

EDUCTIVE - UCLA Extension

CF 521 Design Communication Arts Certificate

COURSE DESCRIPTION :

The Design Communication Arts (DCA) Certificate program prepares students for careers in graphic design by offering a solid foundation in design fundamentals, along with courses in web and interaction design, photography, and more.

The DCA program will not only teach you the tools of graphic design, but also how to think strategically and position yourself for a competitive market. While knowing and understanding production is an integral part of design, your unique perspective and critical thinking skills offer even greater value to the process. That's why we emphasize conceptualizing the idea, not just decorating the product.

If you pay attention and challenge yourself, you will leave the program with confidence in your creative and practical skills, and with a portfolio that reflects your unique lens on the world.

Please see the course catalog for complete listings of available electives.

Requirements:

At the end of the 16-course program, students participate in a mandatory Portfolio Review with design professionals before being awarded their certificate.

Required	Units
<u>ART X 479.6A Design Fundamentals</u> Fee does not include cost of art supplies.	4.00
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.	
<u>ART X 482.10 Color Methodologies</u> Fee does not include the cost of art supplies.	4.00
This course covers theories and practical applications to understand the makeup of color and how best to use it. Areas covered include general color theory and psychology; effective color creation, perception, and management; color language; digital issues; and additive and subtractive systems and color output.	
<u>ART X 479.4A Typography</u> 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.	4.00
<i>Prerequisite: X 479.6A Design Fundamentals and X 481.997 InDesign.</i>	
<u>ART X 479.3D Design History and Context</u> 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.	4.00

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ART X 479.6E Design II: Collateral and Corporate Communication

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.

4.00

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

ART X 479.2D Icons, Logo, and Logotype Design

Learn to develop memorable identities using symbols, logos, and comprehensive environments to define and reinforce personality, tone, and voice with the goal of creating meaningful, dynamic relationships with the customer.

4.00

ART X 479.2A Drawing for Communication

Fee does not include the cost of art supplies.

4.00

Develop drawing skills for successful communication in design. Topics include thumbnails, quick sketches, drawing from reference, drawing from memory, rendering techniques, and media options.

ART X 479.6P Design III: Advanced Design Practice

In this thesis-oriented capstone course, Design Communication Arts students put all they've learned into action to tackle real world design projects in the civic realm. Public presentation, collaboration, observation, research, and real world solving skills are emphasized.

4.0

Prerequisite: All Core Design Concepts & Print and Graphic Communication Toolkit courses, or departmental approval. Internet access required to retrieve course materials

ART X 481.99Z InDesign

Design and prepare projects for printing through the understanding of color management; tools, palettes, menus, text, and graphics; and the efficiencies of creating templates, style sheets, and master pages. Learn one- to multi-color output, image preparation, type and file formats, digital prepress workflow, printing options, paper, binding, comping and finishing, interacting with vendors, quoting jobs, proofing systems, and press checks

4.00

Required - Photoshop (4.00 units from the following list)

Units

ART X 481.11 Photoshop I

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.

4.00

ART X 481.43 Photoshop II

Master sophisticated adjustment techniques necessary for constructing professional images. Learn advanced calibration and color correction, input/output variables, masking, compositing with or without layers, and special effects.

4.00

Prerequisite: X 481.11 Photoshop I.

Required - Illustrator (4.00 units from the following list)

Units

ART X 481.47 Illustrator I

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.

4.00

ART X 479.47AA Illustrator II

Develop advanced techniques and practical workflows. Learn path building, altering and fine-tuning, type issues, text effects, creating fonts, linked text, color usage and application, gradient mesh, path patterns and brushes, 3D packaging comps, and prepress issues. Projects are built around print identities, visual effects, and other high-level applications.

4.00

Prerequisite: X 481 47 Illustrator I

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Suggested Electives (20.00 units from the following list)	Units
<p><u>ART X 481.90A Web Design III: Real World Application</u> In this outcomes-oriented course, you build on the knowledge and experience of Web Design I and II through real-world project application. You solve modern challenges faced by professional web designers and, in the process, develop work that transcends production and cultivates creative problem-solving. Learn to uncover resources, overcome barriers, and bring all of the pieces of the puzzle: HTML5, CSS, and JavaScript (jQuery), into 1 cohesive skillset.</p> <p><i>Prerequisite: X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery.</i></p>	4.00
<p><u>ART X 479.3C Your Idea as Innovative Solution</u> Innovative ideas are in demand, but getting buy-in is a challenge. Created for designers, entrepreneurs, and employees brimming with ideas, this course covers how to generate, develop, and communicate ideas in an efficient and effective way. Instruction explores common challenges and obstacles in the creative process and introduces methodologies, key tools, and techniques for creating and articulating innovative solutions. Participants leave with the tools to pursue ideas more confidently, including steps on how to transform ideas into something clear, meaningful, and attainable.</p> <p><i>Elective course in Certificate in Global Sustainability Concentration in Design.</i></p>	4.00
<p><u>ART X 481.99ZZ Advanced Digital Painting</u> This master course is for students who want to expand their digital painting and compositing capabilities in combination with traditional media for artistic and dramatic effect. Using Adobe Photoshop, students improve their ability to use brush, lasso, pen, gradient tools, custom brushes, texturing, layer masks, layer effects, adjustment layers, general and customized interfaces, color correction, and photo-composites. In addition, students learn how the digital age has affected work flow in the entertainment and advertising industries and how color printing and other issues can be addressed, effectively taking the student from the beginning to the end of production.</p> <p><i>Prerequisite: X 481.47 Illustrator I and X 481.11 Photoshop I.</i></p>	4.00
<p><u>ART X 481.24B Web Design I: HTML and CSS</u> This introduction to the world of modern web design exposes students to industry standards and best practices for using HTML and CSS. Students create aesthetically pleasing websites aligned with current design considerations that emphasize user experience (e.g., audience, style, composition, size constraints, web design process). Topics include asset management, image optimization, web hosting, site planning, and the various tools web designers use to produce effective websites that meet industry demands.</p> <p><i>Prerequisite: Proficiency with Photoshop.</i></p>	4.00
<p><u>ART X 481.99QT After Effects for Designers</u> Learn how to integrate digital artwork into a moving composition. This course covers workflow strategies to ensure that artwork created in Photoshop or Illustrator maintains its integrity. Instruction also explores common resolutions, complex motion paths and masks, color modes, bit depths, frame and pixel aspect ratios, graphic and video file formats, and frame rates commonly used in motion graphics.</p> <p><i>Prerequisite: Knowledge of Photoshop and Illustrator.</i></p>	4.00
<p><u>ART X 440.22 Lighting I</u> Whether you're shooting people, products, still life, or landscapes, understanding how light interacts with your subject matter is critical to mastering the art of photography. This course covers both artificial (strobes and hot lights) and natural lighting as well as the combination of both. Students photograph a variety of subjects to learn common lighting issues and powerful solutions needed to capture that great image. Instruction covers the use of light meters, reflectors, fill flash, soft boxes, and the safe operation of studio strobe equipment. This course consists of 3 hands-on meetings at a fully equipped professional photography studio in Hollywood and 5 classroom meetings that include lecture,</p>	4.00

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discussion, and critiques.

Prerequisite: X 438.9 Photography I.

ART X 440.221 Lighting II

Creating and controlling artificial light is critical to success in professional photography. This course specifically addresses lighting people, the central concern of most editorial and commercial photography. Instruction focuses on using lighting to transform subject and environment to create striking and memorable images. Using strobe and continuous light, students learn to balance artificial and natural light, creating color with the lights and in the camera, and giving still images a sense of motion. Students also learn to set a mood, create a personal style, and evoke emotion using artificial light. The course includes lecture, demonstration, feedback, and 3 Saturday photo shoots at a fully equipped Hollywood studio.

4.00

Prerequisite: X 440.22 Lighting I or experience in controlling artificial light. Students are expected to attend all classes and show new work. Use of film cameras is permitted, but digital capture is highly encouraged in order to make feedback and sharing of results more efficient. Internet access required to retrieve course materials.

ART X 439.90 Photography II

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, monitor calibration, and printmaking. *For technical requirements.*

4.00

Prerequisite: X 438.9 Photography I or equivalent experience; an advanced knowledge of general photography and access to a digital camera.

ART X 479.4B Advanced Typography

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.

4.00

Prerequisite: X 479.4A Typography or consent of instructor. Proficiency in InDesign or Illustrator.

ART X 479.6D Advertising Design

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

4.00

Prerequisite: Core Design Concepts or equivalent.

ART X 481.99AF User Experience Design I

Today, designers must create compelling and innovative user-centered products and services. This course is an overview of the latest user experience practices and introduces the basics of product strategy, user research, information architecture, interaction design, and usability testing. This includes topics such as mental models, taxonomies, personas, site maps, and wireframes. Throughout the course, students will develop a single comprehensive project for their portfolio that will demonstrate both their creative and problem-solving capabilities.

4.00

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

ART X 479.79H Mixed Media and Collage for Designers and Artists

Does not include art supplies estimated at \$100.

4.00

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Discover creative approaches to problem solving while developing your own visual language using photocopies, drawing, found art, photography, matte and gel mediums, and gesso. Transfer techniques and digital output also are covered. Students complete 3 portfolio pieces that are critiqued on clarity of communication and aesthetics.

ART X 482.14 Design Communication Arts Program Mentorship

Permission to enroll required. Further information will be displayed in the Shopping Cart. Work 1-on-1 with an instructor who guides your development of a meaningful project geared toward a portfolio piece, design competition, freelance assignment, or other advanced goal. Students choose their own mentors, who are usually DCA instructors. Together, the student and instructor arrange to meet at a museum, studio, cafe, or other site of design interest for 6 hours over the course of the quarter.

4.00

Prerequisite: Students must be enrolled in a DCA certificate. Students may complete this mentorship online or in-person. Mentors must sign the application form before enrollment can be processed.

ART X 479.4D Publication Design

Investigate the techniques and best practices of magazine design, annual reports, and branded collateral. Principles covered include page design, typography, art direction, and reproduction methods.

4.00

Prerequisite: X 479.6A Design Fundamentals; X 479.4A Typography; and experience with Photoshop, Illustrator, and InDesign.

ART X 418.12 Handmade Book Structures

Estimated materials cost is \$100.

Through demonstrations and hands-on projects, this course introduces the basic techniques of book binding, including how to create stab, pamphlet, and multi-section bindings. Explore conceptual book structures and contemporary applications of book binding. Learn skills relevant to both design and art projects through a focus on creativity, design, and craftsmanship.

4.00

ART X 427.16 Designing Experiences: Exhibit, Installation, Retail, and Trade Show Design

Learn to design interactive experiences and create a sense of place for cultural and commercial applications. Assignments lead students through the design problem-solving process, including audience assessment, storyline development, and print and environmental graphic systems. Drawings, models, human factors, architectural scale and space, way-finding, furnishings, and interactive media are explored. Real-world case studies, including Getty Museum installations, are examined. Concepts covered are applicable to user experience, branding systems, and portfolio development. Selected field trips and guest speakers complement coursework.

4.00

Prerequisite: X 479.6A Design Fundamentals, X 479.4A Typography, and X 481.992 InDesign.

ART X 479.6BB Entertainment Design

Entertainment design is a fast-paced, diverse, and growing field of graphic design. This course challenges you to develop conceptual and provocative creative expression while designing campaigns for theatrical key art movie posters, entertainment packaging, and other collateral material. Students work through the design process to develop their own conceptual art direction while learning the skills needed to work in the entertainment advertising industry.

4.00

Prerequisite: X 479.6A Design Fundamentals, X 479.4A Typography, and familiarity with Photoshop and Illustrator.

ART X 479.6C Package Design

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

4.00

Prerequisite: Core Design Concepts and Print and Graphic Communication Toolkit or equivalent.

ART X 479.8E Brand Identity and Marketing Strategies

How can a designer effectively create a clear, consistent, memorable, and lasting identity for a company in a crowded marketplace? Problem-solving methodologies, such as brainstorming and vertical thinking,

4.00

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are applied.

Prerequisite: Familiarity with Photoshop, Illustrator, and InDesign.

ART X 481.4AA Graphic Design for Film and Television

Graphic design gives filmed entertainment the look and texture of real life, and the graphic designer is now a key member of the motion picture art department. In this course, we look at the many graphic elements used in film and television production, including signage, props, set dressing, costumes, computer playback, and title design. Topics include designing for period and science fiction productions, clearance and copyright issues, presentation of concepts, production of signs and props, and previsualization of on-set graphics using Google SketchUp. We hear from working professionals, design actual logos for shows and production companies, and visit a working film or television set (past classes have gone to the sets of *Mad Men*, *24*, and *Pushing Daisies*).

4.00

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

ART X 481.99VV Web Design II: JavaScript and jQuery

This course moves deeper into the world of modern web design by introducing dynamically driven web pages. From animating galleries to dynamic navigational systems, students gain an understanding of both JavaScript and jQuery to create a more dynamic user experience. Emphasis is on creating aesthetically pleasing websites that uphold modern user experience standards. Language specifics, degrading gracefully, and form management are also examined. The course continues to explore HTML, CSS, asset management, design considerations, remote hosting, and live publishing (FTP) as introduced in Web Design I: HTML and CSS.

4.00

Prerequisite: X 481.24B Web Design I: HTML and CSS or equivalent experience.

ART X 479.5D Design Project Management

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.

4.00

ART X 428 Environmental Portraiture

A subject's environment lets them speak from within a photograph. Learn hands-on strategies for creating memorable portraits through interaction with your subject, their environment, and meaningful objects within it. Experiment with available and artificial light and creative re-purposing of environmental factors. Assignments help students build their confidence and ability to create successful portraits in real-world locations. Examples of iconic environmental portraits are discussed to illustrate strategies used by master photographers.

4.00

Prerequisite: X 438.9 Photography I or equivalent experience.

ART X 427.3 Introduction to Portraiture

This course is designed as a practical hands-on laboratory for students with a limited background in photographic technique. Portraiture is approached as an area of aesthetic experimentation, and students develop a skill set of fundamental camera and lighting techniques. Assignments demonstrate mastery of technical skills and individual creative expression. Through presentations, demonstrations, and group discussion, students also become familiar with many of the historical, critical, and theoretical debates surrounding photographic portraiture.

1.80

ART X 440.89 Lighting Fundamentals

The practice of photography is fundamentally the study of light itself. Understanding the basic characteristics of light and how it behaves is critical for photographers. This course introduces fundamental principles of lighting and techniques for achieving high-quality results using only available light and simple, affordable accessories. Through lectures, lighting projects, historical examples, and personal critique, students learn to identify and control the full spectrum of photographic lighting scenarios. Lighting techniques for portraiture, landscape, location/interiors, architecture, and fine art are

4.00

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covered in addition to basic flash and reflector-fill techniques.

ART X 442.35 Shooting Like the Masters: A history of Photography

Using slide lectures, creative assignments, and critiques, this course introduces students to the history of photography and the artists responsible for its most iconic images. Lectures address such movements as Pictorial, Straight, and Postmodern and familiarize students with the works of such artists as Nadar, Adams, and Baldassari. Students complete assignments inspired by the photographers' styles and techniques discussed in class. By the end of the course, students have a series of photographs as well as a deeper understanding and appreciation of the history of photography.

4.00

Prerequisite: X 438.9 Photography I or equivalent knowledge. Use of Adobe Lightroom or Photoshop is required, though no prior knowledge of these programs is necessary (tutorials are provided in class). Internet access required to retrieve course materials.

ART X 440.24 Shoot and Critique: A Digital Photography Workshop

After the larger choices of message, content, and style, photographers must make conscious and deliberate decisions about what to include and exclude from the frame and when to press the shutter. To help students master this decision-making process, this course presents a clear framework for analyzing and expressing the visual language of photography. During 4 location shoots, students gain confidence in image-making guided by the instructor's individual feedback and problem solving. Shooting assignments address the challenges of making portraits, urban scenes, photojournalism, and fine art photographs, with clear goals and technical issues explained. In each subsequent evening class, critique helps students articulate "why" and "how" photographs work, all in a supportive and encouraging class environment.

4.00

Prerequisite: Basic knowledge of photography and an image-editing program, such as Adobe Photoshop or Elements.

ART X 481.5C HTML5

HTML5 is the next evolution in cutting-edge web development. In addition to providing a more semantic approach to content, HTML5 offers a wide range of functionality in the browser--previously available only through plug-ins. In this course, students learn to implement HTML5 features (including audio, video, and canvas animation) and geolocation techniques. The course also includes CSS3, HTML5-specific JavaScript, and strategies for creating responsive layouts for cross-platform and multi-device experiences, such as tablets and mobile devices. *For technical requirements [click here](#).*

4.00

Prerequisite: X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery. For technical requirements see page 00. Enrollment limited.

ART X 479.2K Art and Electronics for Designers

The Maker and DIY movements using simple electronics are seeing exploding adoption by artists and designers. A quick look at sites like kickstarter demonstrate the breadth of products and inventions--everything from robotics to new product launches and art pieces that sense and react to the environment. Arduinos, programming, soldering, and electronics are all simpler than they look and within your grasp. In this course, you'll be guided through the selection and construction of your own project, with tutorials and lectures tailored to the specific interests of the class. You'll leave class with a working project that incorporates bits, electrons, and art. *No programming or electronics experience required. In-class personal laptop access strongly encouraged.*

4.00

ART X 479.3AB Graphic Design Career Launch Pad

Students start with an honest assessment of their strengths and weaknesses and end up with a polished strategy for the steps they need to take to enter the graphic design profession. Via lectures, guest speakers, and studio visits, students receive an overview of the field. Topics include salaries, disciplines, various work environments, day in the life; how to job search, portfolio and resume building, basic identity items and interviewing. Weekly assignments and presentations are designed to challenge creativity and advance preparedness for the real world.

4.00

Prerequisite: All Core Design Concepts courses or equivalent.

ART X 490.98AB HTML5: Responsive Web Design

4.00

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In this intermediate course, students continue to develop their HTML5, CSS, and graphic asset skills to create modern and effective layouts for desktop and mobile platforms. The course focuses on image asset creation (e.g. sprites and interface design) and translation from comprehensive design to HTML5 and CSS. By tackling a variety of web layout challenges, students enhance their ability to effectively design for the web. Additional topics include responsive web design (mobile to screen), scalable grid systems, cross-browser testing, and overcoming common pitfalls surrounding web composition.

Prerequisite: X 481.24B Web Design I: HTML and CSS. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.

ART X 479.9D Surface Design for Consumer Products

Fee does not include the cost of art supplies.

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

4.00

Prerequisite: Familiarity with Photoshop, Illustrator, and InDesign.

ART X 479.8K User Experience II: Discovery in Design

This course continues to grow your understanding of user experience design and develop your toolbox of approaches and skills. Instruction focuses primarily on larger engagements, the type typically encountered in an agency setting, with an emphasis on the most common activities and deliverables used to advance a project, manage expectations, and achieve success. The course also covers strategy, communication (especially how to present your work), and client-handling skills.

4.00

ART X 481.99C User Experience Research

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 experience 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/ethnographic 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.

4.00

ART X 479.3E Business and Design: The How-To of Making them Work Together

Constantly reminded that their innovations must make business sense, designers frequently feel the design process is misunderstood. Running a business also can be challenging for designers, including questions of focus and pricing. This course reviews the essential elements of business, emphasizing the interdependence of business and design in creating a successful and sustainable strategy. Created for design-oriented employees, intrapreneurs, and entrepreneurs, this course examines the 'design of business,' including business models, target markets, organizational management, financial models, ethics, and techniques used by some of today's most innovative business thinkers. Participants leave with an understanding of how business works and the designer's role within an innovative business.

4.00

ART X 481.22C Design and Development for WordPress: Beyond the Blog

WordPress is a popular tool for designers and developers alike that has grown from an open source blog application to a powerful and extendable publishing platform. The WordPress community has created hundreds of freely available themes that allow you to change the look and feel of a WordPress website with ease. Modifying existing themes and creating custom ones can facilitate rapid development of dynamic websites with stunning graphic design. In this project-based course, students design and develop a dynamic website utilizing WordPress as a CMS. Concepts include WordPress fundamentals, creating custom themes, designing for dynamic websites, website maintenance, and extending WordPress.

4.00

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Prerequisite: X 481.11 Photoshop I and X 481.24B Web Design I: HTML and CSS.

ART X 479.10A Design Sustainability

Integrating and understanding sustainability in design considers the creation, consumption, re-use, and planned obsolescence of the products, spaces, and materials we use on a daily basis. This course explores built environments, products, print, digital, and packaging materials from a sustainability perspective. The design process is used as a hands-on way for students to explore innovation and inherent opportunities within any project.

4.00

Prerequisite: Basic familiarity with computing, design, and production.

ART X 481.9E User Experience: AnthroDesign and Culture (Online)

In today's world, outstanding designers recognize that their design must effectively reach a diverse and often global audience. In this course, you become like a detective, learning and implementing anthropological observation techniques to develop a keen awareness of the end user. Successful projects demonstrate an understanding of the cultural and social context of the target audience. Coursework includes concept and prototyping exercises informed by observation and research, leading to a comprehensive portfolio project. *For technical requirements [click here](#).*

4.00

Prerequisite: Familiarity with Adobe Creative Suite.

ART X 481.23A Social Media for Designers

This course introduces designers to advertising within the pervasive and persuasive world of social media. Students evaluate several social media platforms and determine the best tools and most fluid application of those tools through lectures, guest speakers, and case studies. Coursework includes developing and implementing an overall social media strategy for an ongoing project or portfolio piece. An introduction to advertising concepts and wireframing also is covered.

4.00

Enrollment limited. Internet access required to retrieve course materials.

ART X 481.98 Designing Viable Online Products: Where User Experience and Business Strategy Meet

When you factor out the significant amount of the time, money, and technical experience needed to launch an online product or service, there remain a huge number of online opportunities that can be more easily discovered and developed by smart, creative people. Today, the availability of common platforms gives intrapreneurs and entrepreneurs--even those with little or no financing or technical experience--access to global markets. You start by quickly identifying a minimum viable product, then quickly and efficiently refining that product until it resonates with customers. This course is a mashup of innovative methods culled from several disciplines, including user experience and business strategy, to help you do just that. Topics include aligning product vision with business goals, value innovation, rapid prototyping, customer development, and fast ways to analyze the competition and research users. The end result equips participants with a strategic method to quickly and effectively launch a product or service online. *Recommended prerequisite:* Familiarity with a digital tool for preparing presentations, such as Powerpoint, Keynote, Photoshop, InDesign

4.00

ART X 479.7F Design Communication Arts Program Internship

Internships facilitate the transition from student to professional designer. Students must be registered in the Design Communication Arts Program for at least three consecutive quarters, be near their last quarter of study, and have had a portfolio review. Students must work 100 hours over the course of the quarter

ART X 438.9 Photography I

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 Photoshop 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.

4.00

4.00

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Select 24 units from the above suggested list or other credit-bearing courses from the DCA course listings.