

# 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 Design (UX)

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

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.

## NEW! 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, in order 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. It will also discuss different types of deliverables and the IA process.

**CE-DGART 2078PE, Sat., Feb. 25**  
1:00-4:00 pm, \$200. #13456

## User Experience / User Interaction

This course will introduce the areas of expertise and distinctions between user experience and user interaction. Students will learn the essential principles of human-computer-interaction theory and examine end-user case studies. Students will be required to create a site map with a navigation strategy for a proposed website and app. Students will pair collaboratively and observe one another interacting with an example interactive design. They will then assess their human-computer-interactive experience and prepare a quality assessment report based on end-user interviews.

**CE-DGART 2072PE, Sat., Feb. 25 & Mar. 4**  
9:00 am-12:00 pm, \$200. #13457

## 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 analyze website visitor traffic, including analyzing 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, and how to test different website versions to attract and

retain visitors. Most important, 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, Sat., Mar. 4**  
1:00-4:00 pm, \$200. #13472

## Design Thinking

This course will focus on collaboration in the design 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, Sat., Mar. 11**  
9:00 am-4:00 pm (1 hour break), \$175. #13442

## 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 utilize a variety of web tools and resources to apply to web programming.

**CE-COMP 2157PE, Sat., Mar. 18 & 25**  
9:00 am-4:00 pm (1 hour break), \$300. #14214

## 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, Sat., Apr. 1 & 8**  
9:00 am-4:00 pm (1 hour break), \$300. #13459

## 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, Sat., Apr. 15**  
9:00 am-12:00 pm, \$100. #13460

## 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, Sat., Apr. 15**  
1:00-4:00 pm, \$100. #13461

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