



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

**Program Curriculum Handbook**

**Effective Date: 2020-2022**

## PROGRAM DESCRIPTION

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

This full-time intensive program focuses on equipping students with the fundamentals of user experience (UX) design for digital products and services. Grounded in a human-centered approach, students will develop theoretical, technical, and applied skills in UX design while gaining hands-on experience in real world case studies, app design and prototyping, digital interface design, and basic coding and programming for the web.

Developed in consultation with industry professionals, this program features current trends and innovations in user experience design. Research, critical thinking, problem solving, communication and collaboration are emphasized throughout. Students develop a professional portfolio and complete the program with a range of in-demand skills that employers are looking for.

Graduates join a thriving community of ECU alum with access to a robust professional network and mentoring opportunities.

## WHAT IS UX DESIGN?

User experience considers a person's emotions and attitude about the use of a product, system of service. User Experience (UX) Design is the process of creating products and services that offer meaningful and efficient human-computer interactions and experiences. Typical phases of the UX Design process include user research, identifying problems and opportunities, ideation and brainstorming, prototyping and user testing. UX Designers gain knowledge of each phase to successfully contribute - in part or entirely - to the design of a product or service.

User Experience Design is fundamental to developing native and web apps, websites, kiosks, business and customer services, and beyond. UX Designers work with customer- and employee-facing applications and systems to improve usability, access and productivity.

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.

## SKILL DEVELOPMENT

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

### DESIGN PRINCIPLES

**Visual Design** Understanding use of color, grid, layout, and typography

**Design Thinking:** Applying strategic and practical processes to design concepts

**Human Centered Design:** Considering the human perspective at all stages

**User Research:** Conducting field research, usability studies, and data analysis

### STRATEGY and DEVELOPMENT

**Information Architecture:** Including site mapping, modelling, and wireframes

**Content Strategy:** Writing copy, content modelling, and content inventories

**Mobile-First:** Consistent experiences through responsive layouts

**Rapid Prototyping:** Communicating ideas, exploring problems and solutions

**Front-End Development:** Coding valid HTML, CSS, JavaScript, and jQuery

**Interaction Design:** Form design, micro-interactions, and transition animations

### PROFESSIONAL PRACTICES

**Project Management:** Time management and collaborative techniques

**Presenting:** Sharing work and design concepts

**Critiquing:** Sharing and assessing constructive feedback

**Storytelling:** Communicating how the design will improve the user experience

## PROGRAM LENGTH

The 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 (32 weeks). There is a one-week break each 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

Term schedules are released prior to term start-date, but are subject to change due to instructor illness, strikes, lockouts, fire, natural disasters or any other cause beyond the control of the University.

## ADMISSIONS

No previous experience in design, coding or UX is required to apply. Basic 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 (International students, upon acceptance)

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 can secure their seat by paying a non-refundable deposit of **\$1,000**.

\*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. Failure to pay tuition by the deadline will result in the student's withdrawal from the program.

<b>Fees 2022</b>	<b>Domestic</b>	<b>International</b>
Deposit (non-refundable)	\$1,000.00	\$1,000.00
Tuition (Term 1)	\$4,449.00	\$7,150.00
Tuition (Term 2)	\$4,449.00	\$7,150.00
<b>Total</b>	<b>\$9,898.00</b>	<b>\$15,300.00</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.

Students are responsible for purchasing any materials or supplies for their courses. We estimate \$200 for office supplies, 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.

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.

## FUNDING

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@ecuaad.ca](mailto:FinAwards@ecuaad.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](#) site for more information.

**NOTE:** Applications for Study Permit may take several months to submit, review and approve. 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 and providing proof of Study Permit prior to the start of the program.

## 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 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 15 courses – 8 core courses and 7 special topic and intermediate level courses – that focus on theoretical, technical, interpersonal and professional skills. This program offers a well-rounded set of skills ranging from design, research and writing code 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 screen-based design projects reflecting current industry practices. High standards of design and 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%)**

## REQUIRED COURSES

Students are automatically enrolled in all required courses each term.

Mnemonic	Course Title	Hours
<b>TERM 1</b>		
CUXD 100	Digital Tools	40
CUXD 101*	Visual Design Principles*	24
CUXD 102	Design for Digital Interfaces	24
CUXD 103*	UX Design Principles*	48
CUXD 104	UX Design Research	24
CUXD 105	UI Design Principles	48
CUXD 106*	Building Responsive Design*	48
CUXD 107	Motion Graphics	24
*indicates prerequisite course		<b>280</b>
<b>TERM 2</b>		
CUXD 201	Applied UX Design	48
CUXD 202	Programming for Interactivity	48
CUXD 203	App Design + Prototyping	48
CUXD 204	Professional Practices	24
CUXD 205	Portfolio Development (CMS)	24
CUXD 206	Portfolio Development	24
CUXD 207	Design Systems + Workflows	24
		<b>240</b>
<b>TOTAL PROGRAM HOURS</b>		<b>520</b>

## SAMPLE SCHEDULE

Weeks	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	CUXD 100 – Digital Tools				
2					
3	CUXD 101 Visual Design Principles	CUXD 104 UX Design Research	CUXD 103 UX Design Principles	CUXD 105 UI Design Principles	CUXD 106 Building Responsive Design
4					
5					
6					
7					
8					
9	CUXD 102 Design for Digital Interfaces	CUXD 107 Motion Graphics			
10					
11					
12					
13					
14					
15	BREAK				
16					
17	CUXD 204 Professional Practices	CUXD 201 Applied UX Design: Case Studies	CUXD 203 App Design + Prototyping	CUXD 202 Programming for Interactivity	CUXD 205 Portfolio Development (CMS)
18					
19					
20					
21					
22					
23	CUXD 207 Design Systems + Workflows				CUXD 206 Portfolio Development
24					
25					
26					
27					
28					

## 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.

COURSE	PREREQUISITE TO
<i>CUXD 101 Visual Design Principles</i>	<i>CUXD 102 Design for Digital Interfaces</i>
<i>CUXD 103 UX Design Principles</i>	<i>CUXD 203 Applied UX Design</i>
<i>CUXD 106 Building Responsive Design</i>	<i>CUXD 205 Portfolio Development (CMS)</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 Courses	✓	✓
OneCard	✓	
Library + Archive	✓	✓
Instructor Support	✓	✓
Administrative Support	✓	✓
Adobe CC Subscription	✓	✓
Student Union	✓	✓
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 can email the Continuing Studies department ([cscertificates@ecuad.ca](mailto:cscertificates@ecuad.ca)) to request a **Certificate Completion Form**. Certificates are created after receipt of the completed form.

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.

## 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](#)

## 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 recipients 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.

## **USER EXPERIENCE DESIGN – PROGRAM INSTRUCTORS**

**Jai Djwa** is a creative technologist and interactive strategist. He has many years of experience in interactive design, digital media, film and TV for First Nations, progressive non-profits, and social ventures. He is principal of Agentic Communications. Jai is also an instructor for Capilano University's IDEA School of Design, the University of British Columbia's Sauder School of Business and Emily Carr University of Art + Design. Prior to his work at Agentic, Jai was a composer for theatre and dance and a musician for many years. He volunteers with several organizations including the Vancouver Fringe, BC Arts Council, MOSAIC, and the City of Vancouver Arts and Culture Policy Council. Jai teaches UX Design Principles.

**Priscilla Ho** is the UX Design Lead at POWERSHIFTER, a product studio driven by simplifying life's experiences. She is also part of the UX Design Faculty at Emily Carr University's Continuing Studies program in Vancouver, BC, Canada. Priscilla specializes in UX research and service design, and integrate qualitative and quantitative HCI methods to help businesses uncover the "why" behind audiences' needs. Priscilla teaches Applied UX Design: Case Studies

**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 the founding committee for Creative Mornings Vancouver. In 2010, she helped organize the Icoграда's Design Currency Conference in Vancouver. She is also involved with IxDA, Meetups, Wordpress Theme Weekend and Ladies Learning Code. Pauline teaches UX Design Research, Professional Practices and Portfolio Development.

**Eric Lee**, born and brought up in Hong Kong, is a Canada based graphic design educator and practitioner. Eric earned his Bachelor of Media Arts at Emily Carr University of Art & Design, and he later completed his MA in Graphic Design and Branding at London Communication College with distinction. His experience nurtured his great passion for multimedia practice. In the last decade, He taught in Hong Kong Design Institute, dedicated to cultivating young design talent in the area of communication design and digital media. Recently he continued his teaching career in Canada as a sessional faculty at Emily Carr University of Art & Design and the University of Fraser Valley teaching communication design and related subjects. His area of interests ranges from branding & Identity Design, Visual Research and Discursive design. Eric teaches Visual Design Principles and Design for Digital Interfaces

**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 the Emily Carr's Continuing Studies department. Like more than a few people in web design, Kevin has a couple degrees in English Literature. Kevin teaching Building Responsive Design, and Portfolio Development (CMS)

**George Papazian** has taught, developed curriculum, or played a role in developing the digital media programs of some of Canada's top new media institutions at colleges and universities including Emily Carr University of Art and Design, BCIT, and Art Institute. George specializes in front end development and programming of web applications, as well as light back-end programming. George builds web applications focusing on UX with responsive designs customized to: desktop, laptop, tablet, and mobile. George is the Creative Lead and Project Lead of Opto Media & Web

Technologies, a Vancouver based online development firm, where he leads a compact, talented team in simultaneous web projects and online campaigns. Whether he is managing a project, directing a development team, or directing students with their own industry projects, he has been involved in the production of hundreds of web projects over the years, including those of The Westin Grand, the University of British Columbia, The National Center for Shaken Baby Syndrome, Simon Fraser University, Vancouver Whitecaps FC, The Art Institutes™ as well as other related projects and organizations. George teaching Motion Graphics and Programming for Interactivity.

**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. Karin teaches UI Design Principle.

**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. Randy teaches App Design + Prototyping, and Design Systems + Workflows.