from student to professional designer. Students must be registered in the Design Communication Arts or User Experience certificate program and have completed at least five courses. Students must work 10 to 16 hours per week.

Reg# 370667

Fee: \$689

Restricted course; call (310) 825-6448 for permission to enroll. Web enrollments automatically generate a "Permission to Enroll" request.

UX (User Experience) Design

DESMA X 481.99AF

User Experience I: Survey

4.0 units

This course provides an introduction to the concepts, practices, and processes of user experience. Topics include observational research and insight generation, developing user personas and scenarios, information architecture, user interface design, prototyping, and usability testing and analysis. Students complete hands-on assignments and leave the class with an understanding of user experience best practices and opportunities in the field and are prepared to take on more advanced studies.

Reg# 371863

Fee: \$759

No refund after 13 Jan.



Monday, 7-10pm, Jan. 6-Mar. 16
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Adam Fischbach, Has over ten years of experience working in the fields of IxD and UX. He focuses on design systems, patterns and thinking, with particular emphasis on human computer interaction and user-centered design.

Reg# 371427

Fee: \$784

No refund after 11 Jan.



Jan. 7-Mar. 17

Michelle Matthews, UX and product designer who has designed and launched a variety of apps and products, redesigned iconic brand experiences, and ushered many brands into the digital age. She has worked with agencies Team One, RAPP, Night Agency, and more.

Reg# 371380

Fee: \$759

No refund after 14 Jan.



Tuesday, 6:30-10pm, Jan. 7-Mar. 10
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

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 479.8K

User Experience II: Iteration

4.0 units

Students with knowledge of the fundamentals of UX move on to iteration: rounds of work and experimentation to hone problem solving skills. Instruction covers MVP builds, pattern libraries, design at scale, voice and gesture, and end-to-end projects. The spectrum of interface design standards is addressed, including e-commerce websites, service design, and physically based environments. Projects incorporate a variety of screen resolutions and device types. The course prepares students to recognize user experience design problems and iterate solution proposals.

Prerequisite(s): DESMA X 481.99AF User Experience I: Survey.

Reg# 371720

Fee: \$784

No refund after 11 Jan.



Jan. 7-Mar. 17

Instructor to be announced

Reg# 371507

Fee: \$759

No refund after 15 Jan.



11 mtgs
Wednesday, 7-10pm, Jan. 8-Mar. 18
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Zareh Ter-Stepanian

DESMA X 489.5F

User Experience III: Applied

5.0 units

In this course, students apply what they have learned to real world case studies and UX design challenges. Topics include research and observational techniques, the art of information gathering, prototyping, scope definition, journey mapping, and empathy maps. Students complete team projects and 360 reviews and practice remote working techniques, collaboration, and balancing multiple projects. Projects will be presented in common outputs such as web and mobile, similar to what would be produced in a professional design firm. The goal is for students to perform as they would in a real-world work environment.

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

Reg# 371723

Fee: \$759

No refund after 13 Jan.



Monday, 7-10pm, Jan. 6-Mar. 16
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

No meetings Jan. 20; Feb. 17.

Instructor to be announced

DESMA X 499C

User Experience IV: Capstone

4.0 units

This course serves as a thesis project, in which students build out their own viable user experience project for review and portfolio. Students complete a self-directed project and go through the professional steps of discovery, design, prototyping, testing, revising, iterating, and presenting for real world application. The project moves through the steps a professional incubator would take, involving stakeholders and experiencing working with investors and VCs.

Reg# 371441

Fee: \$759

No refund after 16 Jan.



11 mtgs
Thursday, 7-10pm, Jan. 9-Mar. 19
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

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 Microsoft, Sony, and more.

ONLINE COURSE, page 5.

HYBRID COURSE, page 5.

WEB-ENHANCED COURSE, page 5.

ON-GROUND COURSE, page 5.

TEXTBOOK REQUIRED

UC CREDIT, page 6.

User Experience (UX)

Certificate

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

Students may begin during any quarter. Suggested first course is User Experience I. Includes both online and classroom courses.

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

The certificate program has 6 required courses

UX I: Survey	<i>1 elective of your choosing from such areas as design thinking, game design, web design, and more.</i>
UX II: Iteration	
UX III: Applied	
UX IV: Capstone	
UX Software	

Courses begin on page 55.

For More Information

ux@uclaextension.edu | (310) 206-1422 | visual.uclaextension.edu

DESMA X 481.99FG

User Experience: Software

4.0 units
Creating delightful, meaningful, and easy-to-use digital experiences requires the ability to generate multiple ideas rapidly, iterate quickly, and test the results. This class teaches the tools of the trade: from Sketch, Adobe XD and more for design; to InVision, Principle and Axure for interactive prototyping; to UserTesting.com for user research and testing. Topics include essential UX software and their practical applications, design team collaboration, etc.; to incorporating more theory-based topics, like navigation and architecture, design patterns, and the latest design methodologies. Class projects include rapid design and prototyping, multi-platform design for websites, mobile and native apps, wearables and voice assistants, as well as conducting user research and testing.

Reg# 371567

Fee: \$759

No refund after 16 Jan.

- ❖ **Classroom**
11 mtgs
Thursday, 7-10pm, Jan. 9-Mar. 19
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Students must own a computer and have Sketch, Adobe CC, or similar design software. Mac preferred but not required.

Jonathan Ramirez, a digital design lead who has worked with organizations such as Apple, Audible, Karma Automotive, Wantable, and two different design agencies

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):* DESMA X 481.99AF User Experience I: Survey

Reg# 371506

Fee: \$784

No refund after 11 Jan.

- ❖ **Online**
Jan. 7-Mar. 17

Michelle Matthews, for credits see page 55.

DESMA X 479.5K

AR/MR/VR for Immersive Content: Experience, Game, and Media

4.0 units
Augmented Reality/Virtual Reality/Mixed Reality is the next computing platform after mobile and is massively impacting industries across a wide range of applications, from consumer entertainment to enterprise tools and training. This course provides hands-on access to the latest devices and hardware. Students are introduced to best practices and insights in AR/VR/MR development through real-world case studies and industry guest speakers that potentially include firms like LEGO, Google, Honda, Disney, and Snap. Students do market research, conceptual design, and hands-on prototyping. They leave the class with presentations and prototypes for portfolio or further development. The subject matter of projects can be related to games, digital/physical products, location-based experiences, or enterprise tools and training.

Reg# 370673

Fee: \$759

No refund after 15 Jan.

- ❖ **Classroom**
11 mtgs
Wednesday, 7-10pm, Jan. 8-Mar. 18
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Enrollment limited.

Ryan Stevenson



TEDxUCLA

x = independently organized TED event

Don't Miss the Next Event

May 30, Royce Hall

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

For information on speakers and how to register, visit tedx.ucla.edu.

2019 TedxUCLA photo by Yiwei Lu.

Art History, Studio Arts & Photography

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.

ART 860.70

The Scandalous Lady Elgin and the Greek Marbles

0.3 CEUs

Mary Hamilton Nesbit, the Scottish heiress who became Lady Elgin, lived through several periods of great change—the beginnings of the Industrial Revolution, the liberalization of English laws, and the reigns of several monarchs, culminating in a new era begun by Queen Victoria. This one-day course looks at the life and remarkable impact of Lady Elgin, who achieved what even Napoleon could not accomplish—the acquisition of ancient marble sculptures from the Acropolis of Athens. Debuting in the early 19th century, the Elgin marbles would go on to influence Western art for decades to come. From her negotiations with tyrants and politicians to her assertive personality that demanded control of her own life and body, Lady Elgin's actions precipitated the social change and women's rights that would improve the lives of her fellow Europeans and later the Western world.

Reg# 370674

Fee: \$125

No refund after 24 Jan.

- ❖ **Online**
Jan. 25

Enrollment limited; early enrollment advised.

Rebecca Ginnings, PhD, specializing in Baroque and Renaissance art; art consultant for galleries, auction houses, curators, and collectors.

ART HIS 851.42

Exploring the Los Angeles Art Scene: A Six-Month Program

1.8 CEUs

This course explores the current L.A. art scene—artists, dealers, galleries, and institutions—and the relationships between them. Participants visit artists in their studios, discuss their impressions of today's art scene, visit galleries, and meet gallery directors.

→ → →

Reg# 371676

Fee: \$399

No refund after 10 Jan.

- ❖ **Classroom**
6 mtgs
Saturday, 11am-2pm, Jan. 11; Feb. 1; Mar. 7;
Apr. 4; May 2; June 6
Los Angeles: Location by Itinerary:

Itinerary sent via email.

Enrollment limited; early enrollment advised. Visitors not permitted.

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 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 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# 371525

Fee: \$649

No refund after 16 Jan.

- ❖ **Classroom**
10 mtgs
Thursday, 7-10pm, Jan. 9-Mar. 12
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Estimated supplies cost is \$75.

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): ART X 5A Basic Drawing I or equivalent experience.

Reg# 371675**Fee: \$649***No refund after 15 Jan.*

- ❖ *Classroom*
10 mtgs
Wednesday, 7-10pm, Jan. 8-Mar. 11
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Estimated supplies cost is \$75.

Josh Mannis, MFA, School of the Art Institute of Chicago. His 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; and Tate Modern, London.

ART X 427.13
Abstract Drawing

3.0 units
In its wider definition, the term "abstraction" describes art that depicts real forms in a simplified or rather reduced way—keeping only an allusion to the original natural subject. Encouraging students to see in new ways, this course focuses on translating visual representation into abstraction. This studio-based course considers historical models while focusing on the idea of abstracting form and content from observation of the visible world. Students approach the fundamental methods, issues, and concepts of abstraction through drawing exercises using charcoal, pencil, pastel, and water-based mediums to investigate the spatial dynamics and pictorial elements of abstraction. Various papers and surfaces also are explored. Imaginative direction and personal expression are encouraged. Appropriate for students of all levels.

Reg# 371514**Fee: \$649***No refund after 16 Jan.*

- ❖ *Classroom*
10 mtgs
Thursday, 2:30-5:30pm, Jan. 9-Mar. 12
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Estimated supplies cost \$65. Materials list sent via email prior to first class meeting.

Stephanie Pryor, MFA, UCLA; artist who has exhibited extensively in solo and group shows in Los Angeles, New York, and Europe.

ART X 420.20
**Figure Painting:
Mystery, Magic, and Color**

3.0 units
Post-Impressionist painters like Gauguin, Van Gogh, Cezanne, Matisse, and Rousseau used distinctive brush strokes, unnatural or arbitrary color, and were inclined to emphasize geometric forms and distort the figure for expressive effect. They found inspiration in a variety of cultures and sources, including Gauguin's paintings of life in French Polynesia, Rousseau's depiction of the jungle, and Matisse's imagery from Morocco. This studio course uses their work as a jumping off point for exploring the creative potential of the figure. Class includes lecture, demonstration, individual painting time, and critique. Students paint from live models, still-lives, and photographs. Assignments may include self-portraits, creating a collage to paint from, and painting from dreams. Students may use the medium of their choice; instruction applies to oils, acrylic, and watercolor. At the end of class, students have a collection of paintings, as well as a more creative approach to the figure.
Prerequisite(s): ART X 5A Basic Drawing I or equivalent experience.

Reg# 371671**Fee: \$689***No refund after 14 Jan.*

- ❖ *Classroom*
10 mtgs
Tuesday, 7-10pm, Jan. 7-Mar. 10
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Estimated supplies cost is \$80.

Alison Blickle, MFA, Hunter College, who has exhibited extensively in solo and group shows in New York, Los Angeles, and San Francisco. Ms. Blickle has been covered in *The New York Times*, *The Huffington Post*, and *Beautiful/Decay*. She is represented by Thierry Goldberg Gallery in New York.

ART X 430
Chinese Brush Painting

4.0 units
In Chinese art and culture, a flower is never merely a flower nor scenery merely a place; each has its legends, romantic stories, and symbolic spirituality. Through brush strokes, the Chinese brush artist represents the spirit and essence of the subject rather than its realistic detail. In this course, students explore the spontaneous style of Chinese Brush Painting through hands-on step-by-step instruction. The course follows the Xieyi (Depicting-Idea) style developed by the traditional painters of the 11th century and specifically focuses on the Po-mo (Throw-ink) method: In order for a painting to show the vitality of nature, it must be executed in a lively way; hence, the movement of the brush is completed in a simple, dynamic, and powerful manner, as if the artist is throwing color and ink on the rice paper. Subjects include floral, landscape, and animals. Specific subjects covered vary each quarter. Topics include detailed instructions on appropriate use of rice paper, brushes, colors, and ink. For beginning to advanced students.

Reg# 371015**Fee: \$649***No refund after 15 Jan.*

- ❖ *Classroom*
11 mtgs
Wednesday, 7-10pm, Jan. 8
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Mayee Futterman, who specializes in Chinese Brush Painting. A large selection of her work is in the collection of California Hospital Medical Center and permanently exhibited at the Los Angeles Center for Women's Health, as well private collections internationally. She studied under professor and master brush artist, Dr. Ning Yeh.

ART 855.60
Introduction to Figure Drawing

1.2 CEUs
Figure drawing is a fundamental yet challenging practice for many artists. In this four-week workshop with live models, students are introduced to the fundamentals of figure drawing and engage in fun and creative exercises to build their skills. Students learn how to observe, understand, and communicate visually by breaking down the figure into simple forms. Instruction and exercises cover topics such as proportion, gesture, construction drawing, and head/face study.

Reg# 371517**Fee: \$275***No refund after 29 Feb.*

- ❖ *Classroom*
4 mtgs
Saturday, 10am-1pm, Feb. 22-Mar. 14
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Estimated supplies cost \$20.

Shanna Lim, illustrator who is currently working as a background painter for Disney consumer products, which includes *Cars 3* and other Disney princess books. She was also a 3D artist/lighter on *Lord of the Rings*, *Shrek*, and *How to Train Your Dragon* for Dreamworks and Weta.

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.



Instructor Mayee Futterman and student show off class work from Chinese Brush Painting.

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

Chinese Brush Painting

Includes hands-on instruction in this lively style of painting. Subjects include floral, landscape, and animals. Topics include detailed instructions on appropriate use of rice paper, brushes, colors, and ink. For beginning to advanced students.

Taught by **Mayee Futterman**, award-winning artist specializing in Chinese Brush Painting.

Page 57.



Figure Painting

Mystery, Magic, and Color

For intermediate-level students who want to explore the creative potential of the figure, this course draws on the work of Gauguin, Van Gogh, Cezanne, Matisse, and Rousseau for inspiration. Students work from live models, still lifes, and photographs to experiment with a range of expressive effects. Appropriate for working in oil, acrylic, or watercolor.

Page 57.



Painting by instructor Alison Blickle.

DSLR Video and Motion

DSLR video is quickly becoming an important part of the professional photographer's toolkit. This class covers technical issues, such as camera settings, lighting, audio, and editing.

Creatively, students complete projects that include creating a story and developing themes.

Page 59.



Instructor Van Dithavong.



Talking with Impact

New This Quarter

Gain a professional edge with your presentation skills.

Join award-winning actor and TED conference speaker trainer Greg Germann. Gain the tools and process of building a TED TALK to enhance and refine presentation literacy, resulting in nothing less than articulating a "big idea" that could change the world.

Page 54.

Above: TEDxUCLA speaker Adi Jaffe

ART 803.82 Intermediate Ikebana

1.0 CEUs

This course is designed for those students who want to continue exploring those techniques covered in 803.81 Ikebana and improve their skills in this Japanese technique of flower arranging, which has been perfected and elevated to an art form. Using fresh or dried branches, leaves, and flowers, students create new and different-styled arrangements each week.

Prerequisite(s): Student must have completed two quarters of ART 803.81 Ikebana or have consent of the instructor.

Reg# 371726

Fee: \$209

No refund after 28 Feb.

❖ **Classroom**

4 mtgs

Saturday, 9:30-11:30am, Feb. 29-Mar. 21

UCLA Extension Lindbrook Center:

10920 Lindbrook Dr.

Estimated supplies cost is \$75-\$100.

Kyoko Kassarijan, 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. Kassarijan and her Ikebana displays have been featured in numerous newspapers and publications.

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:

ART X 438.9 Photography I (4 units)

ART X 440.22 Lighting I (4 units)

ART X 439.90 Photography II (4 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



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

Twitter:

[Twitter.com/UCLAxVisual](https://twitter.com/UCLAxVisual)

Website:

[Visual.uclaextension.edu](http://visualarts.uclaextension.edu)

Above: Performance from TEDxUCLA 2017.

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

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# 371520

Fee: \$754

No refund after 14 Jan.

❖ **Classroom**

11 mtgs

Tuesday, 7-10pm, Jan. 7-Mar. 17

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Enrollment limited.

Van Dithavong, award-winning photographer and filmmaker

Reg# 371518

Fee: \$654

No refund after 11 Jan.

❖ **Online**

Jan. 7-Mar. 17

Enrollment limited.

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# 371673

Fee: \$754

No refund after 15 Jan.

❖ **Classroom**

11 mtgs

Wednesday, 7-10pm, Jan. 8-Mar. 18

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Enrollment limited.

Natasha Rudenko, MFA; internationally-exhibited photographer whose work addresses issues of self-reflection and identity.

ART X 439.90 Photography II

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

Reg# 371521

Fee: \$754

No refund after 23 Jan.

❖ **Classroom**

10 mtgs

Thursday, 7-10pm, Jan. 16-Mar. 19

UCLA Extension 1010 Westwood:

1010 Westwood Blvd.

Weng San Sit, MFA, CalArts; artist and educator whose practice investigates systems and power structures that create gaps between representation and subjective identities. She has exhibited in the CalArts Gallery, Last Projects, Esplanade, and National Museum of Singapore among others.

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 (strobos 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

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

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): ART X 438.9 Photography I.

Reg# 371522

Fee: \$849

No refund after 3 Feb.

- ❖ **Classroom**
8 mtgs
Monday, 7-10pm, Jan. 27-Mar. 2
UCLA Extension Gayley Center:
1145 Gayley Ave.
Sunday, 10am-5pm, Feb. 9; Feb. 23-Mar. 1
Los Angeles: FD Studios, 224 E. 11th St.

No meeting Feb. 17

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 440.80

Photographic Composition

4.0 units

Composition is the subtle art of photographic storytelling. Photographers must make deliberate, artful decisions about what to include in the frame and how it is placed. This course introduces students to concepts in composition, including foreground, middle ground, and background; point of view; visual hierarchy; lens choice; depth of field; and revealing intent through compositional choices. Creative assignments—including shooting portraits, environments, and landscapes—encourage students to experiment with scale and location and incorporate the skills learned in class.

Reg# 371523

Fee: \$654

No refund after 11 Jan.

- ❖ **Online**
Jan. 7-Mar. 17

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.

ART X 440.38

DSLR Video and Motion

4.0 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(s): Basic camera and digital literacy. Familiarity with an editing software, such as Premier, Final Cut Pro, iMovie, and Avid Movie Maker. Students must provide their own DSLR cameras.

Reg# 371510

Fee: \$754

No refund after 15 Jan.

- ❖ **Classroom**
11 mtgs
Wednesday, 7-10pm, Jan. 8-Mar. 18
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Van Ditthavong, award-winning photographer and filmmaker

ART X 445.3

Street Photography

4.0 units

This course explores the history of urban street photography, then moves from the classroom to the streets of L.A. While most Angelenos experience the city through the frame of a car window, course participants walk, bike, and take the bus and Metro to discover the vast cultural/social pockets of Los Angeles. Class sessions include classroom lectures, tours, and critique.

Prerequisite(s): ART X 438.9 Photography I or equivalent experience.

Reg# 371509

Fee: \$754

No refund after 23 Jan.

- ❖ **Classroom**
10 mtgs
Thursday, 3-6pm, Jan. 16-Mar. 19
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Weng San Sit, MFA, CalArts; artist and educator whose practice investigates systems and power structures that create gaps between representation and subjective identities. She has exhibited in the CalArts Gallery, Last Projects, Esplanade, and National Museum of Singapore among others.

ART 802.21

The Business of Photography

1.8 CEUs

Geared toward photographers with an interest in producing images for various media outlets, as well as for those with an interest in working with nonprofit and corporate clients, this workshop provides practical advice and information on the business of photography. Topics discussed include: the rapidly evolving marketplace for editorial; nonprofit and corporate photography; client development and agency representation; website and platform options; understanding copyright; general business practices, such as the use of home offices, taxes, assistants, and insurance; creating a strong, professional social media presence; rate and term negotiations; and licensing standards. Presented as a classroom discussion using real-life experience and scenarios. Students leave the workshop with a sound understanding of the significant business matters they will face on a daily basis as a professional photographer.

Reg# 371516

Fee: \$229

No refund after 13 Mar.

- ❖ **Classroom**
2 mtgs
Saturday, 9am-5pm, Mar. 14 & 15
UCLA Extension 1010 Westwood:
1010 Westwood Blvd.

Todd Bigelow, editorial and corporate photographer handling assignment work for some of the world's leading publications. Mr. Bigelow's clients include *TIME*, *Sports Illustrated*, *Smithsonian*, *Der Spiegel*, *People*, *National Geographic Traveler*, and *Newsweek*.

ART X 482.14

Mentorship

4.0 units

Work one-on-one with a current Visual Arts instructor who guides development of a meaningful project geared toward a portfolio piece, competition, freelance assignment, or other advanced goal. Students choose their own mentors from instructors currently teaching in the area of studio arts, design, or photography. Together, the student and instructor arrange to meet at a museum, studio, cafe, or other site of interest for six hours over the course of the quarter.

Prerequisite(s): Students must have previously taken a minimum of three Design Communication Arts, studio arts, or photography courses.

Reg# 371524

Fee: \$689

No refund after 13 Jan.

- Independent Study/Internship*
Jan. 6-Mar. 16

Students may complete this mentorship online or in-person. Mentors must sign the application form before enrollment can be processed. For an application, email visualarts@uclaextension.edu or call (310) 206-1422.

Restricted course; web enrollments automatically generate a "Permission to Enroll" request. Visitors not permitted.



Photography Certificate

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Curriculum

5 Required Courses

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Photography II

Lighting I

Portraiture

Portfolio Workshop

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



For More Information

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