INTERACTIVE DESIGN & DIGITAL ARTS

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.

Certificate in User Experience (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, UX/UI Design and UX/UI Portfolio. Prerequisite: Basic computer experience.

Design Thinking

Focuses on collaboration in the design thinking process. Work in groups to brainstorm an interactive experience and 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. Students will take away the essentials of the design process.
CE-DGART 2073PE, 1 Sat., Sept. 8, 9:00 am-4:00 pm (1-hour break), $175. #82423

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 explains the fundamentals of IA and why it's important; it introduces the concepts of user research, hierarchies and structure, labeling, navigation, and search, and covers different types of deliverables and the IA process.
CE-DGART 2078PE, 1 Sat., Sept. 15, 1:00-4:00 pm, $200. #82420

User Experience / User Interaction

Introduces the field of user experience and explores the different areas of expertise in UX. Learn the essential principles of human-centered design: human-computer-interaction theory and its application through current case studies. Explore the design process and get hands on experience creating a persona, site map, and wireframe; learn about usability testing and pair collaboratively to conduct a sample test.
CE-DGART 2072PE, 2 Sat., Sept 22 & 29, 9:00 am-12:00 noon, $200. #82421

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. Utilize a variety of web tools and resources.
CE-COMP 2157PE, 2 Sat., Oct. 6 & 13, 9:00 am-4:00 pm (1-hour break), $300. #83325

Mobile Applications Development

Investigate mobile device user interface and responsive design of applications on cell phones and other portable devices. 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, 2 Sat., Oct. 20 & 27, 9:00 am-4:00 pm (1-hour break), $300. #82424

Website Optimization, AdWords, and Analytics

An overview and understanding of how website analysis works and how Google Analytics enables website managers to analyze traffic. Learn to assess visitor traffic, including sources, top landing pages, top exit pages, number of visits, and bounce rates. Get 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. Explore what Web 2.0 means and how engaging content and features are transitioning the web from a one-way experience to a two-way relationship.
CE-COMP 2131PE, 1 Sat., Nov. 3, 1:00-4:00 pm, $200. #82422

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 will also be included. Writing for the Internet will be a focus of this course.
CE-BUS 2075PE, 1 Sat., Nov. 10, 9:00 am-12:00 noon, $100. #82425

Mindful Entrepreneurship

Mindfulness movement specifically targeted to business people/practitioners/independent sole practitioners. Time out for breathing, meditation, taking a break to be strategic about decision making, trying to be present. These practices help you keep mindful and have the ability for creative generation. Expose them to some strategies to access for practices and stress reduction. Coloring activity or deep breathing exercise.
CE-BUS 2074PE, 1 Sat., Nov. 10, 1:00-4:00 pm, $100. #82426

Save $$ when you register for all eight classes during the term for only $1,415.
Savings will reflect when course fees are calculated after enrolling.

FOR THE 72 HOUR ADVANCED CERTIFICATE - USER EXPERIENCE PORTFOLIO IS REQUIRED

NEW! User Experience Portfolio
Provides a human-centered approach, sketching for user experience, journey maps, flow diagrams, architecture diagrams, prototypes, and wireframes. Investigate user interaction principles and aspects of visual artifacts necessary to create a satisfactory user experience. Culminating experience results in a realized professional portfolio piece. **Required for the User Experience Design Certificate – 24 hours.** Prerequisite: prior digital imaging experience required. *May be taken alone.
CE-DGART2089PE, 4 Sat., Nov. 17-Dec. 15 (skip Nov. 24), 9:00 am-3:00 pm, $386. #83329

Open Studio Access Package
The Center for the Digital Arts at Peekskill is an artist's space and a friendly environment in which to work. The Center hosts five Apple post-production studios including two video labs, an animation studio, and facilities for other digital projects. The studio also offers large format printing, 3D MakerBot printers and 3D scanners for use by artists enrolled in this program. This package is for the professional or aspiring artist with competent computer skills who wants to continue to develop a portfolio and use the Center's resources. Note: Interview with Technical Support Manager required; choose daily access fee or package fee.
CE-DGART 2003PE, M/T/W/Th, Sept. 8-Dec. 21, (skip Nov. 22-24) 9:00 am-9:00 pm **and** F/Sa, 9:00 am-4:00 pm, Package Fee $313. #83330
CE-DGART 2050PE, daily access subscription fee $27 per day.

NEW! Google Analytics
Learn how to navigate the Google Analytics interface. In this course, beginner- and intermediate-level attendees gain insight into dashboard metrics, platform terminology, campaign tracking, filters, custom reports, and more. The course demonstrates how to analyze basic audience, acquisition, and behavior reports, and set up campaign tracking. You will learn how to work with important dashboard metrics to improve website conversions and traffic.
CE-COMP2179PE, 3 Sat., Sept. 15-29, 9:00 am-12:00 noon, $350. #83331

NEW! Digital Imaging for Photography
In this rigorous six-week class, students will learn the fundamentals of digital photography, from learning the more advanced manual functions in their cameras to how to create strong and dynamic compositions. The course will include slideshows and lectures on important contemporary photographers critique sessions of new work, which will be assigned each week. Dedicated lab time to enhance color and contrast work through Adobe Lightroom will be offered. This course provides the opportunity for aspiring amateur photographers to push their work to the next level.
CE-DGART2090PE, 6 Mon., Nov. 5-Dec. 17 (skip Nov. 12), 10:00 am-12 noon, $250. #83332

Design with Code Boot Camp
This course will use HTML/CSS/Javascript with SDK and Photoshop, enabling students to build a shopping cart for their website. This is a web design course with front end programming. Students will produce a portfolio piece (a website) along with knowledge of front end programming. **For ages 14 & up.**
CE-COMP 2171PE, 4 Sat., Sept. 8-29, 9:30 am-4:30 pm (30-minute lunch break), $235. #83333

Coding for Kids
Give your child the edge and have them engage in coding sequences of instructions that empower them to control robots and gaming interfaces. Students need to be able to write commands in the right sequences in order to communicate their instructions to others. Computer coding is what makes this possible and is a key 21st century competency for children today. Students will code stories, animations, and games. **For ages 7-11.**
CE-COMP 2127PE, 8 Sat., Oct. 13-Dec. 8 (skip Nov. 24), 10:00 am-12:00 noon, $170 (+ $50 lab fee). #83334

Weekend Front End Coding Boot Camp
This course will entail learning HTML/CSS/Javascript. Front end code is the code that builds the web pages that people see. The power of these languages together can make you a very powerful designer/front end programmer and put you in demand in the work force. **For ages 14 & up.**
CE-COMP 2172PE, 4 Sa/Su., Nov. 3-11, 9:30 am-4:30 pm (30-minute lunch break), $235. #83335

NEW! Intro to Web Programming
This course will introduce the concepts of HTML, CSS, java script and PHP programming. Students will learn web languages and focus on front-end web development. Students will learn tools like MAC finder, MAC WordPad, text wrangler, MAC Atom, CHROME bookmarks, create and edit and run a file. Students will utilize a variety of web tools and resources to apply to web programming.
CE-COMP2180PE, 4 T/W., Sept. 11-19, 6:30-9:30pm, $250. #83336

Web Programming 1
Provides the theoretical concept of web services with an overview of what is required to build a website; including HTML, CSS and JQuery, as well as WAMP/MAMP and Java Script. Concepts of server administration, security management, and user interactivity together with the integration techniques of operation systems, web servers, and data base systems will be

introduced. Learn about service architectures, implement a server by scripting programs for business logic, and develop user and file security policies. Laptop optional. Intro to Web Programming strongly recommended.
CE-COMP 2158PE, 11 T/W., Sept. 25-Oct. 30, 6:30-9:30 pm, $440. #83337

Web Programming 2
Provides installation, configuration, and setup of WAMP/MAMP server on your own PC, using a working webserver (Apache), database (MySQL) and PHP/Python environment. Students perform database administration and test PHP server level programs; use Python and PHP to connect to web and database servers, use WAMP to build and test a fully working website. Use MySQL workbench and MySQL command line to create tables and indexes, populate tables with data elements; use PHP to create dynamic web pages with MySQL, and use WAMP MySQL console to manage and monitor databases. Must bring your own laptop. Required prerequisite: Web Programming 1.
CE-COMP 2162PE, 11 T/W., Nov. 6-Dec. 11, 6:30-9:30 pm, $440. #83338

Digital Matte Painting and Special Effects
This course introduces techniques for creating paintings with realistic perspective, lighting, and textures in Photoshop through a unified multi-stage project throughout the term. Students will start the session by developing an understanding of different types of perspective drawing by creating a concept sketch. Later students will find the light and dark side of the castle to give it some form. Then photographic textures will be applied to enhance the realism of the project. Students will learn color correction on the chosen reference photos and also be shown how to use them in the project. The final step will be creating the mood of the entire painting. **For ages 14 & up.**
CE-DGART 2084PE, 11 Wed., Sept. 12-Nov. 21, 6:00-9:00 pm, $400. #83339

Introduction to Animation with Autodesk Maya
Ever wanted to try your hand at 3D animation? Dive in and learn with the same tools major studios use every day. Explore the process of the 12 principals of animation in any 2D/3D application. Through the use of Autodesk Maya you'll be bringing objects and pre-rigged characters to life. Topics include 12 principles of animation, pose-to-pose animation, staging, shooting video reference, and weekly critiques.
CE-DGART 2083PE, 8 Mon., Sept. 10-Oct. 29, 6:00-9:30 pm, $400. #83340

Introduction to 3D Modeling and Printing
Explore new technology that enables the design of everything from car parts to jewelry. Learn how to be "makers" by using 3D modeling software and 3D scanners to print actual physical objects that you've designed. Use a free software package, TinkerCAD, to create 3D forms that you can realize through 3D printing. Our MakerBot studio is equipped with multiple 3D scanners and printers and an array of colors.
CE-DGART 2069PE, 2 Thurs., Oct. 11 & 18, 6:30-9:30 pm, $244 (+ $50 lab fee). #83341

Adobe Photoshop for Certification
An Adobe expert certification can help you prepare for the Adobe Certified Expert in Photoshop CC exam, which measures your skill, and proficiency in Photoshop. This is not a course on how to use Photoshop; it is a course to help those with a high level of knowledge in Photoshop to pass the certification exam. You might also learn some great features or functions within Photoshop that you never knew existed.
CE-DGART 2086PE, 16 T/TH, Oct. 23-Dec. 18 (skip Nov. 22), 6:00-8:00 pm, $450. #83342

Quick Start to Adobe Photoshop CC in 24 hrs
Learn to use the latest version of Photoshop with time management features and enhancements for web and video designers. This training package will include imaging formats, use of Photoshop in computer imaging, and output for the web. No previous experience with Photoshop necessary; previous computer experience required.
CE-DGART 2042PE, 4 Sat., Sept. 8-29, 9:00 am-3:00 pm, $399. #82428

Quick Start to Lightroom in 24 hrs
For the beginner photographer: learn all aspects of Adobe Lightroom, from the basics of importing photography files to the more complex steps of image post-production and presentation. In addition, learn its organizational aspects, including how to safely import and store files on hard drives, tag and label photos, create image collections, and the importance of backup files. Each student will create a presentation of 15-20 photographs in an online book or website created in Lightroom.
CE-DGART 2077PE, 8 Mon., Sept. 10-Nov. 5 (skip Oct. 8), 6:00-9:00 pm, $399. #83343

Quick Start to Adobe Illustrator CC in 24 hrs
Learn to use the latest version of Illustrator with new 3D and web features. Includes digital illustration, drawing tools, Bezier curves, fonts, and use of Illustrator in graphic design and 3D. No previous experience with Illustrator necessary; previous computer experience required.
CE-DGART 2040PE, 4 Sat., Oct. 6-27, 9:00 am-3:00 pm, $399. #83344

Quick Start to Photoshop Elements
Learn to use the latest version of Photoshop Elements with a focus on personal photo imaging. Step-by-step procedures on how to adjust, fix, and organize your photographs will be demonstrated with the opportunity to practice on instructor-provided images. Perfect for beginners interested in learning digital imaging for personal use with an eye toward further enhancing imaging skills.

CE-DGART 2028PE, 2 Mon., Dec. 3 & 10, 6:00-9:00 pm, $244. #83345

ART & CRAFTS

Painting and Drawing for Adults
Work with a variety of media and learn different approaches to painting and drawing. Prep a palette, mix colors, use media, work on various surfaces, learn about brushes, investigate the use of colors and shades, and create strong compositions. Drawing and painting from observation will be implemented by working from a live model, still-life arrangements, portraiture, and working outdoors. Class will be encouraged to work together to create the atmosphere of an *atelier*. For all levels.
At Peekskill Center: CE-ART 2146PE, 12 Sat., Sept. 15-Dec. 8 (skip Nov 24), 10:00 am-12:00 noon, $250 (+ $20 studio fee). #83346

Digital Painting for Adults
This is an experimental course that integrates digital painting with offline media such as drawing, painting, and collage. Students will scan in their manual works and utilize tools like Photoshop, tablet and stylus, and a variety of printers to construct original works.
At Peekskill Center: CE-ART 2233PE, 6 Sat., Oct. 6-Nov.10, 1:00-3:00 pm, $250. #83347