



Internet Design & Technology Certificate Print & Graphic Design Certificates

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continuingeducation.unlv.edu

UNLV | CONTINUING
EDUCATION
DIVISION OF EDUCATIONAL OUTREACH

Art meets technology with a certificate in web or print design

Inform. Captivate. Communicate. Inspire. Effective web and print design accomplishes all these objectives at once.

If you have an artistic eye and a knack for organizing information in a way that makes sense to others, a career in web or print design may be for you. UNLV Continuing Education offers coursework and certificate programs to build the design skills employers covet.

Training in graphic design opens job opportunities in design services, publishing, advertising, public relations, and related industries. Additionally, many people utilize graphic design or web skills as part of another role within their company.

Why Choose UNLV for Training?

UNLV Continuing Education's Print and Graphic Design Certificate and Internet Design and Technology program provide flexibility, fundamentals, and feedback you won't find in other programs.

We know you are busy. With this in mind, most of

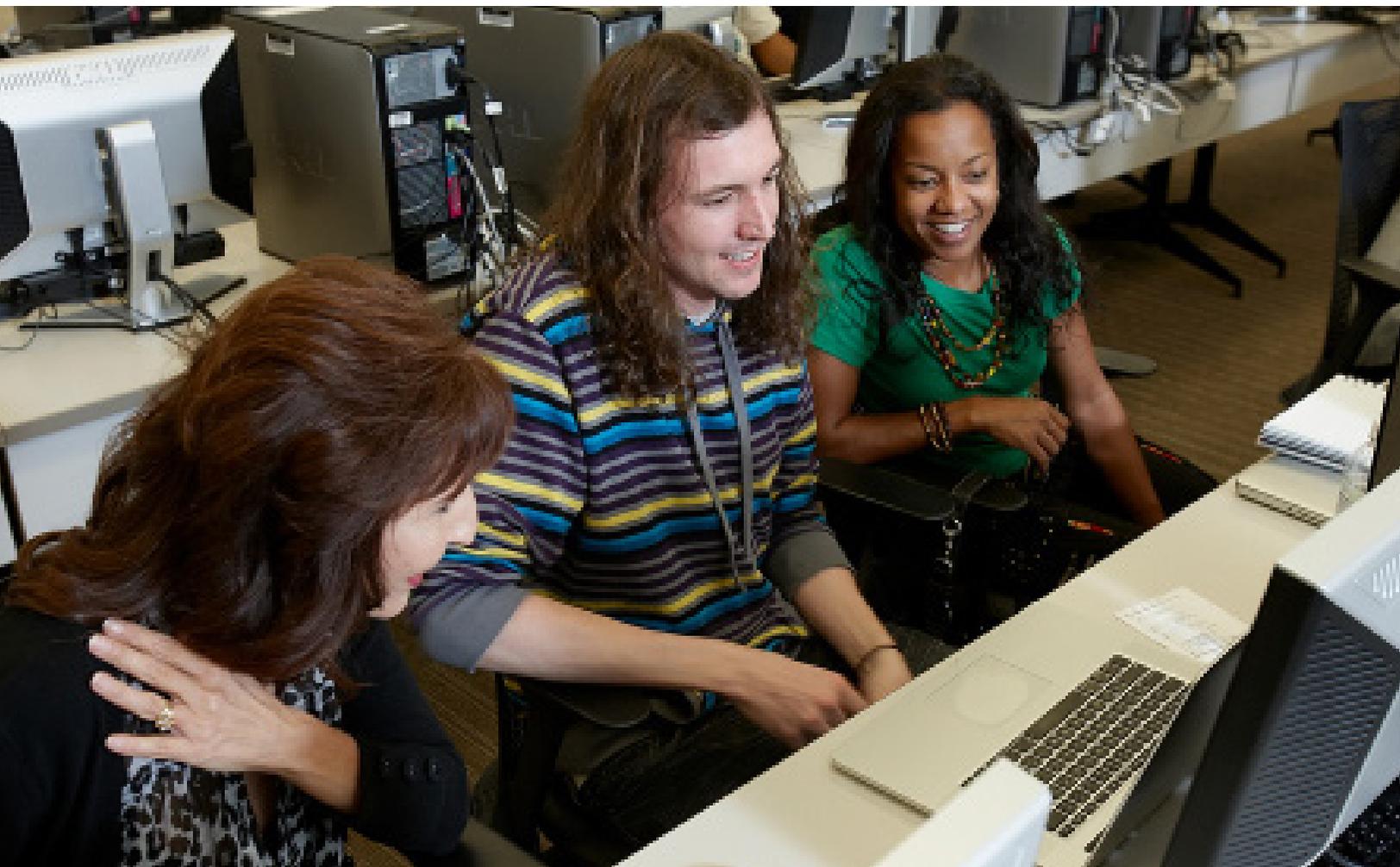
our classes meet just one evening per week. There is no limit on the number of courses you can take each semester, giving you flexibility to complete your certificate as quickly or as leisurely as you like. Students are welcome to enroll in courses without the intention of completing a certificate.

Internet tutorials are great for tips and tricks, but to truly understand the whys and hows of web or print design, you need to start with the fundamentals. Lessons in design theory are integrated into all print design coursework. On the Internet design and technology side, content development, coding skills, and information structure have to be in place before you start adding "bells and whistles."

Constructive feedback will help you on your journey to becoming a skilled designer. Our instructors bring years of professional experience to the classroom. Not only are they experts on the technical side, they can also give you valuable insight into project management, client relations, and the graphic design industry.

According to the U.S. Bureau of Labor Statistics (BLS), employment of graphic designers is expected to grow by 7 percent from 2012 to 2022. Median pay for full time graphic designers throughout the country in 2012 was \$44,150. 24 percent of graphic designers were self employed in 2012. Employment of web developers is expected to grow 20 percent from 2012-2022. Median pay was \$62,500 in 2012; roughly one quarter of web developers were self-employed.

*-Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-2015 Edition,
www.bls.gov/ooh/arts-and-design/graphic-designers.htm (visited Oct. 5, 2015)
www.bls.gov/ooh/computer-and-information-technology/web-developers.htm (visited Oct. 5, 2015)*



Internet Design & Technology Certificate

Complete seven required courses plus 3.6 Continuing Education Units (CEUs) of electives in order to earn an Internet Design and Technology Certificate. There is no limit on how many courses you can take each semester.

Core Courses (Required)

1. Adobe Photoshop–Level I
2. HTML–Level I
3. Adobe Dreamweaver–Level I
4. HTML–Level II
5. Adobe Dreamweaver–Level II
6. Search Engine Optimization & Online Marketing
7. Program Final: Putting It All Together

Elective courses are offered on a rotating basis and give students the opportunity to focus their design skills within an area of interest. Students can expand their Adobe skills with classes in Illustrator, InDesign, or Photoshop. Or, take courses including Cascading Style Sheets and Wordpress that will allow you to streamline your workflow and manage content. Digital video and mobile application development classes teach the latest tools for taking interactive media on the go. If social media is your forte, take electives to sharpen these in-demand skills!

Print & Graphic Design Certificates

Students pursuing a certificate in print design build proficiency in the core print design software tools used in the commercial printing and graphic design industry. With the Print Design Capstone: From Pre-Press through Production, students fuse their design knowledge into an integrated branding project, then discover what it takes to navigate the printing process.

Print Design Certificate candidates study the essential concepts of print design and the Adobe applications designers use to complete their projects. To earn the Print Design Certificate students take four required courses.

- Adobe Illustrator–Level I
- Adobe Photoshop–Level I
- Adobe InDesign–Level I
- Print Design Capstone: From Pre-Press to Production

Graphic Design Certificate candidates master more advanced design theory and execute more technically demanding projects. To earn a Graphic Design Certificate, take the following six required courses, plus a minimum of 1.3 CEUs of electives.

- Adobe Illustrator–Level I
- Adobe Photoshop–Level I
- Adobe InDesign–Level I
- Adobe Illustrator–Level II
- Adobe Photoshop–Level II
- Graphic Design Capstone: Designing Your Brand Using Adobe Software

Elective courses are offered on a rotating basis and give students the opportunity to focus their design and skills within an area of interest.



A good portfolio can be the deciding factor in landing a design job. Whether you are interviewing for a position at a company or pitching your work to a client, your work will be scrutinized on both its artistic and technical merit.



Supplement your Training

In today's ever-changing multimedia world, web and print design professionals are often called upon to play multiple roles within a company. Even if your primary job is design, you may also be asked to head up a social media campaign, write media releases, or photograph/video products or events.

UNLV Continuing Education offers courses on all these subjects, and more. Students are welcome to enroll in any course without the intention of completing a certificate. For a full listing of upcoming classes call 702-895-3394 or visit continuingeducation.unlv.edu.

Instructional Facilities

UNLV Continuing Education design courses utilize two recently renovated computer teaching labs at our UNLV Paradise Campus.

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

-Antoine de Saint Exupéry

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The labs each contain 24 computer workstations, state-of-the-art audio and video technology features, and Wi-Fi connectivity. One lab is a Windows-based PC classroom and the other is a Mac-based classroom with crossover Windows capabilities.

Adobe’s industry-leading software products are the foundation of your design education. Although we provide the required software in our computer labs during instruction, you also need access to the software, if applicable, at home or at work to complete exercises, assignments, and projects.

Financial Assistance

Total costs vary for design certificates based on your chosen program and elective selections. Please refer to the online or print catalogs for course fees.

Loans, grants, and employer tuition assistance may be available. For resources visit ced.unlv.edu/financial-assistance.

Registration & Contact Information

For current course schedules visit us online at continuingeducation.unlv.edu. Register online, by phone at **702-895-3394**, or in person at UNLV Paradise Campus, 851 E. Tropicana Avenue, Las Vegas, NV 89119.

What our Students are Saying:

“The instructor is very interested in helping students achieve their own goals. She is adaptable and makes the information accessible. Highly recommend the class and the instructor.”

-Illustrator student

“[The instructor] made the class very entertaining and interesting. The assignments were challenging and educational.”

-InDesign student

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The Internet Design & Technology Certificate culminates in a capstone project where the student redesigns an outdated website to incorporate the latest technologies and tools. Students also take a comprehensive written exam.



