



# Emily Carr University Continuing Studies User Experience (UX) Design Certificate

**Program Curriculum Handbook**

**Effective Fall 2024**

## Learn how to create products that people love and want to use.

Discover your creative potential, shape impactful user experiences, and make a lasting difference as a UX Designer.

This full-time intensive program focuses on equipping students with the fundamentals of user experience (UX) design for digital products, services, and experiences. Grounded in an ethical human-centered approach, students will develop technical, creative, and collaborative skills in UX design while gaining hands-on experience in solving real world problems through collaborative team projects.

Unique in scope, this program encompasses a range of crucial elements for UX Designers to learn, from research to development. You will learn business acumen and strategic thinking skills to prepare you for the fast-paced, collaborative tech world, and acquire essential user interface and interaction design skills to set you apart. Additionally, you'll explore the latest emerging technologies that are revolutionizing the future of UX design so you can stay on top of new trends, new ways of working, and new tools to enhance your UX design knowledge.

To ensure industry relevance, we've collaborated closely with professionals from renowned companies like Salesforce and Google. This program features current industry trends and innovative practices to offer the most up-to-date knowledge in user experience design. You will complete the program with a range of in-demand skills that employers are looking for, and a professional portfolio to showcase your abilities and accomplishments.

After graduation, you'll become part of a vibrant community of ECU alumni. This network provides access to a robust professional ecosystem, opening doors to valuable networking and mentoring opportunities. Join our User Experience Design program and empower yourself to shape the digital future with meaningful user experiences!

# WHAT IS UX DESIGN?

User Experience (UX) Design is a multidisciplinary field focused on creating products, services, or systems that provide a positive and intuitive experience for users. UX designers aim to make interactions between users and products or services as seamless, efficient, and enjoyable as possible. UX designers work closely with cross-functional teams, including developers, product managers, and business stakeholders. Good UX design aligns business goals and provides a framework for consistent design decisions.

Typical phases of the UX design process include user research, information architecture, wireframing and prototyping and user testing. Designers may also create basic visual elements or work collaboratively with visual designers, define interactive elements to make experiences intuitive and efficient, and ensure that products are accessible to all audiences by following standards and guidelines for accessibility. UX Designers gain knowledge of each phase to successfully contribute - in part or entirely - to the design of a product or service.

UX design as a practice is growing and evolving. Businesses and services are increasingly engaging knowledge of UX design to improve customers' and clients' experiences. Companies, educational institutions, non-profit organizations, and governmental agencies are beginning to recognize the importance of UX Design for their customers, employees, students, faculty, donors, and constituents. What will you design?

# SKILL DEVELOPMENT

Students of the User Experience (UX) Design Certificate Program will learn and develop the following technical and professional skills:

## DESIGN PRINCIPLES

**Design Thinking:** Apply a user-centered and iterative approach to discover and develop innovative solutions.

**Human Centered Design:** Consider the users' perspectives, involving them in all stages of the design process.

**User Research:** Collect and analyze data about needs, behaviors and pain points to inform design decisions.

## STRATEGY and DEVELOPMENT

**Product Strategy:** Understand how a product will meet user needs, and differentiate itself in the market.

**Information Architecture:** Organize and structure information to make it accessible and understandable.

**Content Strategy:** Plan and create content to achieve business goals and provide valuable experiences.

**Rapid Prototyping:** Communicate ideas, explore problems and solutions quickly and iteratively.

**Mobile-First:** Create consistent user experiences for digital platforms using responsive layouts.

**Responsive Design:** Learn essential HTML + CSS to understand the relationship between design and code.

**Interaction Design:** Design elements and gestures to facilitate user actions and guide seamless experiences.

**Motion Design:** Add visual, interactive elements to enhance engagement and communicate information effectively.

**Emerging Tech:** Adapt to accommodate and leverage new technologies to create innovative, user-friendly experiences.

## PROFESSIONAL PRACTICES

**Business Acumen:** Align your design decisions with the strategic goals and objectives of an organization.

**Project Management:** Establish an organized and efficient design process to align with project goals and timeline.

**Presentation:** Communicate your work, share insights and gain stakeholder buy-in throughout the design process.

**Critiquing:** Evaluate designs, and share constructive feedback to improve the quality of the overall user experiences.

**Storytelling:** Frame design solutions in a narrative format to help teams empathize with and keep users in mind.

**Teamwork:** Collaborate with multidisciplinary teams to create user-centric and effective products and services.

## PROGRAM LENGTH

### FULL TIME COHORTS

The full time User Experience (UX) Design Certificate is an 8-month full-time intensive program with intakes in Fall (September) and Spring (April) each year. The program offers 4 hours of instructional time, 5 days a week, for a total of 8 months (30 weeks). There is a project week scheduled each mid-term, and a two-week mid-program break.

Students starting in Fall are in class 1:30pm – 5:30pm

Students starting in Spring are in class 8:30am – 12:30pm

## ADMISSIONS

No previous experience in UX is required to apply. Basic knowledge of design, and working knowledge of the newest release of Adobe Photoshop and Illustrator is strongly advised.\* Admission to the program is based on the following criteria:

- Students must be over the age of 18
- Grade 12 graduation, GED or equivalent
- Application (including CV, Letter of Recommendation and Transcripts)
- Portfolio of work
- Proficiency in the English Language\*\*
- Study Permit (for international students, upon acceptance)

### View our Application Guide at the end of the Handbook.

There are a maximum of 16 seats per cohort. Applications are reviewed by Committee after both early and final deadlines. Applicants will be notified of admissions decision via email no more than 2 weeks after the application deadline. Students admitted to the program accept and secure their seat by paying a non-refundable deposit of **\$1,000.00CAD**

\*Emily Carr Continuing Studies offers several Introductory Adobe courses each term. Applicants with no prior experience using Adobe CC are advised to complete one of our available courses, or to complete Adobe tutorials and training modules prior to the program start.

\*\*As a guideline, we expect applicants to have an IELTS score of 4-5 for studio courses and 6.0 for lecture courses. Applicants whose first language is not English, regardless of immigration or citizenship status, must submit one of the following English Language Proficiency tests.

### TOEFL iBT - Emily Carr institution code: #0032

- Internet-Based Test
- Minimum of 84 out of 120 total points including a minimum score in each of the four skills; Speaking 20/30, Reading 20/30, Writing 18/30, and Listening 20/30.

### IELTS Academic Module

- International English Language Testing System
- Minimum band 6.5, with no component less than 6.0

### Other Acceptable English Language Proficiency tests

For additional accepted English Language proficiency tests, please see the [Emily Carr Undergraduate Admissions](#) page.

## TUITION

Tuition fees are divided by Term. Term 1 fees are due 2 weeks prior to the program start date. Remaining tuition is due a no less than 2 weeks prior to Term 2 start date. **Students who have not paid their tuition balance in full by the tuition deadline, and have not been granted a tuition deferral, will be charged a \$50 late fee.** If the balance remains outstanding, students will be de-registered from all courses and withdrawn from the program. Students who have been deregistered are not permitted to attend classes, nor will they be able to register for new courses or request transcripts.

Fees 2024	Domestic	International
Deposit (non-refundable)	\$1,000.00	\$1,000.00
Tuition (Term 1)	\$5,750.00	\$9,625.00
Tuition (Term 2)	\$5,750.00	\$9,625.00
<b>Total</b>	<b>\$12,500.00</b>	<b>\$20,250.00</b>

## MATERIALS + SUPPLIES

The User Experience (UX) Design Certificate program requires access to a computer. For on-campus courses, a laptop will be required. For remote and online learning, a desktop or laptop computer is required. Costs associated with the purchase of laptops or computers are at the discretion of the student. We advise that the computer should, at minimum, be able to run Adobe CC software, and both Mac and PC computers are suitable. Tablets are not recommended as they are not sufficient to run software tools. Students are provided access to Adobe Creative Cloud software for the duration of the program, and access to additional tools or apps can be obtained through Educational licenses.

Students are responsible for purchasing any materials or supplies for their courses. We estimate \$250 for office supplies, domains and web hosting, subscriptions to software or online apps, and other course-related materials. Any materials and supplies needed throughout the program will be outlined in the Course Syllabus and discussed in advance.

## FUNDING

Domestic and Permanent Resident students may be eligible to apply for funding to support tuition costs. The User Experience (UX) Design Certificate Program is eligible for funding via:

[WorkBC](#)

[StudentAid BC](#)

[Additional funding programs](#)

**NOTE:** Applications for funding may take several weeks to complete, submit, review and approve, depending on the funding agency. Students seeking financial aid should submit their completed SlideRoom application no later than:

**April 15<sup>th</sup>** for September start

**November 15<sup>th</sup>** for April start

Students accepted into the User Experience (UX) Design Certificate Program receive an official acceptance letter with all necessary information to support applications for funding. It is the student's responsibility to ensure all required documentation has been submitted to the appropriate / eligible funding agency well in advance of the program start date.

When searching for the program in the StudentAidBC portal, make sure to use the full program name: *User Experience Design*

For questions and support related to StudentAidBC or other provincial student funding, please contact Financial Aid + Awards at [FinAwards@ecuad.ca](mailto:FinAwards@ecuad.ca)

## STUDY PERMIT

The User Experience (UX) Design Certificate Program accepts International students, with proof of Study Permit from the Government of Canada. Please refer to the [Government of Canada](https://www.canada.ca) site for more information.

## WITHDRAWALS + REFUNDS

The program deposit fee is non-refundable and non-transferrable. Accepted students may withdraw from the program under the following parameters:

- **Up to 4 weeks (28 days) prior to the start date**  
accepted students will be charged a **\$100 processing fee**.
- **Between 2 weeks (14 days) and 4 weeks (28 days) prior to the start date**  
accepted students will be charged a **\$500 processing fee**.
- **Less than 2 weeks (14 days) prior to the program starts**  
the tuition and deposit are **non-refundable**.

We may consider one-time exceptions to our refund policy in rare circumstances such as illness, bereavement, or other unplanned incidents, on a case-by-case basis. Please send such requests, with appropriate documentation, to [CSPrograms@ecuad.ca](mailto:CSPrograms@ecuad.ca)

Refunds require up to four weeks for processing, plus mailing time. Refunds are issued by to the original form of payment, or by cheque, made payable to the student. The exception to this is refunds issued where a third party was

**NOTE:** Applications for Study Permit may take several months to submit, review and approve. Acceptance to the program does not guarantee your study permit will be approved. Students seeking study permits should submit their completed SlideRoom application no later than:

**April 15<sup>th</sup>** for September start

**November 15<sup>th</sup>** for April start

Upon acceptance, students will be provided with the Designated Learning Institution (DLI) letter, along with supporting documentation. Any International student accepted to the program is responsible for applying for a permit, or extending an existing permit, and providing proof of Study Permit prior to the start of the program.

invoiced. In those instances, the refund will be made payable to the third party.

If study permit application is denied by Immigration, Refugees and Citizenship Canada (IRCC), you will be issued 100% refund of all tuition fees paid (including deposit).

## INSTRUCTIONAL ACTIVITIES + DESIGN

Students will complete 11 courses – 5 core courses and 5 intermediate level courses – that focus on technical, creative, collaborative and professional skills. The program also includes a 2-week portfolio development course to help you prepare to share your work with potential clients and employers. This program offers a well-rounded set of

skills ranging from research, design and business strategy, to networking, copywriting and presentation skills.

Learning activities consist of lectures, interactive demonstrations, group assignments and independent study, as well as hands-on, technical and practical design projects that reflect current industry practices. High standards of professional conduct will be emphasized throughout this program, whether face-to-face or online. Working independently or in groups, students may be required to write, research or present responses to the critical concepts introduced.

## ASSIGNMENTS + ASSESSMENTS

Students are evaluated through the completion of applied assignments and projects. Professional conduct, collaboration and teamwork, time management, organization, communication, participation and attendance, will also affect the final grade.

Depending on prior skills and knowledge, students can anticipate a minimum of 1-hour self-directed study and practice for every 1 hour of instructional time. All assignments must be completed to the evaluative standard set by the instructor to satisfy the learning outcomes of each course within the program.

- Students must attend **at least 85% of classes** to receive a passing grade.
- **The minimum passing grade for each course is C+ (65%)**

## ASSESSMENT GRADING MATRIX

The User Experience (UX) Design Certificate follows university wide standards for the process of Grading, Assessment, and Academic Standing. Grading is a means of assessment of student performance in a course. Instructors determine the grades that each student will receive for the work done under their instruction. Assessment shall be determined on the basis of how well a student demonstrates the stated learning outcomes of the course outline.

Review Emily Carr University Grade Matrix:

[4.16 Assessment and Academic Standing Policy](#)

## REQUIRED COURSES

Mnemonic	Course Title	Hours
<b>TERM 1</b>		
CUXD 110	User Research*	52
CUXD 111	Product Design Strategy*	52
CUXD 112	Prototyping	52
CUXD 113	User Interface Design	52
CUXD 114	Responsive Design	52
<b>TERM HOURS</b>		<b>260</b>
<b>TERM 2</b>		
CUXD 210	Data Driven Design	52
CUXD 211	Business of Design	52
CUXD 212	User Experience Futures	52

CUXD 213	Interaction + Motion Design	52
CUXD 214	Team Project	52
CUXD 215	Portfolio Development	40
<b>TERM HOURS</b>		<b>300</b>
<b>TOTAL PROGRAM HOURS</b>		<b>560</b>

\*indicates prerequisite course

## COURSE COMPLETION

In order to successfully complete the program, students must pass all courses. There are three courses in Term 2 that rely on the successful completion of courses in Term 1.

TERM 1 COURSE	PREREQUISITE TO
<i>CUXD 110 User Research</i>	<i>CUXD 210 Data Driven Design</i>
<i>CUXD 111 Product Design Strategy</i>	<i>CUXD 211 Business of Design</i>

### What if I don't pass a Term 1 course prerequisite to a Term 2 course?

Prerequisites are designed to ensure that all students in the program have the preparation necessary to succeed. Failure to pass courses will result in the student's ineligibility to complete the Certificate.

Students at risk of failing a course should schedule discussions with course instructors to determine opportunities for assignment make-up. Extenuating circumstances may be assessed by the Manager of Credential Programs, Continuing Studies.

## CAMPUS RESOURCES

The User Experience (UX) Design Certificate has been developed to best support student learning. Whether delivered in person or online, students can expect the same level of excellence, quality of education and peer engagement.

	ON CAMPUS	ONLINE
Designated Classrooms	✓	
Zoom Virtual Classrooms	✓	✓
Moodle LMS	✓	✓
OneCard	✓	
Library + Archive	✓	✓
Instructor Support	✓	✓
Administrative Support	✓	✓
Adobe CC Subscription	✓	✓
Public Lectures + Events	✓	✓
On campus social spaces	✓	
Networking + Mentorships	✓	✓
Artwork Job Board	✓	✓
LinkedIn Alumni Group	✓	✓

## PROGRAM COMPLETION

Students must achieve a minimum C+ grade for all required courses.

Upon completion of the User Experience (UX) Design Certificate, students must submit a certificate request using the [Continuing Studies Certificate Completion Form](#).

Please email the Continuing Studies department ([cscertificates@ecuad.ca](mailto:cscertificates@ecuad.ca)) for any assistance. Certificates are created after receipt of the completed form, and final grades are reviewed and verified prior to Certificate release.

## TRANSCRIPT OF ACHIEVEMENT

All assessments are reported to the Continuing Studies Student Records Department where an official Transcript is organized to show the final grade for User Experience Design courses. Students graduate from Emily Carr University with a Certificate in User Experience (UX) Design.

## FURTHER EDUCATION

The User Experience (UX) Design Certificate can be the launching point for further studies in art and design. Prospective Degree and Masters applicants can use work from this program in an admissions portfolio. Discover other User Experience and Interaction Design programs at Emily Carr:

[Bachelor of Design, Interaction Design](#)

[Masters of Design, Interaction Design](#)

## CAREERS

The User Experience (UX) Design Certificate Program graduates can apply their education to a variety of careers and enterprises. Depending on the level of work achieved, previous education and experience, graduates can pursue a range of opportunities, including:

UX Designer	UI Designer	Game Designer
UX/UI Designer	Graphic Designer	Digital Navigator
UX Researcher	Interaction Designer	Business Analyst
UX Architect	Multimedia Designer	Social Media Specialist
Product Designer	Project Manager	Web Developer
Digital Marketing	Interface Designer	App Developer
Web Strategist	Web Designer	Visual Marketing Specialist

## ALUMNI SUCCESSES

Over the last several years, graduates of the former Interaction Design Certificate have found employment at numerous agencies, organizations and companies, typically within 3-6 months of program completion. We have received



consistently positive feedback regarding our graduates' depth and variety of skill, work ethic, and collaborative approach.

Our graduates' ability to successfully gain employment is guided by the development and application of skills learned throughout the program and the quality of portfolio work, alongside crucial independent networking initiatives, industry event participation, connecting prior and new education and experience through dynamic storytelling, as well as continued education, practice and skill development.

**Our alumni have been employed by:**

Microsoft, VanCity, Facebook, Salesforce, ICBC, RBC Bank, EA Games, Best Buy, Mobify, Shopify, Eventbase, MetaLab, Visier, Rise People, Unbounce, FORM, Lendesk, Later, Victory Creative, Easterseals, Analytic Design Group, Ampere Innovations, Pivot Legal Society, David Suzuki Foundation, Conquer Mobile, Venngage, Create Music Group, Canucks Sports + Entertainment, BC Lions Football Club, BCNPHA, AlphaPay, AvenueHQ, StreetLight Data, Living Sky Technologies, Radical Engineering, Cognizant Softvision, Galvanize, Vancouver Biennale, Nilo Designs, Keela, Softvision, Aga Khan Development Group, Greenleaf Medical Clinic, International Conference Services, and more.

## SAMPLE SCHEDULE: FULL TIME COHORT

Weeks	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	CUXD 110 User Research	CUXD 111 Product Design Strategy	CUXD 113 Prototyping	CUXD 114 UI Design Principles	CUXD 115 Responsive Design
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14	BREAK				
15	BREAK				
16	CUXD 210 Data Driven Design	CUXD 211 Business of Design	CUXD 212 UX Futures	CUXD 213 Interaction + Motion Design	CUXD 214 Team Projects
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29	CUXD 215 Portfolio Development				
30					

# APPLICATION GUIDE

## STEP 1: Review the Program Handbook

Before applying, we recommend reviewing the detailed information available in the [Program Handbook](#)

## STEP 2: Review application deadlines.

Students who intend to apply for funding: depending on the funding agency, applications may take several weeks to process and approve; we recommend you apply by the early deadline.

International applicants must apply by the early deadline to be considered for the upcoming cohort.

## STEP 3: Create a Personal Profile in SlideRoom

**SlideRoom** is Emily Carr University's online application review portal. You can log in, save and update your application at any time, prior to submission.

## STEP 4: Gather and Upload all Required Supporting Documents to SlideRoom

Review the program portal to identify any required supporting documents you need for your application.

## STEP 4: Complete Application Questions in SlideRoom

## STEP 5: Upload Portfolio examples to SlideRoom

The portfolio is an opportunity to present examples of work that demonstrate your creativity, critical thinking, technical skills, and interests. We welcome a diverse range of submissions and encourage you to assemble a portfolio that best represents your background, experience, and interest in the program. Each example of work can be accompanied by a short, written explanation.

### Examples of work applicants have submitted:

- o Media-based work (including Photography, 2D and 3D Animation)
- o Drawing, Painting, Illustration
- o Graphic Design
- o Wireframes
- o Product/Industrial Design (including Models and Prototypes)
- o Websites (including front- and back-end development)
- o Creative process (including mind-maps, concept development, sketchbook content)
- o Collaborative work (with clearly defined role and contributions to project)
- o Project management
- o Campaigns

### Technical considerations:

Preferred image resolution is 1024x768px at 72 dpi (when possible). All video files must be under 60MB and limited to 3-minute clips. SlideRoom offers additional instructions for submitting your work once you begin your application.

### Accepted File Formats:

- o images (.jpg)
- o video (.mov, .wmv, .flv)
- o music (.mp3)
- o PDF files (max 2 pages)

## STEP 5: Pay \$35.00 application fee through SlideRoom

Once the application has been submitted you will no longer be able to make changes. If you submitted your application in error, please email [CSPPrograms@ecuad.ca](mailto:CSPPrograms@ecuad.ca)

## USER EXPERIENCE DESIGN – PROGRAM INSTRUCTORS

**Tom Chan** has over 20 years in the industry, and has learned to be a highly dexterous creative. He is able to provoke the left brain with new ideas and paradigms and fuel the right brain with creative challenges within project guidelines. He applies a simple mantra to my work: To deliver value throughout the creative process. With imagination, innovation and vision, Tom has run small design studios, worked in larger agency environments, invested in start-ups and created long term relationships with clients and their customers. He craves the energy of creative teams and collaborate with them to craft memorable and sustainable stories based on authentic narratives. Approaching problem solving from a place of curiosity, Tom relentlessly tests his own mental model, ensuring the ability to understanding the challenge; get deep empathy with users; build solutions based on a system; and foresee how that will impact the broader community.

**Nida Fatima** is a multidisciplinary creative director, motion designer, and technologist. Nida has over a decade of experience in digital storytelling for interactive, immersive, game, event, exhibit, and web platforms. Nida is a lifelong learner and creative self-starter committed to innovation and art, from brand promotion to creating worlds for AR and everything in between. Nida is also a senior instructor at Vancouver Film School for Digital Design.

**Angelica S. Jang** works at an intersection of design and technology focusing on building meaningful experiences and products that can engage and elevate human cognition. Her extensive background in production and digital design has traversed into the world of experience design, where she has led multidisciplinary teams to achieve high-level aesthetic and technical execution for international projects ranging from museums to retail spaces. Angelica has taught as an adjunct professor at Parsons School of Design in New York and currently continues the efforts to foster the next generation of innovative thinkers at Emily Carr University of Art and Design.

**Carley Hodgkinson** has worked as an agency designer at both Kaldor and Signals studios, and runs her own graphic design business, with clients ranging from Artspeak, the Contemporary Art Gallery and SFU Galleries, to BC Hydro, Vancouver Opera and the Vancouver Public Library Foundation. She has a deep love for book design and classical typography, and brings this passion to every project. Carley's Master of Design work opened up new interests in public spaces, experience design, and urban planning, with participation in social practice exhibits in Halifax, Lisbon and Vancouver. Prior to returning to teaching full time, she moved from pure print design into user experience design, working as a senior visual designer at SAP on business intelligence software and big data collection. Carley teaches at Kwantlen Polytechnic University, and Emily Carr University of Art + Design. Now program head of the Graphic Design for Marketing degree program at Kwantlen Polytechnic University, Carley can once again sink her teeth into the beauty and complexity of publication design. Carley teaches UI Design Principles.

**Pauline Lai** is a freelancer designer with 4trendy Design on brand strategy, UX/UI for web and mobile development. With her BBA in marketing and experience with account service, she has worked with businesses, restaurants, real estate projects, professionals and start-ups for the past 15 years. She creates user-centered designs that focus on simplicity and elegance through the fusion of content strategy and creative inspiration. Over the past 10 years, Pauline has held the position of Admin Chair and is currently the Web Communication Chair of GDC. She is also part of the founding committee for Creative Mornings Vancouver. In 2010, she helped organize the IcoGrada's Design Currency Conference in Vancouver. She is also involved with IxDA, Meetups, Wordpress Theme Weekend and Ladies Learning Code.

**Kevin McMillan** has taught web design since 1999, which is pretty much as long as anyone's been doing it. Kevin teaches at both Langara and Emily Carr. His Langara roots run deep: Kevin graduated from the *Publishing* program's

inaugural year in 1997, has taught courses in *Publishing, Professional Photography, Advertising & Graphic Design*, and *Electronic Media Design* programs; led the development and launch of Langara's *Web & Mobile App Design & Development* program; and has worked for many years in Langara's *Information Technology* department. He also teaches web design and development for Emily Carr University's Continuing Studies department. Like more than a few people in web design, Kevin has a couple of degrees in English Literature.

**Karin Schmidlin** is a passionate teacher, and loves being surrounded by smart, driven students who inspire and keep her on her toes. She brings 16+ years of design and digital media experience to the table. Karin is returning to Vancouver via Waterloo, where she was Lecturer, User Experience Design & Innovation, and Teaching Fellow at the School of Interaction Design and Business at the University of Waterloo. To practice what she teaches, Karin is Co-Founder/Lead Designer for Carbonlabs Agency, and the Manager/Lead Designer of Jamii, a virtual incubation program for entrepreneurs for UW's CONRAD Business centre. She is a voracious reader and thinks everything is just a little bit better with a cup of strong, dark coffee.

**Sergio Toporek** is a passionate and committed educator with experience teaching at academic institutions in Mexico, Canada, Spain and the USA. He was honored with multiple Best Course awards during his 14 years teaching at the Vancouver Film School. Topo has designed visual communications for renowned celebrities such as Luis Miguel, Maná, Fey, Café Tacuba and Celine Dion, and was invited to be part of the blue ribbon committee at the Latin Grammy Awards. He has worked with companies such as Yamaha, Sony, Atlantic Records, Warner Music, Bank of Montreal, Apple and Motorola. He was head of the Design Program at the Marbella Design Academy and I launched Moghoul, a casual-wear brand featuring original artworks that merge inspirations as diverse as Islamic patterns, pulpy monsters and contemporary street art.

**Randy Walton** is an educator and freelance designer focusing on front-end web design and development. He teaches graphic/UI design - from concepts to code - implementing professional standards and using the most up to date software. Randy uses the rest of his time on client work and self-driven projects that allow him to stay up to date, develop new techniques, and help with teaching.