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.

### Interactive Design/User Experience (UX) Certificate

**NEW! User Experience (UX) Certificate**

#### 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.

#### 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 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.

*CE-COMP 2131PE*
Sat., Sept. 17, 1:00-4:00 pm, $200. #83632

#### 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-DGART 2071PE*
Sat., Oct. 8 & 15, 9:00 am-4:00 pm (1-hour break), $300. #83631

#### 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., Oct. 22 & 29, 9:00 am-4:00 pm (1-hour break), $300. #83633

#### 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., Nov. 5, 9:00 am-12:00 noon, $100. #83634

#### 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., Nov. 5, 1:00-4:00 pm, $100. #83635