

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, and UX/UI Portfolio. Prerequisite: Basic computer experience.

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

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, \$175.

Sat., Sept. 8, 9:00 am-4:00 pm (1-hour break). #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, \$200.

Sat., Sept. 15, 1:00-4:00 pm. #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, \$200.

Sat., Sept. 22 & 29, 9:00 am-12:00 noon. #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. Utilizes a variety of web tools and resources.

CE-COMP 2157PE, \$300.

Sat., Oct. 6 & 13, 9:00 am-4:00 pm (1-hour break). #83325

Mobile Applications Development

Investigate mobile device user interface and responsive design of applications on cell phones and other small 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, \$300.

Sat., Oct. 20 & 27, 9:00 am-4:00 pm (1-hour break). #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, \$200.

Sat., Nov. 3, 1:00-4:00 pm. #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, \$100.

Sat., Nov. 10, 9:00 am-12:00 noon. #82425

Mindful Entrepreneurship

The mindfulness movement, as specifically targeted to business people/practitioners/independent sole practitioners, takes time out for breathing, meditation, taking a break to be strategic about decision making and trying to be present. These practices help you keep mindful and provide the ability for creative generation.

Students will be exposed to some strategies that will allow them to access these practices and stress reduction. Coloring activity or deep breathing exercises will be used.

CE-BUS 2074PE, \$100

Sat., Nov. 10, 1:00-4:00 pm. #82426

For the 72-hour Advanced Certificate, **User Experience Portfolio in 24 Hours is REQUIRED.**