Students will work in groups to brainstorm an interactive experience and to determine the look and feel of an interactive product(s). This course will focus on collaboration in the design thinking process and to introduce basic digital skills while demystifying the computers and personal digital assistants (phones, tablets) as tools for personal expression. This course will teach HTML, CSS, XML, JavaScript, and PHP programming languages and focus on front-end web development to actualize dynamic web pages and apps. Students will be utilizing BBedit, Dreamweaver, and Flash to customize templates.

**NEW! User Experience/ User Interaction**
This course will provide an overview of interactive advertising and marketing and how engaging content and features are transitioning the Web from a one-way experience to more of a two-way relationship. It 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 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 to improve your successful website conversions 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.

**NEW! Digital Literacy**
This is an experiential beginner-level digital course that utilizes a variety of software and social media to introduce basic digital skills while demystifying the computers and personal digital assistants (phones, tablets) as tools for personal expression. This course teaches responsible digital best practices net-citizenship, while introducing students to a variety of digital tools and examining 21st century digital visual culture.

**NEW! 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 and prepare templates detailing the interactive screens and their visual designs.

**NEW! 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.

**NEW! 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.

**User Experience Design (UX)**
User Experience Design is a new 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 Photoshop, Illustrator, InDesign, Dreamweaver, Flash, CSS, HTML, Interactive Design, Mobile App Development, and UX/UI Design. Prerequisite: basic computer experience.

**NEW! Digital Literacy**
This is an experiential beginner-level digital course that utilizes a variety of software and social media to introduce basic digital skills while demystifying the computers and personal digital assistants (phones, tablets) as tools for personal expression. This course teaches responsible digital best practices net-citizenship, while introducing students to a variety of digital tools and examining 21st century digital visual culture.

Save $5 when you register for all eight classes during the term for only $1415. Savings will reflect when course fees are calculated after enrolling.