WEB DESIGN CERTIFICATE PROGRAM

Focused on **front-end design,** the new Web Design program is a first step for students considering a **career transition** into roles such as Interaction Designer or Visual Designer – working at an **agency** developing projects for clients, within a **company** or looking to launch a **freelance** career.

Web Design Certificate Program

The University of the Arts Continuing Education supports adult learners in reaching new creative and professional heights through courses, workshops and certificate programs.

THE UNIVERSITY OF THE ARTS

cs.uarts.edu/ce
continuingeducation@uarts.edu
215.717.6006
#UArtsCE

cs.uarts.edu/**webdesign**

Overview

The Web Design Certificate will provide you with the basics needed to enter into this competitive industry. Our students are prepared for the field with an understanding of best practices and solid design training.

Why UArts?

- Classes are designed to support work-life balance—students can work while taking our classes
- An institutional focus on art + design principles infuses the curriculum with a creative approach to marketing solutions
- UArts students stand out from other candidates entering the field because they learn to clearly present their projects and ideas to clients and co-workers
- Cohort structure will introduce you to peers and help begin building your professional network
- High-quality faculty are experts in the field

Students Participate In This Program To:

- Build a flexible skill set for a career in digital media
- Develop an understanding of the architecture and construction of interactive design
- Learn how to create an effective website and build a strong web portfolio
- Gain technology skills in CSS3, HTML5, wireframing, responsive design and more
- Apply thoughtful aesthetics to application design
- Learn fundamental skills to construct a website through general concepts that can adapt to new technologies

Program Structure

Participants complete three courses in sequence, for a total of 120 contact hours in a single year (Spring, Summer and Fall semesters). All classes meet on campus on Tuesday evenings from 6-8 PM for 10 sessions and online on Thursday evenings from 6-8 PM for 8 sessions. In addition, students attend 2 Thursday evenings on campus for guest lectures by leaders in the industry and final presentations.

The benefits of our hybrid course format include:

- Online synchronous sessions with instructors provide additional support for projects and homework assignments, and allows students additional contact hours to focus on project development and practice exercises
- Presentations by experts from the field on special topics including emerging technologies, agency life, building a freelance career
- Office hours and scheduled one-on-one sessions with instructor for individual attention

Certificate Program Requirements

For application and deadlines visit cs.uarts.edu/webdesign
A portfolio of five example design projects or samples is required with the application, and can be submitted as PDF or a link to a website.

Requirements to participate in the program include:

- Students must have general computer skills, including comfort working with files in multiple applications and understanding different file types
- Students must have some previous visual design experience i.e. experience with composition, balance, and similar principles in some visual arts or design medium
- Students must have some familiarity with basic image-manipulation tasks like resizing and cropping images using Adobe Photoshop or similar software

See cs.uarts.edu/webdesign for more detailed requirements

Certificate Courses

Web Design I

Spring | 10 Weeks | 4.0 Credits | Tuition: $1,250, Fee: $40
This course offers a high-level overview of the web as a design medium, an introduction to web graphics, and an introduction to HTML and CSS. Begin to build skills with the tools and languages used on the, not; and learn the roles of HTML, CSS and Javascript.

Web Design II

Summer | 10 Weeks | 4.0 Credits | Tuition: $1,250, Fee: $40
Expand upon your foundation of web design in HTML and CSS to design and build more complex websites and create two complete websites. Add interactive elements to your websites using JavaScript and jQuery.

Web Design III

Fall | 10 Weeks | 4.0 Credits | Tuition: $1,250, Fee: $40
The Web Design practicum builds upon concepts from the previous courses in the certificate, and introduces the skills of building a custom design for a Content Management System. Build a complete website for a client.

Total Credits: 12
Total Tuition + Fees: $3,870
Matriculation Fee*: $100

Total Program Cost: $3,970

* one time payment due upon acceptance into the program