UX/Graphic Design

Design Communication Arts

For information on course content, prerequisites, or advisement, email dca@uclaxextension.edu; visit uclaxextension.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 482.10 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# 374467

Fee: $759

No refund after 27 June.

Online

June 23-Sept. 1

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# 374534

Fee: $759

No refund after 27 June.

Online

June 23-Sept. 1

Enrollment limited.

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 DiSipio. 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 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# 374530

Fee: $759

No refund after 27 June.

Remote Instruction

11 mtgs

Wednesday, 7-10pm, June 24-Sept. 2

Fee does not include cost of art supplies.

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. Recipient, UCLA Extension Outstanding Instructor Award, 2015.

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 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.

Reg# 374463

Fee: $759

No refund after 27 June.

Online

June 23-Sept. 1

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.

DESMA X 481.99Z InDesign

4.0 units

This is an introduction to Adobe InDesign, a leading page layout and desktop publishing program. Topics include research, typography, imagery, and concept development. Projects are progressive and critiqued.

Reg# 374477

Fee: $759

No refund after 27 June.

Remote Instruction

11 mtgs

Wednesday, 7-10pm, June 24-Sept. 2

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.

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# 374467

Fee: $759

No refund after 27 June.

Online

June 23-Sept. 1

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# 374534

Fee: $759

No refund after 27 June.

Online

June 23-Sept. 1

Enrollment limited.

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 DiSipio. 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.
Design Communication

**Design & Arts**

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

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**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**

**II 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 47.

**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.

**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 49.

**Software Requirements**

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

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**What Our Students Say**

“I had been working as an office admin and the spark of it had just vanished. So, I decided to enroll into the DCA program and the Photography Program to move into a career field that I not have only admired, but truly enjoy. Having the combination of the two studies has been opening up more opportunities for me and I can walk into a job with the confidence of the education I received and knowing that I am going to be doing a job I WANT to be doing.”

— Samantha Mill

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**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 481.992 InDesign, and DESMA X 479.4A Typography, or equivalent experience.

Reg# 374519

- Fee: $759

- No refund after 27 June.

- Online

- June 23-Sept. 1

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 479.4A**

**Typography**

Reg# 374536

- Fee: $759

- No refund after 2 July.

- Remote Instruction

- 11 mtgs

- Thursday, 7-10pm, June 25-Sept. 3

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

**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 a meaningful, dynamic relationship with the customer.

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

Reg# 374452

- Fee: $759

- No refund after 29 June.

- Remote Instruction

- 11 mtgs

- Monday, 7-10pm, June 22-Aug. 31

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 479.3D**

**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 481.992 InDesign, and DESMA X 479.4A Typography.

Reg# 374462

- Fee: $759

- No refund after 27 June.

- Online

- June 23-Sept. 1

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.

**DESMA X 479.7P**

**Portfolio**

4.0 units 3.3 CEUs

To make real impact in the world you need to show what you can do, how you think, and where you want to make design impact. As a designer, in the near future you will find yourself telling your story to potential collaborators, funders, employers, and others. You can no longer rely on a resume or a transcript to show a comprehensive range of your skills and experiences. As more work and workplaces become project-based, these formats fall short of revealing the potential you have. This class will help you create a portfolio—one that communicates your value and your values to prospective collaborators or employers. This class will be most useful to students who have a future path in mind and is the way to put together the experiences you have had in the DCA program.

Prerequisite(s): All core design courses, or departmental approval.

Reg# 374544

- Fee: $759

- No refund after 29 June.

- Remote Instruction

- 11 mtgs

- Monday, 7-10pm, June 22-Aug. 31

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

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**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

**Twitter:**

@UCLAxVisual

**Website:**

visual.uclaextension.edu

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### 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.

<table>
<thead>
<tr>
<th>1st Quarter</th>
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| **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# 374522*  
Fee: $1,600  
No refund after 27 June.  
Online June 23-Sept. 1  
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# 374537*  
Fee: $759  
No refund after 27 June.  
Online June 23-Sept. 1  
Students are required to have a copy of Adobe Photoshop CC to complete the course.  
Enrollment limited.  
Agnieszka Purzycka. MA in journalism with Design Communication Arts certificate from UCLA Extension. Ms. Purzycka’s domestic and international clients include L’Erma di Bretschneider, AUC Press, Kara Cooney, and Patina Productions Inc. |

| *DESMA X 481.99Z*  
InDesign  
4.0 units  
This course provides an introduction to the functions and capabilities of Adobe’s 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.  
*Reg# 374529*  
Fee: $759  
No refund after 27 June.  
Online June 23-Sept. 1  
Students are required to have a copy of Adobe InDesign CC to complete the course.  
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. |

| *DESMA X 481.99QT*  
Motion Graphics I  
4.0 units  
Learn how to integrate digital artwork into After Effects. This course covers workflow strategies to ensure that artwork created in Photoshop or Illustrator maintains its integrity. Instruction also explores common resolutions, complex motion paths and masks, color modes, bit depths, frame and pixel aspect ratios, graphic and video file formats, and frame rates commonly used in motion graphics.  
*Reg# 374538*  
Fee: $759  
No refund after 26 June.  
Online June 22-Aug. 31  
Joel Austin Higgins, editor specializing in the Adobe Creative Cloud Suite. Mr. Higgins has executed After Effects projects for clients like D.A.R.E. International, Mercedes-Benz, and Hasbro and is a recurring editor for a myriad of YouTube creators and online enterprises. He is also a writer, actor, and filmmaker. |

| *WEB-ENHANCED COURSE, page 5.* | *REMOTE INSTRUCTION, page 5.* | *TEXTBOOK REQUIRED, page 5.* | *UC CREDIT, page 6.* |

**Course Icons**

- **ONLINE COURSE** Technical requirements, page 5.
- **HYBRID COURSE** page 5.
- **WEB-ENHANCED COURSE** page 5.
- **REMOTE INSTRUCTION** page 5.
- **TEXTBOOK REQUIRED** Visit our website for textbook information.
- **UC CREDIT** May be transferable to other colleges and universities, page 6.
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.

**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.

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

**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.

Prequisite(s): Familiarity with Photoshop.

Reg# 374524

Fee: $1,600

❖ No refund after 23 June.
❖ Remote Instruction
19 mtgs
Monday, 5:30-9pm, June 22-Aug, 24
Wednesday, 5:30-9pm, June 24-Aug, 19

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

**DESMA X 479.6D Advertising Design**

4.0 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, and persuasive practices. Learn how traditional and social media integrations can deliver tangible experiences targeted to key groups.

Prequisite(s): Core Design Concepts or equivalent.

Reg# 374540

Fee: $759

❖ No refund after 18 June.
❖ Remote Instruction
11 mtgs
Thursday, 7-10pm, June 26-Sep. 3
Enrollment limited.

Patrick Frederickson, senior designer, Selbert Perkins Design

**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 underdeveloped. 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 to co-create innovations. By the end of the class, you will see solutions that would otherwise be invisible, which become what we call “innovation.”

Reg# 375420

Fee: $689

❖ No refund after 29 June.
❖ Online
June 22-Aug, 31

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 (DCA), Advanced Design Communication Arts (ADCA), or User Experience Certificate program and have earned a “C” or better in at least 50% of the certificate’s coursework. Students must work a minimum of 10 hours per week.

Reg# 374520

Fee: $689

❖ No refund after 29 June.
❖ Online
June 22-Aug, 31

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

**DESMA X 479.5D Design Project Management**

4.0 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.

Reg# 374543

Fee: $759

❖ No refund after 28 June.
❖ Online
June 24-Sept. 2

Enrollment limited.

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

**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 agree to meet at a museum, studio, cafe, or other site of design interest for six hours over the course of the quarter.

Prequisite(s): Students must be enrolled in the Design Communication Arts (DCA), Advanced Design Communication Arts (ADCA), or User Experience Certificate. User Experience students must complete at least three courses prior to applying for a mentorship.

Reg# 374531

Fee: $689

❖ No refund after 29 June.
❖ Online
June 22-Aug, 31

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

**DESMA X 479.1A Certificate in Design Communication Arts**

0.3 CEUs

A small seminar created for those considering a career in graphic design, this introduction to the profession includes an overview of areas of application, school choices, necessary skills, portfolio development, and salary ranges. Especially useful for students who have recently enrolled in a Design Communication Arts Certificate, the workshop is also relevant for designers new to the geographical area, those exploring a change in design specialty, or students nearing graduation. Emphasis is on approaching design from a thoughtful conceptual perspective grounded in research and how that approach differs from design as decoration.

Online Courses

You can earn continuing education or academic credit from UCLA Extension—anytime, anywhere. Simply take a UCLA Extension online course.

To find online courses, look for this icon: ☀

Like our remote instruction courses, UCLA Extension online courses let you advance your professional development, work toward a certificate, acquire skills needed for a career change, or simply explore your creative side.

For more information about online study see page 5.
UX (User Experience) Design

DESMAX 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# 374686
Fee: $759
Remote Instruction:
1 mtg
Monday, 7-10pm, June 22-Aug. 31

Musangi Muthu, Technologist, creative imagineer and business strategist reimagining the future of customer experience through business transformation for digital agency clients and Fortune 500 enterprise IT.

Reg# 374743
Fee: $759
Remote Instruction:
Online
June 22-Aug. 31

Michelle Matthews, UX and product design leader with 10 years of experience designing mobile and responsive experiences, specializing in the mobile wellness space.

Reg# 374693
Fee: $759
Remote Instruction:
Online
June 23-Aug. 25

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).

DESMAX 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): DESMAX 481.99AF; User Experience I: Survey.

Reg# 374684
Fee: $759
Remote Instruction:
1 mtg
Monday, 7-10pm, June 22-Aug. 31

Chuck Griffith, MA, Columbia University; user experience leader with 18 years’ experience; former head of digital experience at Salesforce and former senior director of strategy at Cisco; served as experience creative director at BBDO. Clients include Emirates Airlines, Allergan, Fox, Visa, Gillette, Amazon.

Reg# 374744
Fee: $759
Remote Instruction:
Online
June 23-Sept. 1

Diana Barraca, UX and visual designer passionate about design thinking and human-centered design. With over 10 years of experience in technology, she specializes in mobile healthcare offerings for consumers and providers. She has worked as a Senior UX/UI designer at Vetted PetCare, an on-demand veterinary service provider, and as the lead UX/UI designer at Heal — an in-home, doctor on-demand provider — she worked on the first third-party integration of Apple’s HealthKit. This endeavor, among many other features at Heal, helped give physicians a more complete view of a patient’s wellbeing, driven by data. Barraca also worked with companies such as Soothe (on-demand massage therapy) and Decentralized Pictures (a cryptocurrency platform used to fund motion pictures). Her academic background is rooted in the social sciences, which prepared her to use research to validate design decisions.

DESMAX 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.

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DESMAX 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.

DESMAX 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.

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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.

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<td>User Experience IV</td>
<td>Course Planning Guide for User Experience Certificate Students</td>
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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# 374742
Fee: $759
No refund after 28 June.
Online
June 24-Sept. 2

Adam Fischbach, who has over ten years of experience working in the fields of 3D and UX. Mr. Fischbach focuses on design systems, patterns, and thinking, with particular emphasis on human computer interaction and user-centered design.

DESMA X 490F
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 of a professional incuba-
tor would take, such as involving stakeholders and experiencing working with investors and VCs.

Reg# 374690
Fee: $759
No refund after 2 July.
Remote Instruction
11 mtgs
Thursday, 7-10pm, June 25-Sept. 3

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.

DESMA X 489.5G
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: Sketch, Adobe XD, and more for design; InVision, Principle, and Axure for interactive prototyping; and UserTesting.com for user research and testing. Topics include essential UX software and their practical applications, design team collaboration, etc. as well as more theory-based topics, such as 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# 374689
Fee: $759
No refund after 27 June.
Online
June 23-Sept. 1

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 481.99F/G
User Experience Research
4.0 units
Today’s designers must satisfy the needs of multiple constituents, including clients, colleagues, and especially end-users. The ultimate goal of experience research is to inform design decisions that meet the critical needs of constituents. User research helps assess gaps in an existing experience, discover design opportunities, refine concepts and strategy, and test the creative/design execution. This course covers the key concepts of evaluation and evaluation methods, and students develop both quantitative and qualitative measures, such as contextual observation, heuristic analysis, surveying, interviewing, focus groups, persona development, evaluation during the design/iteration cycle, usability testing, and analysis of systems in use. Designers leave the course with an understanding of which methods to use, given constraints, and how to design, field, and report on findings.

Prerequisite(s): DESMA X 481.99AF User Experience I.
Reg# 374749
Fee: $759
No refund after 29 June.
Online
June 25-Sept. 3
Instructor to be announced

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# 374542
Fee: $759
No refund after 30 June.
Remote Instruction
11 mtgs
Tuesday, 7-10pm, June 23-Sept. 1
Enrollment limited.
Ryan Stevenson

Art History, Studio Arts & Photography

Art History & Theory

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

ART HIS 854.21
Contemporary Art
1.5 CEUs
This course focuses on the art of the last 50 years, often labeled postmodern. We chart successive movements, from Pop Art, Minimalism, and Conceptual Art, to video and installation art, digital and cyber art, and contemporary painting and sculpture, to help us better understand the themes and moods of contemporary culture. Includes visits to the nearby MOCA and Broad Museums.

Reg# 374847
Fee: $354
No refund after 2 Aug.
Online
Aug. 3-Sept. 7

Dahn Hiuni, MFA, PhD, a Los Angeles-based multi-disciplinary artist, whose work spans the fields of visual art, performance art, theater, and graphic design. His solo performance Twentieth Century Art is part of the permanent collection of the Walker Art Center in Minneapolis.
**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
This is 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, logical 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, perspective, and 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.

Fee: $649

No refund after 29 June.

Online

Reg# 374849

**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.

Fee: $649

No refund after 29 June.

Remote Instruction

Reg# 374698

**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 distinct 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, Matisse’s depictions of the jungle, and Matisses 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.

Fee: $689

No refund after 27 June.

Online

Reg# 374854

**ART X 427.18**
**Mixed Media Painting and Experimentation**

3.0 units
This class explores the open spaces between drawing and painting, representation and abstraction, proper art materials and improper art materials. By using traditional materials (such as acrylic, ink, and a variety of dry media), in non-traditional ways, students will find pictorial concerns with colors and spatial relationships rubbing elbows with newer procedures like automation, collage, and the use of alternate supports. Risk and experimentation are critical to the process.

Prerequisite(s): X 5D Beginning Painting; Acrylics or X 5C Beginning Painting; Oils, or equivalent experience.

Fee: $350

No refund after 24 July.

Online

Reg# 374848

**Did You Know?**

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

**Connect with Your Arts Community!**

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

Facebook: Facebook.com/UCLAxVisual

Twitter: Twitter.com/UCLAxVisual

Website: Visual.uclaextension.edu

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

**Arts Courses Can Serve as DCA Electives**

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.

**Course Icons Provide Information At-a-Glance**

- ONLINE COURSE
  Technical requirements, page 5.
- HYBRID COURSE
  page 5.
- WEB-ENHANCED COURSE
  page 5.
- REMOTE INSTRUCTION
  page 6.
- TEXTBOOK REQUIRED
  Visit our website for textbook information.
- UC CREDIT
  May be transferable to other colleges and universities, page 6.
Autobiographical Collage

The fragmentary and layered medium of collage is well-suited for dealing in memory, reflection and narrative. With photographs, photocopies, maps, writings, and other significant items, students create personally meaningful new works.

Page 54.

Mixed Media Painting and Experimentation

Explores the open spaces between drawing and painting, representation and abstraction, and proper art materials and improper art materials. Risk and experimentation are critical to the process.

Page 54.

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.

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UCLA Extension’s Course Delivery Options

UCLA Extension offers a variety of course delivery options to meet the needs of our students.

Online Courses
Online courses are taught asynchronously (Canvas) and fully online, with the option for limited synchronous (Adobe Connect) instruction.

Hybrid Course
Hybrid courses are taught using a combination of both asynchronous (Canvas) and synchronous (Adobe Connect) instruction.

Remote Instruction
Remote courses are taught in real-time using Adobe Connect. Class sessions are scheduled on specific day(s) and time(s). Students access course through Canvas and use integrated tools such as Adobe Connect to join the live interactive classroom. Students may ask questions and interact in real-time with the instructor. The live sessions can be recorded so students may view them at a later time.

Web-Enhanced Course
Internet access required to retrieve course materials.

For additional information visit [uclaextension.edu/student-resources](http://uclaextension.edu/student-resources).

Critique for Advanced Photographers

In photography there is always room to grow. This course provides students an opportunity to expand their knowledge through weekly group critiques. Group critique is a collaboration, not a competition. It is a hunt for meaning, purpose, and sharing new ideas. Students will refine their voice and vision as a photographer and learn if their ideas translate to a broader audience.

Instructor: David Daigle
Mondays, 7-10pm, June 22–August 31
UCLA Extension 1010 Westwood
Reg# 374852

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

Photography Certificate

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

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

Curriculum

5 Required Courses
Photography I
Photography II
Lighting I
Portraiture
Portfolio Workshop
Plus 1 elective of your choosing from such areas as Photoshop, landscape, documentary, conceptual art photography, and more. Electives change each quarter; check catalog for current courses.

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

This certificate (CE0500) has open enrollment; no formal application required. Enroll online at [uclaextension.edu](http://uclaextension.edu) or call (800) 825-9971.

For More Information
photography@uclaextension.edu | (310) 206-1422