



# SUMMER QUARTER 2022

# COURSE OFFERINGS

June 20–September 4





Visit the

UCLA Extension

Website

UCLA Extension's

Course Delivery

Options

For additional course and certificate information, visit [uclaextension.edu](http://uclaextension.edu).

► Search

Use the entire course number, title, **Reg#**, or keyword from the course listing to search for individual courses. Refer to the next column for a sample course number (A) and **Reg#** (D). Certificates and Specializations can also be searched by title or keyword.

► Browse

Choose "Courses" from the main menu to browse all offerings.

► View Schedule & Location

From your selected course page, click "View Course Options" to see offered sections and date, time, and location information. Click "See Details" for additional information about the course offering. *Note:* When Online, Remote Instruction, and/or Hybrid sections are available, click the individual tabs for the schedule and instructor information.

► Enroll Online

Our shopping cart-style checkout is fast and **available 24 hours a day**.

► Enroll by Phone

Call **(800) 825-9971** Monday–Friday, 8am–5pm; use American Express, Discover, JCB, MasterCard, or Visa.

❖ In-Person

All class meetings are taught in-person, with the instructor and all students in the same physical classroom.

\* Remote

All class meetings are scheduled and held online in real-time via Zoom. Course materials can be accessed any time through an online learning platform.

🌐 Online

Course content is delivered through an online learning platform where you can engage with your instructor and classmates. There are no required live meetings, but assignments are due regularly.

🎧 Hybrid (In-Person)

A blend of in-person class meetings and online or remote instruction—may include scheduled Zoom meetings and/or course content tailored for online learning.

📺 Hybrid (Remote)

Offered fully online, this blend of remote and online instruction features live class meetings via Zoom and additional course content tailored for online learning.

➕ Hybrid (Flexible):

Attend scheduled class meetings in person or online. Live instruction is held in a physical classroom and students may elect to join all class meetings either in person or remotely via Zoom.

🌐 Web-Enhanced Course

Internet access required to retrieve course materials.

Course Schedules

Delivery format and/or 'remote' meeting times listed are subject to change. Please refer to the UCLA Extension website, [uclaextension.edu](http://uclaextension.edu), for up-to-date course information.

*Asynchronous:* students engage a variety of learning materials posted on Canvas (that may include lectures, interactive discussion boards and quizzes) and interact with the instructor and other students using messaging tools.

*Synchronous:* instruction occurs in-real time during a live, pre-scheduled Zoom session(s) where instructors and students interact.

► Course Times

All times quoted in this document's course descriptions are Pacific Time.

ACADEMIC CALENDAR

Summer Quarter 2022  
Classes begin **June 21**.  
Enrollment begins **April 25**.

Fall Quarter 2022  
Classes begin **September 19**.  
Enrollment begins **July 25**.

Winter Quarter 2023  
Classes begin **January 9**.  
Enrollment begins **November 7**.

Spring Quarter 2023  
Classes begin **April 3**.  
Enrollment begins **February 6**.

CONTACT US

By Email:  
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By Mail:  
**UCLA Extension**  
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Los Angeles, CA 90024-3439

In Person:  
**UCLA Extension**  
1145 Gayley Avenue  
Monday–Friday, 8am-5pm  
(800) 825-9971

# DESIGN & ARTS

For more information call (310) 206-1422.

## UX/Graphic Design

### Design Communication Arts

For information on course content, prerequisites, or advisement, email [dca@uclaextension.edu](mailto:dca@uclaextension.edu), visit [uclaextension.edu/dca](http://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 eight courses, students pursuing the Design Communication Arts Certificate must complete the Print and Graphic Communication Design Tool Kit plus two 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 479.7P	Portfolio (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, strategy, and concept development. Projects are progressive and critiqued.

#### Reg# 387294

Fee: \$789

No refund after 28 June.

##### ❖ In-Person

12 mtgs

Tuesday, 7-10pm, June 21-Sept. 6

UCLA Extension Gayley Center: 1145 Gayley Ave.

Fee does not include cost of art supplies.

Enrollment limited.

**Aimo Weichelt**, associate creative director at The Refinery Creative, theatrical and broadcast/streaming advertising agency, Clio award winner and nominee for a range of key art pieces for Clients like Warner Brothers, Universal, Disney, Netflix, Hulu, and Prime Video.

#### Reg# 387084

Fee: \$789

No refund after 26 June.

##### 🖥️ Online

June 22-Sept. 7

Fee does not include cost of art supplies.

Enrollment limited.

**Vesna Petrovic**, BA/M.Arch degree from the University of Belgrade; she trained both as an architect and graphic designer. Ms. Petrovic is the founder and owner of Vesna DeSign, a multi-disciplinary studio involved in creative projects for art and cultural organizations.

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#### Reg# 387306

Fee: \$789

No refund after 26 June.

##### 🖥️ Online

June 22-Sept. 7

Fee does not include cost of art supplies.

Enrollment limited.

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

#### DESMA X 482.1D

##### 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# 387119

Fee: \$789

No refund after 29 June.

##### ❖ In-Person

12 mtgs

Wednesday, 7-10pm, June 22-Sept. 7

UCLA Extension Gayley Center: 1145 Gayley Ave.

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.

#### Reg# 387120

Fee: \$789

No refund after 27 June.

##### 📺 Hybrid (Remote)

June 23-Sept. 8

Students must either attend the Tuesday 7pm lectures live via Zoom,

or view the recorded lecture later in the week.

Fee does not include the cost of art supplies.

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

#### 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.

Prerequisite(s): DESMA X 479.6A Design Fundamentals and DESMA X 481.99Z InDesign.

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#### Reg# 387125

Fee: \$789

No refund after 25 June.

##### 🖥️ Online

June 21-Sept. 6

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 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# 387103

Fee: \$789

No refund after 25 June.

##### 📺 Hybrid (Remote)

June 21-Sept. 6

Certain lectures will be held live via Zoom at 7pm. Students must either attend the lectures live via Zoom or view the recorded lecture later in the week.

**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# 387104

Fee: \$789

No refund after 30 June.

##### ❖ In-Person

12 mtgs

Thursday, 7-10pm, June 23-Sept. 8

UCLA Extension Gayley Center: 1145 Gayley Ave.

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

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📺 HYBRID (IN-PERSON), page 1.

📺 HYBRID (REMOTE), page 1.

🌐 WEB-ENHANCED COURSE, page 1.

📖 TEXTBOOK REQUIRED

🏠 UC CREDIT

## 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# 387079****Fee: \$789***No refund after 30 June.*

## \* Remote

12 mtgs

Thursday, 6:30-9:30pm, June 23-Sept. 8

Remote Classroom

**Vesna Petrovic**, BA/M.Arch degree from the University of Belgrade; she trained both as an architect and graphic designer. Ms. Petrovic is the founder and owner of Vesna DeSign, a multi-disciplinary studio involved in creative projects for art and cultural organizations.

## 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# 387471****Fee: \$789***No refund after 28 June.*

## \* Remote

12 mtgs

Tuesday, 7-10pm, June 21-Sept. 6

Remote Classroom

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

**Reg# 387082****Fee: \$789***No refund after 27 June.*

## ■ Hybrid (Remote)

12 mtgs

Thursday, 7-10pm, June 23-Sept. 8

Remote Classroom

*Certain lectures will be held live via Zoom at 7pm. Students must either attend the lectures live via Zoom, or view the recorded lecture later in the week.*

**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 helps you create a portfolio—one that communicates your value and your values to prospective collaborators or employers. This course is most useful to students who have a future path in mind and is a way to reflect on the experiences you have had in the DCA program.

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

**Reg# 387107****Fee: \$789***No refund after 28 June.*

## \* Remote

12 mtgs

Tuesday, 7-10pm, June 21-Sept. 6

Remote Classroom

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

## DESMA X 479.4B

**Advanced Typography**

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. Knowledge of both Illustrator and InDesign is required.

**Reg# 387126****Fee: \$789***No refund after 25 June.*

## ● Online

June 21-Sept. 6

*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 482.9L

**Art Direction Bootcamp**

4.0 units

Are you a designer or entrepreneur with a vision but failing to bring it to life? Using your left brain, we will develop your right brain. Learn how to hone your design skills to bring an idea to life with purposeful and thoughtful combination of imagery, typography, composition, hierarchy, and color. Dive into the psychology of color theory, the history of typography, and the power of imagery. Building upon this knowledge, you will be able to clearly articulate your creative vision in order to design or direct any creative project: branding, web design, packaging, presentations, or anything needing a visual eye. Be a more thoughtful and considerate designer, with the ability to defend your work and articulate the success of your designs. Or become a better client, with the ability to be clear in what you are looking for, understand the design language, and get the most out of your designers.

**Reg# 387307****Fee: \$789***No refund after 3 July.*

## ● Online

June 29-Sept. 14

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

## DESMA X 479.6D

**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.

*Prerequisite(s):* Core Design Concepts or equivalent.

**Reg# 387102****Fee: \$789***No refund after 25 June.*

## ● Online

June 21-Sept. 13

*Enrollment limited.*

**Patrick Fredrickson**, senior designer, Selbert Perkins Design

## 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 editing, building, and creating 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# 387111****Fee: \$1,675***No refund after 25 June.*

## ● Online

June 21-Sept. 6

*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, Life-house, 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# 387108****Fee: \$789***No refund after 26 June.*

## ● Online

June 22-Sept. 7

*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 481.47

**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# 387110****Fee: \$789***No refund after 27 June.*

## ● Online

June 23-Sept. 8

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

*Enrollment limited.*

**Lauren Cullen**, Lauren is a designer specializing in illustration, product design, interactive prototypes, branding, animation, advertising and marketing. She is the UCLA Mobile Web Strategy group's design lead. The designs she creates for innovative mobile and web applications, platforms, and advanced data visualization tools are utilized by prominent organizations in the academic and research communities. In addition, she has written on design and technology for several publications and also contributed the introduction to legendary artist John Van Hamersveld's *Drawing Attention* book.

## DESMA X 481.99Z

**InDesign**

4.0 units

This course provides an introduction to the functions and capabilities of Adobe InDesign. Students are 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# 387118****Fee: \$789***No refund after 27 June.*

## ● Online

June 23-Sept. 8

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

**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 481.61

**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, and responsive website from scratch.

*Prerequisite(s):* Familiarity with Photoshop.

**Reg# 387113****Fee: \$1,675**

No refund after 26 June.

\* Remote

19 mtgs

Thursday, 5:30-9pm, June 23-Aug. 25

Remote Classroom

Monday, 5:30-9pm, June 27-Aug. 29

Remote Classroom

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

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.

*Prerequisite(s):* Knowledge of Photoshop and Illustrator.

**Reg# 387116****Fee: \$789**

No refund after 25 June.

Online

June 21-Sept. 6

**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.

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 enhance your skills and help you stand out in the marketplace.

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

**Reg# 387117****Fee: \$789**

No refund after 25 June.

Online

June 21-Sept. 6

**David Dodds**, Los Angeles-based motion graphics designer; his experience spans a decade in motion graphics, special effects, broadcast design, character animation, and infographics. He has worked for studios such as Stardust, Mirada, Logan, and NFL Networks. Author of *Hands-On Motion Graphics with Adobe After Effects CC: Develop Your Skills as a Visual Effects and Motion Graphics Artist*.

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 (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# 387121****Fee: \$719**

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 (UX) 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. Students are responsible for securing an internship position; the department assists with contract and award of units for hours worked.

**Reg# 387106****Fee: \$719**

DESMA 850.19

**Design a Brilliant Career and Find Your Professional Purpose**

0.3 CEUs

Design education leaders Scott Hutchinson and Dave Moon teach you how to take your design career goals from lackluster to brilliant. A small seminar created for those considering a meaningful career in Graphic Design and User Experience. This introduction to the profession is designed to help students see possibilities and discover areas where they can have impact. Areas we explore include required skills, personal storytelling, portfolio development, and positioning, including bringing in your degree and previous work expertise. This workshop is especially useful for students with previous "unrelated" degrees, and/or who have recently enrolled in the Design Communication Arts or UX certificates. Also relevant for designers looking to advance, exploring a change in design specialty, or nearing graduation.

**Reg# 387056****Fee: \$0**

\* Remote

1 mtg

Tuesday, 3-4:30pm, June 21

UCLA X Open

**Scott Hutchinson**, MFA, UCLA School of Arts and Architecture; designer and photographer specializing in corporate identity, branding, and advertising.

**Dave Moon**, who is currently serving as an art and design professor at California State University, Northridge. In Jan. 2022 he was recognized with Wang Family Excellence Award. He is the Communication Design area head and faculty/business advisor for IntersectLA. He has served as chair of the Art Department and Interim Dean of CSUN's Mike Curb College of Arts, Media, and Communication. Mr. Moon founded or co-founded a number of student-based creative enterprises, including the Center for Visual Communication (VISCUM), DesignHub, META+Lab, RADIUS, and most recently, IntersectLA, a design, marketing, and strategy agency. He has authored two textbooks: *Design Strategy for Effective Branding* and *Power-Up YOU: A Personal Branding Handbook for Artists, Creatives, and Designers*.

DESMA 713.1

**Character Animation is Your Super Power to Bringing Stories to Life**

This free workshop is for anyone interested in bringing stories to life with animation. Corporate videos, entertainment, and explainer videos are increasingly using animated characters. Learn the process of creating your first animation, and explore the tools professional animators use on TV shows such as *The Simpsons*, *The Late Show with Stephen Colbert*, and *Tooning Out the News*. Topics include animating characters, creating lip sync animation, and using other tools in Creative Cloud to assemble your compelling story.

**Reg# 387124****Fee: \$0**

\* Remote

1 mtg

Tuesday, 2-3:30pm, July 26

UCLA X Open

**David Dodds**, Los Angeles-based motion graphics designer; his experience spans a decade in motion graphics, special effects, broadcast design, character animation, and infographics. He has worked for studios such as Stardust, Mirada, Logan, and NFL Networks. Author of *Hands-On Motion Graphics with Adobe After Effects CC: Develop Your Skills as a Visual Effects and Motion Graphics Artist*.

**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# 387017****Fee: \$789**

No refund after 25 June.

Online

June 21-Aug. 30

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

**Reg# 387186****Fee: \$789**

No refund after 28 June.

\* Remote

June 21-Aug. 30

Remote classroom

**Musangi Muthui**, 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# 387299****Fee: \$789**

No refund after 2 July.

In-Person

11 mtgs

Saturday, 10am-1pm, June 25-Sept. 3

**Luke Miller**, User Experience Director at National Geographic, comes with over 10 years of experience in both educating UX Designers (General Assembly, Parsons School of Design, American University, Corcoran School of the Arts and Design) and leading UX research and design at major media and technology companies (Wall Street Journal, Yahoo!). Luke holds a BA from Univ of Florida and an MS in Information Science from UNC Chapel Hill. In 2015 General Assembly and Grand Central published Luke's first book *The Practitioner's Guide to User Experience Design*.

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# 387295****Fee: \$789**

No refund after 14 June.

Online

June 21-Aug. 30

**D. Shawn Barraza**, D. Shawn Barraza is a seasoned UX/UI/Product designer with over 10 years of experience in technology. Specializing in mobile and enterprise design, Diana currently focuses on building internal products at Flyhomes (an end-to-end real estate startup). Simultaneously, Diana investigates how her work impacts and improves the home buying experience for customers. Previously with Heal—an in-home, doctor on-demand provider—Diana's work contributed to Heal being named App of the Day in the App Store. With an academic background rooted in the social sciences and arts, Diana is eager to share her knowledge and experiences as an educator at UCLA Exchange. Diana is also proudly Latinx and an LA native.

## 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# 387296****Fee: \$789***No refund after 16 June.*

11 mtgs

Thursday, 7-10pm, June 23-Sept. 1

Remote Classroom

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

## DESMA X 499C

**User Experience IV: Capstone**

4.0 units

Working from evidence-based case studies, students apply the appropriate methods and tools of discovery, design, prototyping, testing, iterating, and presenting for real-world application. The course simulates a real-world work environment in which students are expected to take ownership of every step of the design process and work at a professional pace. Revisions and peer reviews are key elements as students problem solve and present successful UX solutions. Projects developed in this course may be expanded and fine-tuned for portfolio inclusion.

*Prerequisite(s):* DESMA X481.99AF User Experience I, DESMA X479.8K User Experience II, and DESMA X489.5F User Experience III

**Reg# 387019****Fee: \$789***No refund after 25 June.*

June 21-Aug. 30

**Iris Kern-Foster**, MFA in Digital Art, PhD in Cultural Studies. Ms. Kern-Foster has been designing and strategizing interfaces since the early dawn of the Internet. Her extensive experience in UX and IxD is paired with a background in advertising and publishing. She specializes in micro-continuity of symbols and how communities develop an understanding of meaning. Ms. Kern-Foster has worked with brands such as Nike, Adidas, MTV, Nickelodeon and Svarovski, as well as NGOs like Greenpeace and CAUCE Mujeres. Bringing a unique blend of theory and practical application to her teaching, she is a seasoned educator in the field and is passionate about passing on her excitement for UxD to students of all backgrounds.

## DESMA X 481.65

**Designing for Accessibility**

4.0 units

3.3 CEUs

Designing digital products with accessibility in mind improves usability and inclusiveness for people with low vision, blindness, color blindness, or hearing as well as cognitive or physical impairments. This course on digital accessibility covers assistive technologies, various types of accessibility issues (visual, auditory, physical and cognitive), legal and compliance requirements, evaluation methods, and best practices.

**Reg# 387016****Fee: \$789***No refund after 25 June.*

June 21-Aug. 30

**Navin Rizwi**, who has worked in technology, television and publishing and is currently the Head of Product at Condé Nast, where she is responsible for digital product and UX/UI design for the British portfolio of magazine brands.

## DESMA X 485.99

**Content Design for UX**

4.0 units

Many websites and apps offer similar experiences and features. Content design helps differentiate products by communicating stories and information that engage users and elevate meaningful digital experiences. From product descriptions to error messages, content design turns predictable interactions into memorable ones. In this course, students learn how to establish voice and personality when planning content for FAQs, chatbots, tutorials, search, designing for a funnel, working with a Content Management System (CMS), and more. Students focus on a content strategy made up of taxonomy, user journeys, metadata, UX writing, machine learning, and artificial intelligence. The class demonstrates proven content-first methods for user engagement, including how to create a strategic pitch to stakeholders, increase and measure successful user outcomes, and design for evergreen digital experiences.

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

**Reg# 387696****Fee: \$789***No refund after 29 June.*

11 mtgs

Wednesday, 6-9pm, June 22-Aug. 31

Remote Classroom

*This course was formerly titled Content Strategy for UX.*

**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, and Amazon.

## 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."

**Reg# 387015****Fee: \$789***No refund after 28 June.*

11 mtgs

Tuesday, 6-9pm, June 21-Aug. 30

Remote Classroom

*Enrollment limited.*

**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, and Amazon.

## DESMA X 481.99FG

**User Experience Software and Rapid Prototyping**

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 core tools of the trade: Figma, Adobe XD, Invision, and platforms for user research and testing. Topics include essential UX software and their practical applications, development hand-off, 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 low fidelity-design and prototyping, multi-platform design for websites, mobile and native apps, wearables and voice assistants, as well as conducting user research and testing.

*Prerequisite(s):* DESMA X 481.99AF User Experience I: Survey or equivalent experience.

**Reg# 387018****Fee: \$789***No refund after 30 June.*

11 mtgs

Thursday, 7-10pm, June 23-Sept. 1

Remote Classroom

*Students must own a computer and have Sketch, Adobe CC, or similar design software. Mac preferred but not required. Lecture and course content is asynchronous live sessions are for review and student questions. Attendance for live meetings is encouraged but not required.*

**Andy Dang**

## DESMA X 480.11

**Introduction to XR World Building**

4.0 units 3.3 CEUs

The future XR metaverse has yet to be built. In what promises to be an exciting new field, this class will cover a range of methodologies, tools, and strategies for virtual reality (VR), augmented reality (AR) and mixed reality (MR), collectively known as XR world building. Students will have a hands on approach to learning and understanding how to create immersive worlds of their own design. Portions of the class will be held and taught in XR as well as traditional remote instruction. The focus of this class will be on elevating both the understanding of what world building is and how to accomplish it effectively. The course will contain 4-5 projects of increasing complexity to allow for experimentation, and incremental improvement. Students leave the course with a portfolio of introductory work and an understanding of methods, tools, and processes that will be fundamental to future learning and development. *An Oculus Quest 2 with 256 GB of storage is required for this course, as well as a PC or laptop able to run Unity.*

**Reg# 387432****Fee: \$975***No refund after 15 June.*

11 mtgs

Wednesday, 6-9pm, June 22-Aug. 31

Remote Classroom

*An Oculus Quest 2 with 256 GB of storage is required for this course. Students taking multiple Immersive Media courses need only one headset.*

**Michael Potts**, who is the owner of the XR content agency M2 Studio and the brand Polycount.io. Mr. Potts has been working with XR technology for 25 plus years. He has worked on over 3000 international projects and at the same time has always done whatever was needed to keep on the cutting edge of technology with regards to VR and AR services. As his business enters its 22nd year it finds itself as a strong leader in the field of custom content for business to business collaboration in both VR and AR tech. He has given numerous talks and lectures on the use of XR technology in modern day business. Currently, Mr. Potts works with some of the top companies in the world across a wide spectrum of industries where he advises and develops content strategy to incorporate current XR technologies into their operations.

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TEXTBOOK REQUIRED

UC CREDIT

→ → →

DESMA X 480.22

**Introduction to XR Immersive Experience Design**4.0 units  
3.3 CEUs

Virtual Reality and other forms of immersive media (collectively known as XR) have the potential to enhance people's lives in innovative and engaging ways. How can creators learn to produce effective and meaningful immersive content? This class provides a solid foundation for understanding what immersive media is, as well as what it can and might be. Covered topics include the origins and distinctive affordances of immersive media, range of media types, concept generation, character integration, and how to craft an experience to fit specific goals. Guest speakers in the field will provide practical examples by presenting their work. Students complete research and hands-on projects to explore concepts in greater depth. Students leave the class understanding the basics of crafting quality immersive experiences, and are prepared to take on more advanced studies. An Oculus Quest 2 with 256 GB of storage is required for this course.

**Reg# 387489****Fee: \$975***No refund after 16 June.*

✳ Remote

11 mtgs

Thursday, 9am-12pm, June 23-Sept. 1

Remote Classroom

*No meeting May 30. Make-up meeting to be determined*

*An Oculus Quest 2 with 256 GB of storage is required for this course. Additional materials including textbook and experiences estimated at \$100. Students taking multiple Immersive Media courses need only one headset.*

**Jacquelyn Morie**, who is widely known for using technology such as Virtual Reality (VR) to deliver meaningful experiences that enrich people's lives. From 1990 to 1994, Morie worked as an artist, researcher and educator at the University of Central Florida's Institute for Simulation and Training. While there, she developed multi-sensory techniques for VR that predictably elicit emotional responses from participants, using psychology and art to create environments that ranged from disquieting to nostalgic.

**Jeffrey Daniels**, FAIA, BA in Architecture, Princeton; MArch, Massachusetts Institute of Technology; Program Director, UCLA Extension Architecture and Interior Design Programs. Mr. Daniels's work has ranged from the David Hockney Residence, to the award-winning Kentucky Fried Chicken franchise building on Western Ave. to the Eli Broad Art Studios at Cal Arts.

DESMA X 479.7K

**Unity I: 3D Game Design and Game Engines**

4.0 units

Jump in and create a 3D game experience using the world-class game engine known as Unity. Students design environments of their creation, believable and/or fantastic other world realities. This class walks students through the powerhouse game engine Unity and covers the strategic skills necessary to create compelling world and game experiences, in a variety of applications. The class is designed to allow students to create a 3D experience by the end of class. In this intense but doable class, students rapidly build technical skills with the software, then build on this knowledge to create compelling and engaging experiences. *Basic code literacy and 3D knowledge helpful but not required.*

**Reg# 387034****Fee: \$789***No refund after 29 June.*

✳ Remote

12 mtgs

Wednesday, 7-10pm, June 22-Sept. 7

Remote Classroom

*Enrollment limited.* 🌐

**Darius Clarke**, BA, University of California Irvine in Psychology; Unity Certified Instructor, freelance Virtual Reality experience developer and prior VR development instructor at UploadVR, and a community college as well as web developer for a serious games conference.

## 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](mailto:visualarts@uclaextension.edu).*

ART HIS 853.42

**Contemporary Los Angeles Art**

3.0 CEUs

This class explores locations that are not generally accessible to the public. In-person visits focus on private collections, artist's studios, and curator-led gallery tours of current exhibitions. Insights into collecting, the business of art, and the importance of art in a designed environment (such as a home, retail, or hospitality location) are discussed. Each meeting includes multiple locations and guest speakers from the art world. Tours, examination of work, and discussions are held in person.

**Reg# 387122****Fee: \$430***No refund after 24 June.*

✳ In-Person

6 mtgs

Saturday, 11am-4pm, June 25; July 9 &amp; 23; Aug. 6 &amp; Aug. 20;

Sept. 3

By itinerary

**Brenda Williams**, who is a local art advisor and independent art curator specializing in emerging contemporary artists.

### 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](mailto: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 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# 387031****Fee: \$725***No refund after 2 July.*

✳ In-Person

10 mtgs

Saturday, 10am-1pm, June 25-Aug. 27

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

*Estimated supplies cost is \$75.*

**Dahn Hiuni**, MFA, PHD, a Los Angeles-based multidisciplinary 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 X 5B

**Beginning Figure Drawing**

2.0 units

Encouraging the exploration of both contemporary and traditional approaches to the figure while improving the student's drawing techniques, this course provides a strong foundation in figure structure, anatomical landmarks, and proportion while expanding the vocabulary of line and tone. Students begin with contour and gesture drawing, then study the marking techniques of such artists as D+rer and Rembrandt. Light "logic" is studied in sustained charcoal drawings which explore cast and core shadows as well as reflected light. This course also covers composition, use of negative space, interaction of form and content, and the expressive potential of the human figure with its psychological and emotional implications. Instruction includes work with pencil, charcoal, pen, and ink.

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

**Enroll at [uclaextension.edu](http://uclaextension.edu) or call (800) 825-9971****Reg# 387194****Fee: \$775***No refund after 28 June.*

✳ In-Person

10 mtgs

Tuesday, 12-3pm, June 21-Aug. 23

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

*Estimated supplies cost \$65. Bring a soft pencil and 18"x24" bond paper pad to the first meeting; additional materials to be discussed. Enrollment limited.*

**Ravi Jackson**, Ravi Jackson is a Los Angeles based artist. His work cuts across visual boundaries, merging collage, sculpture, and painting. He received his BA from Oberlin College (2007), a BFA from Hunter College (2012), and an MFA from the University of California, Los Angeles (2013). His work was recently included in exhibitions at David Lewis Gallery, New York; Matthew Marks, Los Angeles and PAGE(NYC) at Petzel, New York. As a teacher, Jackson has taught painting at Otis College of art and Design, in Los Angeles, California, and Emily Carr University of Art and Design in Vancouver, British Columbia.

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# 387195****Fee: \$725***No refund after 30 June.*

✳ In-Person

10 mtgs

Thursday, 7-10pm, June 23-Aug. 25

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

*Estimated supplies cost is \$75.*

**Ravi Jackson**, Ravi Jackson is a Los Angeles based artist. His work cuts across visual boundaries, merging collage, sculpture, and painting. He received his BA from Oberlin College (2007), a BFA from Hunter College (2012), and an MFA from the University of California, Los Angeles (2013). His work was recently included in exhibitions at David Lewis Gallery, New York; Matthew Marks, Los Angeles and PAGE(NYC) at Petzel, New York. As a teacher, Jackson has taught painting at Otis College of art and Design, in Los Angeles, California, and Emily Carr University of Art and Design in Vancouver, British Columbia.

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. Take a journey into the world of Chinese Brush Painting in this comprehensive 11-week course which offers an in-depth exploration of its theory, materials, techniques, skills, and subjects. Through lectures, demonstrations, discussion, and live step-by-step instruction, students learn basic skills and concepts, then build up to more advanced techniques and compositions. 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.

**Reg# 387573****Fee: \$789***No refund after 15 June*

✳ Hybrid (Flexible)

11 mtgs

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

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

**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 X 429

**Calligraphy**

4.0 units

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

**Reg# 387032****Fee: \$789**

No refund after 29 June.

## \* Remote

11 mtgs

Wednesday, 3-6pm, June 22-Aug. 31

Remote Classroom

Summer 2022 Alphabet: Dancin' Pen.

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

## ART 803.81

**Ikebana**

0.8 CEUs

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

**Reg# 387022****Fee: \$255**

No refund after 24 June.

## ❖ In-Person

4 mtgs

Saturday, 9:30-11:30am, June 25-July 23

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

No meeting July 2.

Students must purchase textbook for \$50 at first class. Estimated additional supplies cost is \$75-\$100.

**Gabriel Pacheco**, Owner, Gabriel Pacheco Flower Design. Deputy Director, Sogetsu San Fernando Valley Branch.

**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](mailto: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 730.26

**Choosing and Using a Digital Camera**

0.15 CEUs

This free workshop is for anyone interested in digital photography or planning on buying a digital camera. Instruction covers the most important features to consider when purchasing a digital camera and basic camera settings for getting ready to capture your best creative vision. Compare different digital camera types, from point-and-shoot to prosumer models, understand settings for image quality and resolution, lens considerations, file formats, image storage, and other unique considerations of digital photography.

**Reg# 387020****Fee: \$0**

No refund after 13 June.

## \* Remote

1 mtg

Tuesday, 10-11:30am, June 14

UCLA X Open

**Craig Havens**, visual artist working in the lens-based media of photography, video, installation, and projection.

## ART 802.49

**Adobe Lightroom Workshop**

1.4 CEUs

An intensive introduction to Adobe Lightroom as an image management and RAW image processing system. The workshop will provide an in-depth overview of Lightroom file management functions and strategies, as well as how to manage a digital workflow setup. Students will practice key techniques of RAW image editing and develop an understanding of the full process of digital editing, from input to organizing, editing, post processing and output.

**Reg# 387055****Fee: \$355**

No refund after 3 Aug.

## \* Remote

4 mtgs

Thursday, 7-10pm, Aug. 4-25

Remote Classroom

A subscription to Adobe Lightroom is required for this course

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

## 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# 387021****Fee: \$279**

No refund after 19 Aug.

## ❖ In-Person

2 mtgs

Saturday, 9am-5pm, Aug. 20 &amp; 21

UCLA Extension Gayley Center: 1145 Gayley Ave.

**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 438.9

**Photography I**

4.0 units

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

**Reg# 387025****Fee: \$789**

No refund after 29 June.

## ❖ In-Person

11 mtgs

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

UCLA Extension DTLA: 261 S. Figueroa St.

For students purchasing a camera, we recommend the free workshop *Choosing and Using a Digital Camera*.

**Baz Here**, BFA, MFA, The Photo Arts Conservatory at The New York Film Academy. Mr. Here's work has been exhibited at The Hive, Featured Resident Artist (DTLA)/The Getty Center, Pop-up Gallery/Out There, Gallery 825/Gallerie Sparta/LACDA/Gay Downtown LA Artwalk Pop-up Gallery/Beyond Baroque/Art Share LA Fall/Los Angeles LGBT Center Advocate, and Gochis Galleries.

**Reg# 387033****Fee: \$789**

No refund after 2 July.

## 🌐 Online

June 28-Sept. 6

For students purchasing a camera, we recommend the free workshop *Choosing and Using a Digital Camera*.

**Craig Havens**, visual artist working in the lens-based media of photography, video, installation, and projection.

## 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. Students should be comfortable shooting in Manual mode and have experience with basic image management systems such as Adobe Lightroom or Photoshop.

**Reg# 387026****Fee: \$789**

No refund after 25 June.

## 🌐 Online

June 21-Aug. 30

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

## Course Icons Provide Information At-a-Glance

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📖 TEXTBOOK REQUIRED  
Visit our *website* for textbook information.🏠 UC CREDIT  
May be transferable to other colleges and universities. Learn more on our *website*.



ART X 440.22

**Lighting I**

4.0 units

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

*Prerequisite(s):* ART X 438.9 Photography I.

**Reg# 387289****Fee: \$789***No refund after 11 Aug.*◆ **In-Person**

9 mtgs

Thursday, 7-10pm, Aug. 4-Sept. 8

UCLA Extension Lindbrook Center: 10920 Lindbrook Dr.

Saturday, 10am-3pm, Aug. 13-27

Los Angeles: Location Shoot:

**Instructor to be announced**

ART X 428.56

**Photographic Portraiture**

4.0 units

This in-depth exploration of photographic portraiture covers approaching subjects, establishing a rapport, collaborating with your subject, and digital workflow. Through a series of in-class projects and assignments, students master simple and inexpensive set-ups that result in strong and memorable portraits. Students also learn to simplify the decision-making process by addressing basic choices, such as pre-planning vs. improvisation, observing vs. directing, isolating the person vs. including environment, and natural vs. artificial light.

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

**Reg# 387024****Fee: \$789***No refund after 25 June.*🌐 **Online**

June 21-Aug. 30

**Justin Serulneck**, Justin Serulneck is a research-based artist who uses photography, video, and data to manifest and map relations in the world. While his earlier work examines connections between homelessness, private development, and fire-prone landscapes, Serulneck's present projects consider the production of ideology and its impacts on the world. He holds an InterSchool Master of Fine Arts degree from the Program in Photography and Media and the Program in Film and Video from the School of Art and the School of Film/Video, respectively, at the California Institute of the Arts in Valencia, CA. He additionally received a Master of Information Systems in Public Policy and Management and a Bachelor of Science in Electrical and Computer Engineering, with an additional major in Computer Science from Carnegie Mellon University in Pittsburgh, PA. Serulneck was selected for and attended a residency with Hauser & Wirth in Somerset, UK and his work was reviewed in *Artforum.com*

ART X 440.21

**Photoshop for Photographers**

4.0 units

Designed for beginning photographers, this course provides an introduction to digital workflow using Adobe Photoshop and Adobe Lightroom. Lectures and exercises address organizing photographs with Lightroom; importing and processing RAW files; and how to edit, process, adjust, correct, and manipulate captured images. By the end of the course, students have established a solid workflow in Lightroom and Photoshop and are able to professionally process and edit images.

**Reg# 387028****Fee: \$789***No refund after 28 June.*✳ **Remote**

11 mtgs

Tuesday, 7-9pm, June 21-Aug. 30

Remote Classroom

**Baz Here**, BFA, MFA, The Photo Arts Conservatory at The New York Film Academy. Mr. Here's work has been exhibited at The Hive, Featured Resident Artist (DTLA)/The Getty Center, Pop-up Gallery/Out There, Gallery 825/Gallerie Sparta/LACDA/Gay Downtown LA Artwalk Pop-up Gallery/Beyond Baroque/Art Share LA Fall/Los Angeles LGBT Center Advocate, and Gochis Galleries.

ART X 450.99

**Telling Your Story: Narrative Photography**

4.0 units

This course focuses on essential tools and techniques for communicating an effective and compelling narrative through photography. Students will develop a unique photographic storytelling perspective and define their personal narrative voice. Lectures will introduce students to a fundamental understanding of visual narrative structure while also identifying distinctly photographic storytelling techniques such as linear and non-linear narratives, effective image sequencing and editing, compositional strategies for visual storytelling, point-of-view perspectives, and journalistic photography techniques. Course assignments will provide practical experience in defining a personal point of view, effective pre-production and planning, creative set styling, lighting for dramatic effect, dynamic interactions with subjects, and professional digital image workflows. Instruction also covers the use of smartphone cameras, social media integration, as well as use of the Adobe RAW workflow editing environment.

**Reg# 387029****Fee: \$789***No refund after 2 July.*🌐 **Online**

June 28-Sept. 6

**Craig Havens**, visual artist working in the lens-based media of photography, video, installation, and projection.

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# 387030****Fee: \$719**

## Course Icons Provide Information At-a-Glance

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- 🌐 **WEB-ENHANCED COURSE**, page 1.
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