

Interactive Design/User Experience (UX) Certificate

These classes are held at the Center for the Digital Arts, located at 27 N. Division Street in Peekskill.
For more information or to register, call 914-606-7300. Software versions are subject to change.



User Experience (UX) Certificate

User Experience Design (UX)

User Experience Design is a 48-hour, non-credit certificate that prepares graduates for working in interactive technologies and provides them with industry literacy through

applied practice. The program will offer a foundation in user experience strategies, design thinking, and interactive design. Students will acquire skills in Web Programming, Interactive Design, Mobile App Development, and UX/UI Design. Prerequisite: Basic computer experience.

Intro to Information Architecture

The Information Architecture (IA), or organization, of a website or application is one of the most important areas of UX. It helps you understand how your users think about the content and functionality in a site, to create a usable site. This course will explain the fundamentals of information architecture and why it's important. It will introduce the concepts of user research, hierarchies and structure, labeling, navigation, and search, and will cover different types of deliverables and the IA process. **CE-DGART 2078PE, \$200.**

Sat., Sept. 16, 1:00-4:00 pm. #83232

User Experience/User Interaction

This course will introduce the field of user experience and explore the different areas of expertise in user experience. Students will learn the essential principles of human-centered design, human-computer-interaction theory, and its application through current case studies. Students will be introduced to the design process and get hands-on experience creating a persona, site map, and wireframe. They will also learn about usability testing and pair collaboratively to conduct a sample test. **CE-DGART 2072PE, \$200.**

Sat., Sept. 23 & 30, 9:00 am-12:00 noon. #83233

Website Optimization, AdWords and Analytics

This course will provide an overview and understanding of how website analysis works and how Google Analytics enables website managers to analyze traffic. Learn to assess website visitor traffic, including traffic sources, top landing pages, top exit pages, number of visits, and bounce rates. You will gain the knowledge of how to enhance website copy, navigation, and design to improve your successful website conversions and how to test different website versions to attract and retain visitors. Most importantly, you will gain an understanding of what Web 2.0 means and how engaging content and features are transitioning the Web from a one-way experience to more of a two-way relationship. **CE-COMP 2131PE, \$200.**

Sat., Oct. 7, 1:00-4:00 pm. #83234

Design Thinking

This course will focus on collaboration in the design thinking process. Students will work in groups to brainstorm an interactive experience and to determine the look and feel of an interactive product(s). Group brainstorming, design principles, elements and features lists, and brand identity will be the outcomes of this class. Students will take away the essentials of the design process. **CE-DGART 2073PE, \$175.**

Sat., Oct. 14, 9:00 am-4:00 pm (1-hour break). #83235

Web Programming

This course will teach HTML, CSS, XML, and PHP programming languages and focus on front-end web development to actualize-dynamic web pages and apps. Students will be utilizing a variety of web tools and resources. **CE-COMP 2157PE, \$300.**

Sat., Oct. 21 & 28, 9:00 am-4:00 pm (1-hour break). #83236

Mobile Applications Development

Mobile Device user interface and responsive design of applications on cell phones and other small portable devices are investigated in this course. Students will learn how websites look on mobile devices and to assess quality across devices. Specific topics include: configurations and profiles; standard and custom user interface elements and events; text and multimedia messaging; and an investigation into current technologies. Students will prepare a mobile app prototype upon completion. **CE-COMP 2138PE, \$300.**

Sat., Nov. 4 & 11, 9:00 am-4:00 pm (1-hour break). #83237

Multiplatform Marketing

This course will provide an overview of interactive advertising and social media marketing across multiple platforms and surfaces of display including mobile. Brand identity and social media trafficking will also be included. Writing for the Internet will be a focus of this course. **CE-BUS 2075PE, \$100.**

Sat., Nov. 18, 9:00 am-12:00 noon. #83238

Mindful Entrepreneurship

The basics of mindfulness theory and practice will be studied in conjunction with increasing focus, reducing stress levels, and honing strategy for success. Students will learn the essential principles of entrepreneurship, tools and legal information regarding starting a small business, and construct a business plan for their own start-up interactive design company. **CE-BUS 2074PE, \$100.**

Sat., Nov. 18, 1:00-4:00 pm. #83239

Save \$\$ when you register for all eight classes during the term for only \$1415. Savings will reflect when course fees are calculated after enrolling.