Invest in Your DCA Community!

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

Web:
visual.uclaextension.edu

Facebook:
facebook.com/uclaextensionvisualarts

AIGA student group:
facebook.com/aigacdax

And remember, you can always call or email: (310) 206-1422, dca@uclaextension.edu.

Apply Art Courses to Your Design Studies

Photography and studio arts courses can apply toward DCA certificates with approval.

This quarter’s courses include:
Photography 1

Photographic Composition

Photoshop for Photographers

Page 17.

Design by DCA student Heather Elsner

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

Core Design Concepts

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

For online course technical requirements see page 4.

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

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

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

Design Fundamentals
X 479.6A Art 4 units

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

Reg# 261745CA
Through Dec 6: $655 / After: $720
Westwood: 408 1010 Westwood Center
Wed 7-10pm, Jan 6-Mar 23, 12 mtgs
No refund after Jan 13.

Masaki Koike, Creative/Principal, PhysDesign; two-time Grammy nominee for package design; 2008 Grammy Award winner for limited edition/special packaging; design consultant; freelancer; former art director.

Reg# 261751CA
Through Dec 7: $655 / After: $720
Westwood: 408 1010 Westwood Center
Thu 7-10pm, Jan 7-Mar 24, 12 mtgs
No refund after Jan 14.

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

Design Fundamentals

X 479.6A Art 4 units

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

Reg# 261747CA
Through Dec 6: $655 / After: $720
Westwood: 510 1010 Westwood Center
Wed 7-10pm, Jan 6-Mar 23, 12 mtgs
No refund after Jan 13
Instructor to be announced.

Typography

X 479.4A Art 4 units

This hands-on course covers the fundamentals of type, its characteristics, vocabulary, and nomenclature as well as creative uses of type and how it is integrated in successful design. Prerequisite: X 479.6A Design Fundamentals and X 481.997 InDesign. Enrollment limited. For more information see page 71.

Reg# 261767CA
Through Dec 7: $709 / After: $780
Jan 7-Mar 24
Deanne Swick, MFA, graphic designer and artist

Design Communication Arts

Color Methodologies
X 482.10 Art 4 units

Fee does not include the cost of art supplies.

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

Reg# 261746CA
Through Dec 6: $655 / After: $720
Westwood: 408 1010 Westwood Center
Wed 7-10pm, Jan 6-Mar 23, 12 mtgs
No refund after Jan 13.

Thea Lorenzen, MFA Graphic Design, California Institute of the Arts; BS/BA Stanford University. Ms. Lorenzen has worked in Los Angeles, New York, and Tokyo in interactive and graphic design for print, web, product, and film.

Color Methodologies

X 482.10 Art 4 units

Fee does not include the cost of art supplies.

For technical requirements see page 4. Enrollment limited. For more information see page 71.

Reg# 261780CA
Through Dec 5: $709 / After: $780
Jan 5-Mar 22
Todd Smith, MFA, fine artist and concept illustrator working in film and television whose specialties include drawing, painting, environment design, and matte painting. Mr. Smith’s client list includes Sears, Hewlett Packard, Milk, Boost Mobile, and various Hollywood directors and production designers.

Typography

X 479.4A Art 4 units

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

Reg# 261750CA
Through Dec 6: $655 / After: $720
Westwood: 408 1010 Westwood Center
Wed 7-10pm, Jan 6-Mar 23, 12 mtgs
No refund after Jan 13.

Instructor to be announced.

Typography

X 479.4A Art 4 units

Prerequisite: X 479.6A Design Fundamentals and X 481.997 InDesign. Enrollment limited. For more information see page 71.

Reg# 261767CA
Through Dec 7: $709 / After: $780
Jan 7-Mar 24
Deanne Swick, MFA, graphic designer and artist

For more information see page 4.
Design Communication Arts Certificate

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

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

DCA Curriculum
11 Required Courses

Core Design Concepts
Design Fundamentals
Color Methodologies
Typography
Branding: Icons, Logos, and Identity Systems
Design II: Collateral Communication
Design History and Context
Design III: Advanced Design Practice

Pages 71–72.

Print and Graphic Communication Toolkit

Drawing for Communication
Photoshop I
Illustrator I
InDesign

Pages 72–73.

5 Electives

Students choose 5 electives from courses in web, interaction design, print, and photography, as well as advanced design electives in studio arts and specialty areas of design. Mentorships also earn elective credit. We recommend students choose electives that build portfolios as well as software skills.

Course of Study

Students have the option of taking courses entirely online, in the classroom, or both for added flexibility. Consult our Course Planning Guide on page 00.

Software Requirements

Students must have access to the current version of Adobe Creative Suite. Certificate students receive a substantial discount on software at the UCLA Student Store. Lab hours are not available.

Candidacy Benefits

Students who enroll in the 16-course certificate pay a $250 candidacy fee and receive the following:

• Priority on wait list for full courses
• Admittance to AIGA student group events
• UCLA Bruincard for just $10 (good for campus discounts and more)

Portfolio Review

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

Advisement

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

Design Communication Arts

Design II: Collateral Communication
X 479.6E Art 4 units

This course introduces students to strategies in design communication and covers utility of systems, programs, campaigns, and design families. Visual presentation and concept development are emphasized. Prerequisite: X 479.6A Design Fundamentals, X 481.90Z InDesign, and X 479.4A Typography. Enrollment limited. Reg# 261743CA

Through Dec 5: $655 / After: $720
Westwood: 408 1010 Westwood Center
Tues. 7-10pm, Jan 5-March 22, 12 mtgs
No refund after Jan 12.

Henry Matove, freelance design consultant in several design disciplines, including graphics, industrial, and interior designs. Mr. Matove has worked with such design firms as RKS, Splane Design Associates, Melvin Best & Associates, DesignworksUSA, Rmco, and Beynon & Company, and with such clients as Chefs restaurants, EBSO Publishing, Westfield Shopping Centers, Honda Corporation, SEG, Harman Kardon, BMW, Brookstone, PricewaterhouseCoopers, and Adventist Hospitals.

Recipient, UCLA Extension Distinguished Instructor Award, 2010.

Design History and Context

X 479.3D Art 4 units

Gain a broad understanding of design and its dynamic past to discover inspiration for the present. Survey the history of visual communication, design’s sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students create portfolio pieces inspired by the designers and movements studied. For technical requirements see page 4. Prerequisite: X 479.6A Design Fundamentals, X 481.90Z InDesign, and X 479.4A Typography. Enrollment limited. Reg# 261742CA

Through Dec 6: $709 / After: $780
Jan 6-Mar 23


Branding: Icons, Logos, and Identity Systems

X 479.2A Art 4 units

Learn to develop memorable identities using symbols, logotypes, and comprehensive environments to define and reinforce personality, tone, and voice with the goal of creating meaningful, dynamic relationships with the customer. For technical requirements see page 4. Prerequisite: X 479.6A Design Fundamentals and X 479.4A Typography. Proficiency with Photoshop, Illustrator, and InDesign. Enrollment limited. Reg# 261761CA

Through Dec 6: $709 / After: $780
Jan 6-Mar 23


Website: visual.uclaextension.edu

Online course

Text required

Course held during daytime hours

Facebook: facebook.com/UCLAxVisual

Twitter: @UCLAxVisual

Print & Graphic Communication Design

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

For online course technical requirements see page 4.

Required Toolkit

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

Required Courses:
X 479.2A Drawing for Communication (4 units)
X 481.11 Photoshop I (4 units)
X 481.47 Illustrator I (4 units)
X 481.90Z InDesign (4 units)

Photoshop I
X 481.11 Art 4 units
Learn to create, manipulate, and combine digital images. Develop a working knowledge of Photoshop’s features; use the program in 2D print, interactive, and web applications; and learn importing and exporting features. Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials. Reg# 261744CA

Through Dec 6: $979 / After: $1,075
Westwood: 804 1010 Westwood Center
Wed 3-6pm, Jan 6-Mar 23, 12 mtgs
No refund after Jan 13.

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

Photoshop I
X 481.11 Art 4 units
Enrollment limited. For more information see page 72. Reg# 261759CA

Through Dec 5: $709 / After: $780
Jan 5-Mar 22

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

Photoshop I (Laptop)
X 481.11 Art 4 units

Held in a regular classroom with student-provided laptops. Enrollment limited. In-class personal laptop access required. Internet access required to retrieve course materials. For more information see page 72. Reg# 261740CA

Through Dec 19: $709 / After: $780
Westwood: 413 1010 Westwood Center
Wed 6:30-10pm, Jan 19-Mar 22, 10 mtgs
No refund after Jan 26.

Hakan 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).
**Course Planning Guide for DCA Certificate Students**

**1st Quarter**
- **Design Fundamentals** (4 units)  
- **Photoshop I** (4 units)  
- **Drawing for Communication** (4 units)  

**Recommended:** Think Like a Designer

**2nd Quarter**
- **Typography** (4 units)  
- **Color Methodologies** (4 units)  
- **InDesign** (4 units)  

**3rd Quarter**
- **Illustrator I** (4 units)  
- **Branding:** Icons, Logos, and Identity Systems (4 units)  

**4th Quarter**
- **Design II: Collateral Communication** (4 units)  
- **Design History and Context** (4 units)  
- **Elective**

**5th Quarter**
- **Design III: Advanced Design Practice**  
- **Elective**  
- **Elective**  

**Recommended:** Portfolio Polish

**6th Quarter**
- **Elective**  

**Final Portfolio Review**

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

**Reg# 261737CA**
- **Through Dec 4:** $665 / After: $720
- Westwood: 407 1010 Westwood Center
- **Mon 7-10pm, Jan 4-Mar 21, 12 mtgs** (no mtg 1/18 & 2/15; 2 mtgs to be arranged)
- **No refund after Jan 11.**

**Henry Mateo**
- Freelance design consultant in several design disciplines, including graphics, industrial, and interiors. Mr. Mateo has worked with such design firms as RKS, Spline Design Associates, Melvin Best & Associates, Designwork/LA, Rimco, and Beyon & Company, and with such clients as Cheyys restaurants, EBSCO Publishing, Westfield Shopping Centers, Honda Corporation, SEGAD, Harmon Kardon, BMW, Brookstone, PricewerthouseCoopers, and Adventist Hospitals. Recipient, UCLA Extension Distinguished Instructor Award, 2010.

**Advanced Topics**

For information on the Advanced Print and Graphic Communication Certificate see page 00.

**Reg# 261765CA**
- **Through Dec 7:** $709 / After: $780
- **Jan 7-Mar 24**
- **Eric Rosner**, illustrating in New York City for more than 20 years with a unique style that recaptures a classic period of Manhattan and Los Angeles and presents it for a new participating audience.

**Web & Interaction Design**

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

**Suggested Toolkit**

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

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

**User Experience I: Survey X 481.99AF Art 4 units**
- Prerequisite: Familiarity with a software that can be used to create wireframes, such as InDesign, Illustrator, Powerpoint, OmniGraffle, or Axure. Enrollment limited.

**User Experience II: Iteration X 479.8A Art 4 units**
- Building on User Experience I, this course draws on real world use-cases to introduce a full range of user interface presentation challenges, instruction covers the total spectrum of interaction design standards, including e-commerce websites, service design, and physically based environments. Projects incorporate the full spectrum of screen resolutions and device types. They may include designing interfaces to scale and degrade, and considerations as to cost of implementation. The course prepares students to recognize user experience design problems and iterate solution proposals. For technical requirements see page 4. For more information see page 73.

**User Experience II: Iteration**
- **Reg# 262071CA**
- **Through Dec 7:** $769 / After: $745
- **Jan 7-Mar 24**
- **Brendan Bolton-Klinger**, Experienced Lead, Huge Inc., specializing in large content sites, transactional experiences, and mobile applications. Mr. Bolton-Klinger has delivered digital experiences and new communication platforms for such clients as Reuters, Volvo, Samsung, FX Networks, LegalZoom, JibBlue, NutriSystem, Target, and C Spire Wireless.
User Experience (UX) Courses

Learn how discovery process findings guide all subsequent design and development phases. Learn the latest strategies, techniques, and technologies used by leading agencies to produce world-class user experiences. These courses are geared toward designers, information architects, writers, social scientists, and others with an interest in developing user interfaces and compelling user experiences.

Offered This Quarter
Design Thinking I
Design thinking is one of the most effective ways to strengthen your insights, thinking skills, and ability to innovate as a designer.

UX Courses Scheduled for Upcoming Quarters
User Experience Design
User Experience Research

Web Design I: HTML and CSS
X 481.24B  Art 4 units
This introduction to the world of modern web design exposes students to industry standards and best practices for using HTML and CSS. Students create aesthetically pleasing websites aligned with current design considerations that emphasize user experience (e.g., audience, style, composition, size constraints, web design process). Topics include asset management, image optimization, web hosting, site planning, and the various tools web designers use to produce effective websites that meet industry demands. Prerequisite: Proficiency with Photoshop. Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.

Reg# 261736CA
Through Dec 4: $979 / After: $1,075
Westwood: B04 1010 Westwood Center
Mon 6:30-10pm, Jan 4-Mar 21, 10 mtgs
(no mtg 1/18 & 2/15)
No refund after Jan 11.
Mitchell Gohman, MS in Education, Director of Design, The Sandbox Canvas

Web Design II: HTML and CSS
X 481.24B  Art 4 units
Prerequisite: Proficiency with Photoshop. Enrollment limited. For more information see page 74.

Reg# 261757CA
Through Dec 5: $709 / After: $780
Jan 5-Mar 22
Michael Newman, BFA from the School of Visual Arts. Creative director and interactive developer specializing in new media, content development, and creative solutions

Web Design II: JavaScript and jQuery
X 481.99W  Art 4 units
This course moves deeper into the world of modern web design by introducing dynamically driven web pages. From animating galleries to dynamic navigational systems, students gain an understanding of both JavaScript and jQuery to create a more dynamic user experience. Emphasis is on creating aesthetically pleasing websites that uphold modern user experience standards. Language specifics, degrading gracefully, and form management are also examined. The course continues to explore HTML, CSS, asset management, design considerations, remote hosting, and live publishing (FTP) as introduced in Web Design I: HTML and CSS. Prerequisite: X 481.24B Web Design I: HTML and CSS. Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.

Reg# 261735CA
Through Dec 4: $979 / After: $1,075
Westwood: B04 1010 Westwood Center
Mon 2-5:30pm, Jan 4-Mar 21, 10 mtgs
(no mtg 1/18 & 2/15)
No refund after Jan 11.
Mitchell Gohman MS in Education, Director of Design, The Sandbox Canvas

Web Design III: Frameworks
X 490.98AB Art 4 units
Prerequisite: X 481.24B Web Design I: HTML and CSS. X 481.5C Art 4 units
This workshop-based, portfolio-level course fortifies the knowledge gained in Web I, II, and III and prepares you for the workplace, testing your mastery and ability to apply that knowledge to unique site needs based on industry demand. Assignments are real world and students focus on problem solving a real world project, incorporating the philosophies of designing for advocacy and “big ideas.” Class will include articulating challenges and goals, the art of information gathering, prototyping, field work, and studio time. Projects will be presented in common outputs such as web and mobile, similar to what would be produced in a professional design firm. Prerequisite: X 481.99W User Experience I and X 470.8K User Experience II, or equivalent experience. Internet access required to retrieve course materials.

Reg# 262183CA
Through Dec 5: $679 / After: $745
Westwood: 415 1010 Westwood Center
Tue 7-10pm, Jan 5-Mar 24, 12 mtgs
No refund after Jan 12.
Thomas Dillmann, MBA, Pepperdine University; user experience architect with 15 years’ experience, former head of experience planning and lead information architect at MRM Worldwide, Unilever, and Threshold Interactive; clients include Harbor Freight Tools, SDCVI, HollandAmerica, Alpine, state of Washington, SAP, Autodesk, Microsoft, GM, Red Lion, Sony, MPAA, Fox, NBC, ABC, and Playboy; other projects include early start ventures focused on in-demand video over IP for Hilton, LodgeNet, RespondTV, and FastTV.

What Our Students Say

“Thanks to UCLA Extension, I have been able to make a positive, happy, and successful career change. I have amazed myself and my clients at just how much I have to offer in the world of graphic design and web development.”

— JD Sebastian

Advanced Topics

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

Design and Development for WordPress: Beyond the Blog
X 481.22C  Art 4 units
WordPress is a popular tool for designers and developer 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. Prerequisite: X 481.11 Photoshop I, X 481.24B Web Design I: HTML and CSS, and X 481.99W Web Design II: JavaScript and jQuery. Enrollment limited. Held in a Mac lab. Visitors not permitted. Internet access required to retrieve course materials.

Reg# 261749CA
Through Dec 7: $979 / After: $1,075
Westwood: B04 1010 Westwood Center
Thu 7-10pm, Jan 7-Mar 24, 12 mtgs
No refund after Jan 14.
Richard Barkinskiy, co-founder and lead developer at Elimint. Formerly worked for Cedars-Sinai Medical Center as digital application specialist. Mr. Barkinskiy specializes in WordPress website development with HTML5, CSS3, JavaScript, jQuery, PHP, and MySQL. He holds a BA in Journalism from CSU Northridge and an Advanced Web and Interaction Design Certificate from UCLA Extension.

User Experience III: Applied
X 489.65  Art 4 units
In this course, students apply what they have learned in User Experience I and II to real world case studies with a civic focus. Moving from abstraction to real life, students focus on problem solving a real world project, incorporating the philosophies of designing for advocacy and “big ideas.” Class will include articulating challenges and goals, the art of information gathering, prototyping, field work, and studio time. Projects will be presented in common outputs such as web and mobile, similar to what would be produced in a professional design firm. Prerequisite: X 481.99W User Experience I and X 470.8K User Experience II, or equivalent experience. Internet access required to retrieve course materials.

Reg# 262183CA
Through Dec 5: $679 / After: $745
Westwood: 415 1010 Westwood Center
Tue 7-10pm, Jan 5-Mar 24, 12 mtgs
No refund after Jan 12.
Thomas Dillmann, MBA, Pepperdine University; user experience architect with 15 years’ experience, former head of experience planning and lead information architect at MRM Worldwide, Unilever, and Threshold Interactive; clients include Harbor Freight Tools, SDCVI, HollandAmerica, Alpine, state of Washington, SAP, Autodesk, Microsoft, GM, Red Lion, Sony, MPAA, Fox, NBC, ABC, and Playboy; other projects include early start ventures focused on in-demand video over IP for Hilton, LodgeNet, RespondTV, and FastTV.

Web Design III: Frameworks
X 490.98AB  Art 4 units
Frameworks speak to the core building blocks of site design. Without a fundamental and deep understanding of how to use frameworks, other elements of web design can become patchwork and problematic. In this intermediate-level course, you learn to create mobile-responsive websites by exploring and leveraging industry-standard frameworks such as Bootstrap and Foundation. Topics such as Sass and Gulp are explored, as well as continued practice with CSS, HTML5, JavaScript, grid systems, mobile devices and tablets, and cross browser testing. Prerequisite: X 481.24B Web Design I: HTML and CSS. Held in a Mac lab. Visitors not permitted.

Reg# 262176CA
Through Dec 19: $935 / After: $1,025
Westwood: B04 1010 Westwood Center
Tue 2-5:30pm, Jan 19-Mar 22, 10 mtgs
No refund after Jan 26.
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).

Web Design IV: Real World Applications
X 481.5C  Art 4 units
This workshop-based, portfolio-level course fortifies knowledge gained in Web I, II, and III and prepares you for the workplace, testing your mastery and ability to apply that knowledge to unique site needs based on industry demand. Assignments are real world and you will build a microsite from MVP (minimal viable product) to refined versions, testing and iterating responsive site solutions, approached from a client and stakeholder perspective, with attention given to mobile and responsive elements. The course includes stakeholder guest lectures and potential studio visits. For technical requirements see page 4. Prerequisite: X 481.24B Web Design I: HTML and CSS and X 481.99W Web Design II: JavaScript and jQuery.

Reg# 262178CA
Through Dec 6: $679 / After: $745
Jan 6-Mar 23
Richard Barkinskiy, co-founder and lead developer at Elimint. Formerly worked for Cedars-Sinai Medical Center as digital application specialist. Mr. Barkinskiy specializes in WordPress website development with HTML5, CSS3, JavaScript, jQuery, PHP, and MySQL. He holds a BA in Journalism from CSU Northridge and an Advanced Web and Interaction Design Certificate from UCLA Extension.

10% Discount for UC Alumni Association Members

Members of the UCLA Alumni Association and other UC Alumni Associations are eligible for a 10% discount (up to $30 maximum) on Extension instructor-led courses.

Browse this catalog and find the course that’s right for you!

For complete discount information see page 162.

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

For this quarter’s photography courses see the Arts section, page 17.

Suggested Toolkit

The Photography Toolkit is one of the suggested options available to students pursuing the Design Communication Arts Certificate. This toolkit offers a sequence of courses designed to provide a foundation in photography. These courses also are open to non-certificate students.

Elective Courses:

- X 438.21 Photography I (4 units)
- X 440.22 Lighting I (4 units)
- X 439.90 Photography II (4 units)
- X 440.221 Lighting II (3 units)

Advanced Design Electives

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

User Experience: Mobile First

Instructor to be announced

Designing Experiences: Exhibit, Retail, Event, and Environmental Graphic Design

X 427.16 Art 4 units

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 interactive environments. Selected field trips and guest speakers complement coursework. Prerequisite: X 479.6A Design Fundamentals, X 479.4A Typography, and X 481.392 InDesign. Enrollment limited.

Reg# 261741CA
Through Dec 5: $655 / After: $720
Westwood: 407 1010 Westwood Center
Tue 7-10pm, Jan 5-Mar 22, 12 mtgs
No refund after Jan 12.

Merritt Price, Exhibition Design Manager, The J. Paul Getty Museum. Mr. Price has over 15 years of experience delivering innovation and leadership for world renowned cultural institutions and teaching design courses.

Advanced Design

Advertising Design

X 479.6D Art 4 units

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

Reg# 261738CA
Through Dec 4: $655 / After: $720
Westwood: 407 1010 Westwood Center
Mon 6:30-10pm, Jan 4-Mar 21, 10 mtgs
(no mtg 1/18 & 2/15)
No refund after Jan 11.

Patrick Frederickson, Senior Designer, Selbert Perkins Design

Package Design

X 479.6C Art 4 units

Learn the function of packaging, including product protection, identity, advertising, safety, and communication. This hands-on course focuses on developing and executing materials, concepts, and graphics appropriate for effective packaging, including logo design, type, and pictorial elements. Prerequisite: Core Design Concepts and Print and Graphic Communication Toolkit or equivalent. Enrollment limited. Internet access required to retrieve course materials.

Reg# 261750CA
Through Dec 7: $655 / After: $720
Westwood: 407 1010 Westwood Center
Thu 7-10pm, Jan 7-Mar 24, 12 mtgs
No refund after Jan 14.

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

Mentorship

X 482.14 Art 4 units

Work one-on-one with an instructor who guides your development of a meaningful project geared toward a portfolio piece, design competition, freelance assignment, or other advanced goal. Students choose their own mentors, who are usually DCA instructors. Together, the student and instructor arrange to meet at a museum, studio, cafe, or other site of design interest for 6 hours over the course of the quarter. Prerequisite: Students must be enrolled in a DCA certificate. Students may complete this mentorship online or in-person. Mentors must sign the application form before enrollment can be processed. For an application email dca@uclaextension.edu or call (310) 206-1422. Restricted course; web enrollments automatically generate a “Permission to Enroll” request. Visitors not permitted.

Reg# 261753CA
Fee: $655

Weekend & Short Courses

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

Portfolio Polish

X 479.3F Art 3 units

Students enrolled in a DCA certificate may enroll for free; call (310) 206-1422. Find out what employers and graduate programs look for in a design portfolio. Analyze examples to learn what works and what doesn’t. Instruction provides guidelines for selecting, organizing, and branding your work to better position yourself to achieve your goals. Includes guests from the design industry. Enrollment limited. Students are encouraged to bring their portfolio-in-progress to share with the class, but it is not required.

Reg# 261752CA
Through Jan 20: $145 / After: $160
Westwood: 407 1010 Westwood Center
Sat 1-4pm, Feb 20, 1 mtg
No refund after Feb 19.

Allison Bliss, designer and art director involved in the development of integrated brand systems and publication design projects. At KBD in Los Angeles, Ms. Bliss played a key role in projects for the Hammer Museum, Lily McNeal, Natural History Museum of Los Angeles County, and the Prostate Cancer Foundation. She has received recognition from REBRAND 100, Society of Publication Designers, AR100, and Graphis.