



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 a 7-month full-time intensive program with intakes in September and April each year. The program offers 4 hours of in-class time, 5 days a week, for a total of 7 months (29 weeks).

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

Students starting in April 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. 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)

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** that will be applied to the total tuition cost.

**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

TUITION + FEES

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.

Fees 2021	Domestic	International
Deposit (non-refundable)	\$1,000	\$1,000
Tuition (Term 1)	\$4,351.50	\$7,000.00
Tuition (Term 2)	\$4,351.50	\$7,000.00
Materials	\$200.00	\$200.00

Fees 2022	Domestic	International
Deposit (non-refundable)	\$1,000	\$1,000
Tuition (Term 1)	\$4,449.00	\$7,150.00
Tuition (Term 2)	\$4,449.00	\$7,150.00
Materials	\$200.00	\$200.00

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 15th for September start

November 15th for April start

Students accepted into the User Experience (UX) Design Certificate Program will receive an official acceptance letter 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. Submitting application after the above-noted deadline may impact funding application processes.

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 15th for September start

November 15th 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 equal to 10% of the full tuition 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 csdesign@ecuad.ca

Refunds require up to four weeks for processing, plus mailing time. Refunds are issued by 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.

Students can expect a minimum of 1-hour self-directed study and practice for every 1 hours of class. 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
TERM 1		
CEIE 100	Digital Tools	40
CEIE 101*	Visual Design Principles*	24
CEIE 102	Design for Digital Interfaces	24
CEIE 103*	UX Design Principles*	48
CEIE 104	UX Design Research	24
CEIE 105	UI Design Principles	24
CEIE 106*	Building Responsive Design*	48
CEIE 107	Motion Graphics	24
*indicates prerequisite course		280

TERM 2		
CEIE 201	Applied UX Design	48
CEIE 202	Programming for Interactivity	48
CEIE 203	App Design + Prototyping	48
CEIE 204	Professional Practices	24
CEIE 205	Portfolio Development (CMS)	24
CEIE 206	Portfolio Development	24
CEIE 207	Design Systems + Workflows	24
		240
	TOTAL PROGRAM HOURS	520

SAMPLE SCHEDULE

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

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.

PREREQUISITE TERM 1 COURSE	TERM 2 COURSE
<i>CEIE 101 Visual Design Principles</i>	<i>CEIE 102 Design for Digital Interfaces</i>
<i>CEIE 103 UX Design Principles</i>	<i>CEIE 203 Applied UX Design</i>
<i>CEIE 106 Building Responsive Design</i>	<i>CEIE 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 Design + Media Coordinator.

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	✓	
BlueJeans Virtual Classrooms	✓	✓
Moodle Courses	✓	✓
OneCard	✓	
Library + Archive	✓	✓
Instructor Support	✓	✓
Administrative Support	✓	✓
Adobe CC Subscription	✓	✓
Student Union	✓	✓
Public Lectures + Events	✓	✓
On campus social spaces	✓	
Industry Night	✓	✓
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) 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, ICBC, RBC Bank, EA Games, Best Buy, Mobify, Shopify, Eventbase, MetaLab, Visier, Lendesk, Later, Victory Creative, Analytic Design Group, Ampere Innovations, Pivot Legal Society, David Suzuki Foundation, Conquer Mobile, Venngage, Create Music Group, Canucks Sports + Entertainment, Radical Engineering, Vancouver Biennale, Nilo Designs, Keela, Softvision, Aga Khan Development Group, Greenleaf Medical Clinic, and more.