Online Promotional Videos
With the growing trend of online marketing, videos are a powerful tool to share your message. By taking advantage of the video options on the market today, you can easily make a high-quality video with the smallest of budgets. Take a peek at some key elements to consider when creating your business’ video—from format and storyboarding to lighting and more. Join online professional Diane Villegas for tips on how to make the best of your promotional videos.

Thursday, September 22 5:15-6:30pm
RSVP to digitalarts@unm.edu or register online if you plan to attend. This session is free. Bring a friend. Held at 1634 University Blvd. NE.

NMPA Postproduction Workshop Series
The New Mexico Post Alliance (NMPA) is sponsoring a Postproduction Workshop Series 2016 in cooperation with UNM Continuing Education. The workshops will cover a variety of topics including video and sound editing, post workflows, color correction, tips and tricks of on-set sound mixing, visual effects, animation, motion graphics, and more…
The series will be offered once per month at UNM Continuing Education.

$30 for 2 hours
Thursday, September 15 6:00pm-8:00pm Thursday, November 10 6:00pm-8:00pm
Saturday, October 15 1:00pm-3:00pm Saturday, December 10 1:00pm-3:00pm
Call 505-277-6037 or email digitalarts@unm.edu for details.

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Welcome!

to the Digital Arts and Computers/IT Program at UNM Continuing Education

We provide quality up-to-date curriculum in a variety of Digital Arts and IT topics to meet your creative vocational and personal goals. Our instructors are professionals in the fields they teach, providing valuable opportunities for networking and real-world experience.

Pursue a certificate in the topic of your choice or just explore the classes that interest you. If you have prior experience or specific goals, customizing your certificate program is an option. Make an appointment for advisement, stop by to see our facility, or just register to get started. We are conveniently located on University Boulevard, just north of Indian School with free parking.

About Our Classes

UNM Continuing Education provides non-credit training in many areas of Digital Arts and Computers/IT. You will find a combination of theory, computer training and business classes to meet your needs. In addition, we are a CompTIA partner and the only Apple Authorized Training Center in New Mexico. We offer individual classes open to anyone over 18 as well as many professional certificate programs for those pursing a career in one of these areas. Any class may be taken as part of a certificate program or independently. Computer classes are held in one of our Windows or Apple computer labs.

Learning Objectives

Our Digital Arts and Computers/IT programs are responsive to the current business environment and provide outcomes that can be applied on the job or to personal goals immediately. Our content is consistently evaluated to bring you the latest tools for success. We design a curriculum that is engaging, interactive and relevant to the specific tasks and responsibilities of the field.

Our Campus

Our campus is conveniently located in central Albuquerque on University Boulevard, just north of Indian School Road with free parking. Most classes are held on our campus at 1634 University Blvd NE, Albuquerque, New Mexico. Stop by to visit or make an appointment for a tour.

Our Instructors

We work with instructors who are industry experts and enjoy teaching the concepts and skills that are part of their own daily work. Their knowledge of the latest tools and techniques allows them to accurately and effectively respond to your individual and business needs. In addition, our instructors provide valuable opportunities for networking and real-world experience. For more information about our instructors, please see our website at ce.unm.edu.
Master Certificates

Pursue a professional master certificate to start a career, advance in your job, start your own business, sell your product or service or reach your own personal goals. All certificate programs are designed to prepare students for an internship, entry-level employment or business. Customized certificates are also available for those who have previous experience or specific goals in mind.

Certificate Programs

UNM Continuing Education offers over 25 non-credit professional certificates and over a hundred individual courses in Digital Arts and Computers/IT to help you obtain the knowledge, skills and abilities for your vocational goals. For a complete list of certificate requirements and costs for each certificate program, please visit our website at ce.unm.edu.

Digital Arts

Adobe Series
Apple Certified Pro: Video Editing or Music Production
Apple/Mac
Business and Marketing for Visual Arts
Digital Filmmaking
Digital Photography, Level I and II
Graphic Design, Level I and II
Instructional Media Developer
Multimedia: Graphic/Web Design
Multimedia: Motion Graphics
Social Media
Web Administrator
Web Design, Level I and II
Web Design Online
Web Developer

Computers/IT

Computer Literacy
Apple/Mac
Apple Certified Support Professional (ACSP)
CompTIA Certifications: A+, Network+, Security+, Healthcare IT Technician
IT Service Management
AutoCAD
Geographic Information Systems
IT Professional Online
Online Certificates

Enjoy the luxury of pursing a certificate from home or work. A complete listing of our online certificates and classes, offered by Ed2Go Careers and UGotClass can be found on page 44. Additional information may be found on our website at http://ce.unm.edu/professional/online.php.

Completing Your Certificate

Coursework Completion
There is no deadline for completing coursework for a master certificate unless required by a third party funder. However, after two years, the certificate requirements may change. To ensure your coursework is up to date, contact the program supervisor. Most master certificates may be completed in one to four terms or within a few months to one year.

Requesting Your Master Certificate
Upon completion of your certificate requirements, request your master certificate by emailing the program supervisor. Include your full name, mailing address, phone number, email address, certificate completed and a list of any approved changes to the curriculum.

Projects in Digital Arts
All Level II Digital Arts master certificate candidates are required to complete the Projects in Digital Arts course or an approved substitution. Projects students are also required to submit final computer files and/or printed samples of their project to the department for approval and potential display or publication. Those students who complete the Projects course will be placed on a job contact list.

Prerequisites and Course Options

Prerequisites
The prerequisites listed with the course descriptions are intended to prepare you for the next course. If you have prior experience with a topic, you may place yourself in the most appropriate class. For basic prerequisite course assessments, see page 47. Suggested courses are not a required prerequisite, but may enhance comprehension of the topic. Prerequisites are not included in the certificate hours. Windows: Beginning (51101) or Mac OS X: Beginning (54101) or basic computer experience is a prerequisite for all subsequent courses taught in our computer labs. Students who have basic computer experience may waive this prerequisite.

Equipment and Materials
Most classes provide you with all the necessary equipment and materials needed for class. However, some classes may require that you purchase certain equipment or materials, such as a digital camera or specific art supplies. These requirements are listed at the end of the course description or on your class receipt.
Homework and Practice Time
Most classes require homework or practice time. Projects created for classes are useful for building a portfolio. For computer classes, we recommend three hours of practice for every hour in the classroom. Contact the program supervisor to schedule computer practice time, if needed.

Customized Certificates
If you have prior experience in a particular topic or you have specific goals in mind, you may customize your certificate curriculum with approval from the department. Contact the program supervisor to schedule an advisement appointment.

Online Courses
Online courses are available in many topics, offered in partnership with Ed2Go and UGotClass. Because our online offerings are not exact equivalents to our local classes, they may not substitute for local classes when pursuing a certificate. For current online class options, please see our website at http://ce.unm.edu/professional/online.php.

Tutorial Electives
Our Tutorial Electives offer students extra time with a topic, exam preparation or portfolio building. If you’ve taken a Digital Arts or Computers/IT class and would like to schedule a Tutorial Elective, contact the program supervisor with your request. Some prerequisites and restrictions apply. The cost for a two-hour Tutorial Elective is $195.

Financial Aid
Financial aid is available for many of our certificate programs through special funding programs or employer tuition assistance. UNM employees may use their Tuition Remission benefit for all Digital Arts and Computers/IT classes. For complete information on loans and financial aid, visit our website at ce.unm.edu; look under the Student Services menu. Contact the program supervisor early in the funding process to complete any required paperwork for financial aid.

Policies

Attendance and Grades
One hundred percent attendance is required to receive a passing grade for any class. If you must miss a class session due to an emergency, you may request to make up the class by emailing the program supervisor within two weeks of the missed class. You will then be contacted regarding make-up options.

All classes at UNM Continuing Education are non-degree and non-credit. Class grades are Pass/Incomplete; these grades are recorded on your UNM Continuing Education transcript.
Waiting Lists and Changes to the Schedule
If a class you want is full, be sure to add your name to the waiting list. If enough people are interested, we may open another section. Register early to ensure a seat. Occasionally the dates and times of a class will change. Check our website for the most current class listings.

Refunds and Discounts
Your tuition, minus a $15 cancellation fee per non-credit class, will be refunded if you provide a written request three business days prior to the first scheduled class. This policy applies to all registrations, regardless of the payment method. Phone requests will not be accepted. Call the registration office at 505-277-0077 to ask about current discounts.

Please see the UNM Continuing Education main catalog or our website at ce.unm.edu for complete information on policies.

More Information and Advisement

For More Information
Review the Continuing Education catalogs, website, certificate flyers and FAQs for answers to common questions. Look for one of our free information sessions offered just before the fall and winter semesters.

Underage Students
If you are age 12-17 and wish to attend our adult Digital Arts or Computers/IT classes, contact the program supervisor for information. In addition, we offer Digital Arts camps and classes for youth ages 9-17. See the UNM Continuing Education website at ce.unm.edu or our Youth catalog for more information.

Getting Started
Make an appointment for advisement with the program supervisor, stop by to see our facility, or just register to get started. You may register by phone, fax, or in person. See page 48 for how to register.

Advisement
If you have additional questions, would like to customize your curriculum, get help with your schedule or request a catalog, contact the program supervisor.

Program Supervisor
Phone: 505-277-6037
Email: digitalarts@unm.edu
Web: ce.unm.edu
WINDOWS BASICS

51010 Computer Basics for New Computer Users  BEGINNER/ SERIES

Using a computer is for everyone! This beginning computer course for adults acquaints the novice with computer terminology, essential concepts, and best of all—actual experience at the computer. Topics include startup and shutdown procedures, keyboard and mouse operation, and an overview of popular computing functions. Prerequisite: None.

$125  For: 5 hours
FAA-PD:  Sep 12-14  MW  6:00pm-8:30pm
Note: This class uses Windows 10.
Joseph Sandoval

51101 Windows OS: Beginning

Learn the basic functions of the latest Windows operating system and how to customize its setup. Work with files and folders, shortcuts and properties. Resize windows, use the taskbar, start menu and recycle bin, and get an introduction to shortcuts. In addition, explore popular software and get started with launching programs. Note: See Course Skills Assessment. Prerequisite: 51010 or basic computer experience.

$249  For: 9 hours
FAA-PD:  Oct 3-10  MW  6:00pm-9:00pm
Note: This class uses Windows 10.
Chris Bandy

51202 Explore Windows 10

Explore the newest Microsoft Operating System: Windows 10. This course provides an overview of Windows 10 in order to familiarize students with the newest features. Students should be able to navigate Windows 10 and have a basic mastery of the operating system by the end of the course. Prerequisite: Working knowledge of any version of Windows.

$95  For: 3 hours
FAA-PD:  Sep 24  Sa  1:00pm-4:00pm
FAB-PD:  Oct 26  W  6:00pm-9:00pm
Chris Bandy

Online Courses

For online courses and certificates in Digital Arts and Computers/IT topics offered by Ed2Go and UGotClass, please see pages 44-46 or visit our website at http://ce.unm.edu/professional/online.php
51221 Virtual Protection  **NEW**

Secure online transactions and protect your personal information with the use of virtual machine technology. Launch a safe and secure work environment each time you conduct online business. Learn what virtual machines are, what platforms are available and how to setup, launch and use virtual machines. Most importantly, find out how to take advantage of virtual machines to conduct online transactions that include personal information. **Prerequisite:** 51101 or basic computer experience. Suggested: Bring your laptop to class.

$249   For: 9 hours

FAA-PD:  Nov 2-9    MW  6:00pm-9:00pm

Chris Bandy

APPLE: MAC AND IPAD

54010 Mac for the New Computer User  **BEGINNER/SERIES**

Become acquainted with fundamental computer terminology and the Mac in a relaxed, easy-paced setting. Work with the Mac’s basic functions by learning about startup and shutdown procedures, keyboard and mouse operation, and other computer functions specific to the Mac. Get a brief introduction to some of the Mac’s built-in applications for composing letters, reading PDF files, sending emails and surfing the Internet. This course is for the computer novice. **Note:** See the Course Skills Assessment for this class on our website at digitalarts.unm.edu. **Prerequisite:** None.

$125   For: 5 hours

FAA-PD:  Oct 10-12    MW  8:30am-11:00am

Joshua Martinez

54101 Mac OS X: Beginning

Get hands-on training with the Mac’s latest user-friendly operating system. Learn the basics of file management, navigating the Finder, setting up the Dock, customizing preferences, creating and saving files and backing up your computer. Become familiar with the concepts of peripherals, utility applications and cloud computing with iCloud. **Note:** See the Course Skills Assessment for this class on our website at digitalarts.unm.edu. **Prerequisite:** 54010 or equivalent experience.

$249   For: 9 hours

FAA-PD:  Oct 17-24    MW  8:00am-11:00am

Joshua Martinez

Course Skills Assessments  See our website for Course Skills Assessments for the Beginning Windows and Mac classes (51101 or 54101).
54102 Mac OS X: Intermediate
Go beyond the basics to get the most out of your Mac Operating System. Take a closer look at OS X and its many customization options. Topics include an in-depth coverage of OS X organization, creating and managing user accounts, OS X utilities, best practices for installing and updating applications, and troubleshooting. **Prerequisite:** 54101 or equivalent experience.

$249 For: 9 hours
FAA-PD: Nov 14-21 MW 9:00am-12:00pm
*Joshua Martinez*

54305 Navigating the iPad
For many, the Apple iPad is becoming the personal computer of choice. Discover what makes the iPad a valuable extension to your computer experience or why you might replace your traditional computer altogether. Learn about its intuitive touch interface Gestures, how to work with apps, configure basic settings, and explore other features unique to this device. **Prerequisite:** Basic computer experience.

$149 For: 6 hours
FAA-PD: Nov 12 Sa 9:00am-3:00pm
*Chase Allard*

See page 31 and 36 for Apple Authorized Training classes and exams.

### Available Discounts and Financial Aid
Purchase three or more classes at one time and receive a 10% discount. Additional discounts may be available. Ask at the time of registration about any applicable discounts. Some restrictions may apply.

Contact the Program Supervisor for current information on loans and financial aid.
Digital Arts Classes

GRAPHIC DESIGN AND VISUAL COMMUNICATION

55101 Graphic Design I
Learn to create an effective layout for any graphic design project. Discover the principles of design for clear and attractive visual communication. Topics include an introduction to advertising, publication, and web design; logos and letterhead packages; layout; typography; and color theory. Note: Equipment and materials cost about $25; a materials list will be available the first day of class. Prerequisite: None. Suggested: 55201.
$249 For: 9 hours
FAA-PD: Sep 15-29 Th 6:00pm-9:00pm
Zac Van Note

55102 Graphic Design II
Build on the design principles introduced in the introductory class. Learn effective visual communication through the use of marketing standards, color, creativity and graphic style. Estimating, art direction and working with clients and vendors are also addressed. Students complete comprehensive layouts for a project of their choice. Equipment and materials cost about $25. A materials list will be available the first day of class. Prerequisite: 55101 or equivalent experience.
$249 For: 9 hours
FAA-PD: Oct 13-27 Th 6:00pm-9:00pm
Zac Van Note

Graphic Design for Teens (ages 12-17) DA YOUTH
Every day, you are surrounded by graphic design: ads, posters, websites, signs, books, and so much more. And all of it is created by graphic designers. Graphic designers combine concepts, images and words to help people communicate with each other. In this class, you’ll learn how to mix pictures, shapes, typography, color and (most importantly!) your ideas into powerful visuals that can inform, influence and even inspire people. Prerequisite: Basic computer experience.
Course: 17210 $195 For: 3 sessions
FAA: Nov 5-19 Sa 9:00am-12:00pm
Kevin Glasgow
55103 Typography

Typography, the art and craft of selecting and setting type, can make or break a layout. Focusing on the critical awareness of type, topics include the history of type and its language, how to choose and specify type, type categories, type as a visual element, creative typography, and type design. **Note:** Equipment and materials cost about $25; a materials list will be available the first day of class. **Prerequisite:** 55101 or equivalent experience.

$249 For: 9 hours
FAA-PD: Nov 3-17 Th 6:00pm-9:00pm

**Note:** This class is offered only in the fall.

*Zac Van Note*

55201 Drawing to Illustration Basics

Develop a solid foundation in freehand drawing that will enhance your abilities in any visual communication project. Learn perspective drawing, how to use line, value, contrast, light and shadow to capture simple and complex shapes. Move on to illustration techniques to create professional black and white illustration from concept to final rendering using media such as pencil, pen and ink, acrylic and gouache. **Note:** Equipment and materials cost about $40; a materials list will be included on your registration receipt. Please bring these materials to the first class session. **Prerequisite:** None.

$249 For: 9 hours
FAA-PD: Oct 1-15 Sa 1:00pm-4:00pm

**Note:** This class is offered only in the fall.

*Zac Van Note*

55204 Illustration: Transitioning to the Computer **NEW**

Migrate your photos and hand drawn art into Adobe computer illustration programs to create electronic art! Learn how to enhance photos and sketches in Photoshop, then use them to create illustrations in Illustrator. Utilize paint, brush and pen tools, apply effects, and build a painting palette with color tables and blends to build finished computer illustrations. **Prerequisites:** 56211 and 56311 or equivalent experience.

$249 For: 9 hours
FAA-PD: Oct 22-Nov 5 Sa 1:00pm-4:00pm

*Thomas Gagliano*

55322 History of Photography

This class provides a fascinating historical overview of photography from its beginnings in the nineteenth century to the advanced applications of today’s digital photography. We’ll explore the significant trends in technology, aesthetics, journalism and scientific applications. A field trip to a local gallery or museum may be arranged. **Note:** Materials cost about $5; a materials list will be available the first day of class. **Prerequisite:** None.

$249 For: 9 hours
FAA-PD: Dec 6-20 T 6:00pm-9:00pm

**Note:** This class is offered only in the fall.

*Dan Noyes*
4900422 Infographics—Online  \<NEW\>

After taking this course in “Infographics”, students will be exposed to a powerful, concise way to present information. The course begins with a history of Infographics and the types of infographics used in Business, Education and Industry. Students will be exposed to Pinterest and other web-based sources of infographics. The course proceeds to an exposure to various user-friendly infographic creation websites. Students will learn the basics of designing infographics and be able to make their own simple infographic.

$195  For: 16 hours

FAA-PD:  Nov 7-Dec 2  Self-Paced Online

Jeff Kritzer, UGotClass

BUSINESS, MARKETING, SOCIAL MEDIA

55604 Writing and Editing for Print and Web  \<UPDATED\>

Enhance your company’s image with copy that attracts attention and wins new customers. Learn the basics of copywriting techniques for print advertisements, direct mail, broadcast, sales literature, public relations and electronic media. Emphasis is placed on developing a creative strategy, market position and segmentation, writing for the buying cycle, messaging and persuasive writing. In addition, we analyze landmark creative campaigns from some of the world’s most successful companies. Suggested Text: The Copywriter’s Handbook by Robert W. Bly. Prerequisite: None.

$195  For: 7 hours

FAA-PD:  Nov 2-16  W  6:00pm-8:00pm

Sonja Dewing

55605 Social Media: Facebook, Twitter and LinkedIn

Social media supports the human need for social interaction with other people using the Internet to broadcast media, dialogue and content. Learn the basics of using Facebook and get an overview of how Twitter and LinkedIn compare. Topics include finding the right site, choosing how to use a site, creating a profile, searching for contacts, establishing relationships, and learning online behavior. Note: To learn about using social media for business and marketing, see 55631. Prerequisite: 51101 or 54101 or basic computer experience.

$95  For: 3 hours

FAA-PD:  Dec 3  Sa  1:00pm-4:00pm

Virginia DeBolt

Get Ahead with a Tutorial Elective

A two-hour one-on-one session with the instructor of your choice can be scheduled if you have attended a five-hour or longer class in the same topic. Call 505-277-6037 to schedule a day and time that is convenient for you. $195.
55615 Web Analytics with Google

Google Analytics is the most popular tool available for measuring traffic on your website. Learn about web analytics and how to use Google Analytics to get a quantitative understanding of how well your website is meeting your business needs. Evaluate the effectiveness of your search engine optimization and social media strategies; spot “pain points” that keep a visitor from converting to a customer; and develop a continuous quality improvement process for your site. We’ll look at the reports Google Analytics generates, how to interpret them, how to set and review Performance Benchmarks, and how to use visitor data to drive improvements to your website. **Prerequisites:** 51101 or 54101 or basic computer experience, and Internet experience.

$125  For: 5 hours  
FAA-PD:  Oct 3-5  MW  6:00pm-8:30pm  
Sonja Dewing

55620 Search Engine Optimization

Apply the techniques used in web marketing to get your site listed on the first page of search engine results. Learn how to determine which keywords and phrases will bring the most traffic to your site, and learn how to incorporate them in search-engine-friendly ways. In addition, learn how to use pay-per-click marketing for quick results. **Prerequisite:** 51101 or 54101 or basic computer experience, and Internet experience.

$125  For: 5 hours  
FAA-PD:  Dec 13-15  TTh  6:00pm-8:30pm  
Note: This class is offered only in the fall.  
Zac Van Note

55624 Starting an Art Business

Do you want to start your own small business? Get information about the complete process: defining your product or service, determining your customer base, the basics of a business plan, tax and licensing requirements, marketing and pricing strategies. A discussion about accounting and bookkeeping is also included. **Prerequisite:** None.

$125  For: 5 hours  
FAA-PD:  Oct 25-Nov 1  T  6:00pm-8:30pm  
Pat Berrett

55631 Marketing with Social Media I

Expand awareness for your business or job search by combining traditional and social media. Market 24/7 with an Internet storefront showcasing who you are and what you do. Learn about a range of tactics that can help you stand out: Facebook, Twitter, LinkedIn, Google+, Pinterest, plus social bookmarking, blogs, YouTube and many other options add exposure to your website. Take charge of your Internet reputation. Focus on strategies for distinguishing your company from that of your competition or ways to stand out as a job applicant. **Prerequisite:** None. Suggested: 55605.

$195  For: 7 hours  
FAA-PD:  Nov 7-21  M  6:00pm-8:00pm  
Mary Ellen Merrigan
55632 Marketing with Social Media II
Go beyond tweets, likes and plus 1’s as you focus on your customer and their needs. Refine your social media purpose and discover creative ways to use Twitter, Pinterest, Google+ and YouTube for business with content, timing, special tips and tools. Learn to take your business beyond superficial pages and posts that will continue to provide ROI as you review integrated social media campaigns, audit your own social media, develop a synchronized editorial calendar and a social media checklist. Prerequisite: 55631.

$195 For: 7 hours
FAA-PD: Nov 28-Dec 12 M 6:00pm-8:00pm
Mary Ellen Merrigan

55633 Social Media: Marketing Trends NEW
Instagram, Periscope, Blab, SnapChat and Tumbler are more than the next frontier in social media marketing. These fast-growing channels connect your business with an audience that demands highly personal and engaging interactions. Learn the principles of success for these popular channels and understand how they can help you get better results from your marketing efforts. Get an overview of the apps, tools and systems and find out the best approach to integrating them into your marketing plan. Prerequisite: None. Suggested: 55605.

$125 For: 5 hours
FAA-PD: Sep 21-28 W 6:00pm-8:30pm
Mary Ellen Merrigan

55634 Marketing with Social Media—Online
Expand awareness for your business or job search by combining traditional and social media. Market 24/7 with an Internet storefront showcasing who you are and what you do. Learn about a range of tactics that can help you stand out: Facebook, Twitter, and LinkedIn, Google+, Pinterest, plus social bookmarking, blogs, YouTube and many other options that add exposure to your website. Take charge of your Internet reputation. Focus on strategies for distinguishing your company from that of your competition or way to stand out as a job applicant. Prerequisite: None. Suggested: 55605.

$195 For: 7 hours
FAA-PD: Oct 4-25 Self-Paced Online
Note: This class is online. Login information will be emailed to you approximately 24 hours before class starts.
Mary Ellen Merrigan

Master Certificates
For a list of certificate programs in Digital Arts and Computers/IT, see page 3. For complete certificate requirements and costs, see our website at ce.unm.edu.
55643 Creating Compelling Online Promotional Videos

With the growing trend of online marketing, videos are one of the most powerful tools in this medium. Learn about the different types of videos that can be created to help promote a business on websites and in social media. From testimonials to interviews, discover which are best to use and how to create compelling content for each. Discuss key tips on how to become more comfortable in front of the camera and how to improve the quality of video content. **Prerequisite:** None.

$195 For: 7 hours

FAA-PD: Oct 13-27 Th 6:00pm-8:00pm

Diane Villegas

55646 Writing an Effective Press Release **NEW**

Get a complete guide to writing effective press releases for your business, product launch, website, or event, including both traditional and SEO press release strategies. Learn how to identify journalists and social media sites to target, how to answer the essential questions in every press release, and how to structure and present your release while keeping it short and simple. Get guidance on how to write clearly and effectively, using the language of your target market and when to use photos and quotes. **Prerequisite:** None.

$95 For: 3 hours

FAA-PD: Oct 5 W 6:00pm-9:00pm

Carol March, MA

55701 Projects in Digital Arts

Synthesize the material learned in the Digital Arts Program with the individual attention needed to fill in any gaps. This course is designed for the advanced Digital Arts student who has the skills necessary to plan and produce a portfolio project. A project is chosen at the first meeting, so bring your ideas. Students create at least one portfolio piece to be displayed or published. **Notes:** Cost of materials varies; materials will be discussed the first day of class. This class offers service learning. **Prerequisite:** Any Level I Digital Arts certificate or equivalent experience.

$295 For: 12 hours

FAA-PD: Sep 8-Dec 1 Th 5:30pm-8:30pm

Note: Class dates are Sep 8, Oct 6, Nov 3, Dec 1.

Caroline Orcutt

4900313 Boosting Your Website Traffic—Online

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

Course: 4900313 $195

For: 16 hours

FAA-PD: Oct 3-28 Self-Paced Online

Dan Belhassen, UGotClass
4900423  **Inbound Marketing Certificate—Online**  
Inbound marketing is a way to help potential customers find you through organic search. It is a process of using your website in a way that attracts visitors naturally through search engines, the blogosphere, and social media. Inbound marketing is more effective than out-bound marketing, where you push sales messages to your potential customers. Inbound marketing is the future of the way we market in the 21st century. Discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales.  
Course: 4900423  
For: 48 hours  
FAA-PD: Sep 6-Dec 2  
Self-Paced Online  

PHOTOGRAPHY AND VIDEOGRAPHY

**55752 Digital Cameras: Buying the Right Camera**  
Whether you’re looking to buy your first digital camera or upgrade your existing digital camera, you’ll want to make the right choice. Gain the information you need to make a decision that’s right for your professional or personal photography goals by discussing camera features such as megapixels, zoom values, JPG and RAW file formats and manual versus point and shoot capabilities. Learn about the differences between various memory cards, batteries, lenses, and other key accessories that will allow you to make the most out of your future camera investment. Note: To learn how to use your digital camera, see 55751 or 55801. Prerequisite: None.  
$95  
For: 3 hours  
FAA-PD: Oct 1  
1:00pm-4:00pm  
Pat Berrett

**55781 Digital Photography Basics**  
Learn the basics of photography as you explore the capabilities of your digital camera. Discover what aperture, shutter speed and ISO are and how they affect your photographs. Find out how and when to use flash, and experiment with photographic composition to get the most out of your camera--and yourself! Recommended for those new to photography as well as film photographers who want to make the switch to digital. Note: Bring your camera, manual and extra batteries to class. Prerequisite: None. Required Equipment: Digital camera (any type).  
$125  
For: 5 hours  
FAA-PD: Oct 22-29  
1:00pm-3:30pm  
Pat Berrett

Veterans, National Guard, active duty military and families—take advantage of your educational benefits by pursuing a career-oriented certificate. See the Student Services tab on our website at ce.unm.edu for details.
55782  Photography Composition  BEGINNER//SERIES

One definition for photographic composition is simple: the pleasing selection and arrangement of subjects within the picture area. In general, good pictures result from careful attention to some basic elements of composition together with appropriate lighting and an interesting subject. Become familiar with the practical applications of the key elements of composition to improve your photography: point of interest, simplicity, contrast, balance, framing, viewpoint, movement, diagonals and rule of thirds. **Prerequisite:** None.

$125  For: 5 hours
FAA-PD:  Nov 19-Dec 3  Sa  1:00pm-3:30pm
*Pat Berrett*

55783  From Camera to Computer  BEGINNER//SERIES

Make the transition from camera to computer. Learn how to download photos from your camera to your computer, how to best organize and archive photos, and how to protect your photos from losing image quality. Discuss optimum workflow patterns in order to start with best practices so that your photos are protected, manageable and accessible. **Prerequisite:** 51101 or 54101 or basic computer experience.

$95  For: 3 hours
FAA-PD:  Dec 1  Th  6:00pm-9:00pm
*Mary Elkins*

55801  Photography with a Digital Camera I

Embark on a photography adventure that will allow you to make the best use of the basic capabilities of your digital camera for professional or personal use. Learn the intricacies behind aperture, shutter speed and ISO and how they can change the outcome of your photographs. Discover how great pictures result from careful attention to basic elements of photographic composition along with the best use of lighting and an intriguing subject. **Note:** Bring your camera, manual and extra batteries to class. **Prerequisite:** None. **Required Equipment:** Digital camera (any type).

$249  For: 9 hours
FAA-PD:  Sep 10-24  Sa  1:00pm-4:00pm
Lisa Tannenbaum
FAA-PD:  Sep 13-27  T  5:30pm-8:30pm
*Pat Berrett*
FAC-PD:  Oct 10-24  M  6:00pm-9:00pm
Barak Naggan
55802 Photography with a Digital Camera II
Continue to unfold the beauty and joy of digital photography. Fine-tune your photographic skills by understanding how you can set up your shots to get consistently good results and by practicing new composition techniques. Learn the basics of product photography, including how to set up shots for the Web, eBay and/or arts and crafts shows. Make the most of your camera through a deeper understanding of how the digital imaging system works and enhance your creative control over the image in printing and electronic display. Note: Bring your camera, manual, and extra batteries to class. Prerequisite: 55801 or equivalent experience. Required Equipment: Digital camera (any type).

$249 For: 9 hours
FAA-PD: Oct 4-18 T 6:00pm-8:00pm
Field Trip: Oct 15 Sa 9:00am-12:00pm
Note: Required field trip: Sa, Oct 15, 9am-12pm.

Pat Berrett

55809 Cell Phone Photography
You have your phone with you almost every waking moment. Learn to use all of the features in the camera, whether it is an iPhone or and Android phone. Get a camera primer on focus, exposure and white balance, a photography primer on the importance of light and composition, and an introduction to key tools and apps. In addition, we'll cover tips for sharing images. Note: Bring your iPhone or Android phone and charger to class. Prerequisite: None. Required Equipment: Cell phone with photo capabilities.

$125 For: 5 hours
FAA-PD: Sep 26-Oct 3 M 6:00pm-8:30pm

Pat Berrett

55810 Using Natural Light in Digital Photography
Take advantage of natural light, regardless of the situation, while improving your compositional skills. Practice and improve your knowledge of digital photography with local field trips and subsequent critiques. Find out how to take better photos, without having to buy an expensive and complicated camera and without getting bogged down in a lot of technical details. Note: Bring your camera, manual and extra batteries to class. Prerequisite: 55801 or equivalent experience. Required Equipment: Digital camera (any type).

$249 For: 9 hours
FAA-PD: Oct 12-26 W 6:00pm-8:00pm
Field Trip: Oct 15 Sa 1:00pm-4:00pm
Note: Required field trip: Sa, Oct 15, 1pm-4pm.

Mary Elkins
55813 Photography with a Digital Camera—Online NEW

Embark on a photography adventure that will allow you to make the best use of the basic capabilities of your digital camera for professional or personal use. Learn the intricacies behind aperture, shutter speed and ISO and how they can change the outcome of your photographs. Discover how great pictures result from careful attention to basic elements of photographic composition along with the best use of lighting and an intriguing subject. Prerequisite: None. Required Equipment: Digital camera (any type), manual, extra batteries.

$249 For: 9 hours
FAA-PD: Nov 7-21 Self-Paced Online

Note: This class is online. Login information will be emailed to you approximately 24 hours before class starts.
Pat Berrett

55822 Professional Lighting Techniques for Digital Photography

Create exceptional digital photographs by increasing your understanding of light. The quantity and quality of light directly affect the outcome of your photographs. Discover how to see light and then determine how the camera will respond to that light. Learn about ISO, exposure, white balance, color temperature, and color spaces. Setting up lighting equipment on location and in the studio will be covered, including basic studio lighting in your home or office. Prerequisite: 55801 or equivalent experience, must have a digital camera with manual capabilities.

$249 For: 9 hours
FAA-PD: Nov 29-Dec 13 T 6:00pm-9:00pm
Pat Berrett

55828 Creating Depth in Digital Photography

Create a strong sense of depth in your photos by utilizing in-camera controls and making the most of photographic opportunities. Topics include the use of aperture and focal length to control depth of field and a comprehensive understanding of how light, background and textures can be used to make your images pop. Prerequisite: 55801 or equivalent experience. Required Equipment: Digital camera with manual capabilities.

$249 For: 9 hours
FAA-PD: Oct 6-20 Th 10:00am-1:00pm
Barak Naggan

Customize Your Certificate

If you have prior experience in a particular topic or you have specific goals in mind, you may customize your certificate curriculum with approval from the department. Contact the program supervisor to schedule an advisement appointment.
55830 Digital Black and White Photography
Explore creative techniques to create interesting and artistic black and white photographs using a digital camera. Discuss unique methods of exposure to develop various moods for your subject. Learn the benefits of photographing in JPEG and RAW, and when to utilize in-camera digital techniques to enhance your black and white photograph. Basic black and white developing utilizing Adobe Lightroom will be discussed. Composition techniques and lens selection will also be covered. **Prerequisite:** 55801 or equivalent experience, must have a digital camera with manual capabilities.

$249 For: 9 hours
FAA-PD: Nov 30-Dec 14 W 6:00pm-8:00pm
Field Trip: Dec 3 Sa 9:00am-12:00pm
**Note:** Required field trip: Sa, Dec 3, 9am-12pm.
Mary Elkins

55833 Macro Photography
Journey to the magical world of extreme close-ups. Macro photography involves photographing a very small object or detail close-up in such a way that they can be reproduced greater than life size. Using specialized lenses or attachments to existing lenses, create intriguing images from various every day objects. Lighting and depth of field specifically in relation macro photography will be discussed. **Prerequisite:** 55801 or equivalent experience. **Required Equipment:** Digital camera with manual capabilities and tripod.

$249 For: 9 hours
FAA-PD: Nov 8-22 T 6:00pm-8:00pm
Field Trip: Nov 12 Sa 1:00pm-4:00pm
**Note:** Required field trip: Sa, Nov 12, 1-4pm.
Pat Berrett

55836 Aerial Photography
In the past, aerial photography had to be shot from manned aircraft. The hugely expanding field of Unmanned Aerial Systems (or drones) has opened up new opportunities for aerial photographers. Drones can make citizens feel like masters of the sky while the FAA scrambles to keep up with regulating unmanned aircraft. Take a close look at these gadgets, how they work, why they are in such demand, and why safety is so important yet so often overlooked. We will discuss the process of flying the drone, operating the camera, downloading the footage and editing it. Weather permitting, a flight demo will be included. **Prerequisite:** 55801 or equivalent experience.

$95 For: 3 hours
FAA-PD: Nov 17 Th 6:00pm-9:00pm
Mary Elkins

55911 Digital Videography I
Develop your technical and creative skills as a digital videographer. Learn how to achieve satisfying and professional-looking footage using your own digital video camera. Implement some basic skills and shooting techniques. Topics include: video formats, camera capabilities, features and operation, camera control, movement and composition, types of shots that make up a scene, sound,
light, and how to shoot with editing in mind. **Note:** Bring your camera, manual and extra batteries to class. **Prerequisite:** Working knowledge of your camera. **Required Equipment:** Digital video camera (any type) or digital stills camera with video mode.

$249 For: 9 hours
FAA-PD: Oct 6-20 Th 2:00pm-5:00pm
Barak Naggan

**ADOBE CREATIVE SUITE**

**56005 Discover the Adobe Creative Suite  ** BEGINNER//SERIES

Adobe created this outstanding Creative Suite of programs: InDesign CC, Illustrator CC, Photoshop CC, Dreamweaver CC, Flash Professional CC, Bridge and Acrobat. This class is designed to provide a hands-on overview of these programs in order to help you make the most of your creative ideas. Whether you’re using Mac or Windows, discover how the Adobe Creative Suite of programs allows you to design beautiful layouts, create great illustrations, edit your photos, build Web sites, work with interactive animations, optimize graphics and more. **Prerequisite:** Basic computer experience.

$195 For: 7 hours
FAA-PD: Sep 20-22 TTh 6:00pm-9:30pm
Adele Gangai

**56012 Scanning and Digitizing Photos  ** BEGINNER//SERIES

Whether you’re scanning photographic prints, negatives, slides or other originals, gain the information you need to buy and use a variety of scanners. Learn the basics of scanning, how to choose the right scanner, and how to use scanners with popular software programs like Photoshop or Photoshop Elements. **Prerequisite:** Basic computer experience.

$95 For: 3 hours
FAA-PD: Dec 7 W 6:00pm-9:00pm
Denise Weaver Ross

**56041 Photo Editing: Basics  ** BEGINNER//SERIES

Improve your photos with simple photo-editing techniques used by amateurs and professionals alike. Learn to rotate, crop, and enhance your digital photos for sharing and presentation. Discover the distinctions between different popular photo-editing programs and discuss various file formats, such as JPG, TIFF and camera RAW to determine which programs and formats best suit your work and support best practices. **Prerequisite:** Basic computer experience.

$125 For: 5 hours
FAA-PD: Sep 20-22 TTh 2:00pm-4:30pm
Denise Weaver Ross
56045 Create a Flyer with InDesign **BEGINNER/ SERIES**

Learn how to design and produce a flyer with Adobe InDesign that you can print and hand out, email in PDF form or send to a commercial printer for output. InDesign is a highly versatile tool for creating flyers and ads and other documents that grab attention with colorful imagery, striking graphics and attractive typography. Get an introduction to the tools and techniques for flyer-creation, including document set-up, character formatting, importing and sizing graphics, and page layout tips. **Prerequisite:** Basic computer experience. $195  For: 7 hours

**FAA-PD:** Oct 11-13  TTh  6:00pm-9:30pm

Adèle Gangai

56101 Computer Graphics: Raster and Vector Art

Explore the differences between raster and vector graphics and determine which is best for each project. Understand key file formats such as TIFF, JPEG, EPS, PDF, native, RAW data, and discover how they import work within Adobe and other software programs. Additional topics include RGB, CMYK, spot and Web color systems and digital camera resolution conversions. This course provides important foundation information for all graphics software used in digital arts. **Note:** See Course Skills Assessment on our website at digitalarts.unm.edu. **Prerequisite:** 51101 or 54101 or basic computer experience.

$249  For: 9 hours

**FAA-PD:** Sep 7-14  WM  6:00pm-9:00pm

Denise Weaver Ross

**FAB-PD:** Oct 24-28  MWF  2:00pm-5:00pm

Adèle Gangai

56121 InDesign: Beginning

Learn cutting-edge page layout with Adobe InDesign. Get an introduction to how a page layout program works and learn the basic tools and techniques. We cover character formatting, editing and linking text blocks, and importing text and graphics from other applications. In-class exercises emphasize the basic principles of typography and page layout. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101.

$249  For: 9 hours

**FAA-PD:** Sep 6-13  TTh  6:00pm-9:00pm

Adèle Gangai

**FAB-PD:** Nov 28-Dec 2  MWF  2:00pm-5:00pm

Adèle Gangai

56122 InDesign: Intermediate

Refine your InDesign skills with in-depth use of text and graphics, including tools for paragraph formatting, tabs, paragraph and character styles, text wrap, and working with imported graphics. We also focus on working with multi-page layouts, including Master Pages, automatic page numbering, and the Pages palette. Students work on a newsletter in class. Basic preparation of your document for a commercial printer will be discussed. **Prerequisite:** 56121 or equivalent experience.
Course: 56122  
$249  
For: 9 hours
FAA-PD: Sep 27-Oct 4  TTh  6:00pm-9:00pm  
Adele Gangai

**56123 InDesign: Advanced**

Increase your InDesign efficiency, and learn professional page layout tricks. Create long documents quickly using multiple Master Pages, sectioning, table of contents and index creation tools, and multi-file books. Data merge, libraries, Bezier drawing tools, tables, advanced typography techniques, an in-depth use of color, and prepress features are also covered. **Prerequisite:** 56122.

$249  
For: 9 hours
FAA-PD: Nov 8-15  TTh  6:00pm-9:00pm  
Adele Gangai

**56124 InDesign: Expert**

Advance your skills to cutting edge communication design projects. Learn techniques that will optimize your designs with quicker setups, object management, and best practices for adding images and type. Refine your long document skills with an in-depth study of character and paragraph styles, table of contents creation, complex text wraps and automating files. Use special effects, manage complex paths and learn about snippets and libraries. Get ready for professional printing with preflight and package options. **Prerequisite:** 56123.

$249  
For: 9 hours
FAA-PD: Dec 8-15  TTh  6:00pm-9:00pm  
Adele Gangai

**56128 InDesign: Online Portfolios**

An online portfolio is a must for designers and anyone who creates visual media. Learn how to showcase your work by creating an online portfolio using InDesign’s interactive features—all without knowing any code! Topics include creating galleries, buttons, hyperlinks, animation, and adding audio and video for a truly dynamic interactive portfolio. Students will create an online portfolio in class. **Prerequisite:** 56121 or equivalent experience.

$249  
For: 9 hours
FAA-PD: Oct 27-Nov 3  TTh  6:00pm-9:00pm  
Adele Gangai

**56181 Acrobat Pro: Working with PDFs**

Utilize the note-making and markup capabilities of Acrobat Pro to make notations to documents for editing and updating. Set up navigation features to make it easy for users to link to other pages, web pages, or other PDFs. Learn how to create electronic forms. Discover how a PDF opens for a user, how to make limited text changes in a PDF, and embed media such as audio and video. **Prerequisite:** 51101 or 54101 or basic computer experience.

$249  
For: 9 hours
FAA-PD: Oct 26-Nov 2  MW  8:00am-11:00am  
Joshua Martinez
56211 Illustrator: Beginning
Use Adobe Illustrator to create vector art in both color and black and white. Learn the basic tools and techniques, including geometric and freeform drawing tools, transformation tools and path editing, paint and type tools, and exporting art for output. Special emphasis is given to the ways Illustrator facilitates drawing. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101.
$249 For: 9 hours
FAA-PD: Sep 27-Oct 4 TTh 2:00pm-5:00pm
Aaron Barreras

56212 Illustrator: Intermediate
Delve deeper into the creative power and the productive rewards of computer illustration. Topics include creating and using gradients, advanced type use, an in-depth look at Illustrator’s color controls, and plug-in filters. Several illustrations and single-page displays are presented for use in class. **Prerequisite:** 56211 or equivalent experience.
$249 For: 9 hours
FAA-PD: Oct 18-25 TTh 2:00pm-5:00pm
Aaron Barreras

56213 Illustrator: Advanced
Learn advanced computer illustration techniques such as blending, masking, compound paths, pattern fills, importing art from other programs, and using layers. Discuss advanced output topics, including trapping and separations. Students practice putting these techniques together to create complex illustrations. **Prerequisite:** 56212.
Course: 56213 $249
For: 9 hours
FAA-PD: Nov 29-Dec 6 TTh 6:00pm-9:00pm
Aaron Barreras

56218 Drawing with Illustrator NEW
Secure online transactions and protect your personal information with the use of virtual machine technology. Launch a safe and secure work environment each time you conduct online business. Learn what virtual machines are, what platforms are available and how to setup, launch and use virtual machines. Most importantly, find out how to take advantage of virtual machines to conduct online transactions that include personal information. **Prerequisite:** $95
For: 3 hours
FAA-PD: Dec 8 Th 2:00pm-5:00pm
Aaron Barreras

56311 Photoshop: Beginning
With Adobe Photoshop you can do everything from retouching photos to creating original illustrations and collages with raster images. Apply lighting and color corrections and correct lens distortions to enhance your photos. Learn about the importance of camera RAW files and how to process them. Use the retouching tools, painting techniques and basic filters to improve or alter your
photos. Additional topics include file formats, working with type, using Adobe Bridge, and an introduction to basic selections and layers. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101.

$249 For: 9 hours  
FAA-PD: Sep 6-13 TTh 2:00pm-5:00pm  
Aaron Barreras  
FAB-PD: Sep 19-26 MW 6:00pm-9:00pm  
Denise Weaver Ross

### 56312 Photoshop: Intermediate

Learn advanced selection methods to selectively adjust images. Work with a variety of layer techniques to combine, enhance and transform your images. Organize and cross-index your image collection with Bridge. Learn about color modes, photo touchup and restoration techniques. In addition, further explore the power of Adobe Camera Raw. **Prerequisite:** 56311 or 56331 or equivalent experience.

$249 For: 9 hours  
FAA-PD: Oct 10-17 MW 6:00pm-9:00pm  
Denise Weaver Ross

### 56313 Photoshop: Advanced

Navigate Photoshop like the pros! Discover advanced techniques for enhancing photographs and compositing images, advanced use of layers (layer masks, layer comps, smart objects, smart filters), advanced selections and special effects with channels, automating and batch processing. The course includes exercises in enhancing a variety of images and creating complex collage-based art. **Prerequisite:** 56312.

$249 For: 9 hours  
FAA-PD: Nov 2-9 MW 6:00pm-9:00pm  
Denise Weaver Ross

### 56314 Photoshop: Expert

Take your Photoshop skills to the next level with new features and powerful ways to combine existing tools. Explore creative ways to apply filters, including Smart Filters, Filter Gallery and new filters like the Blur filters, Shake Reduction filter, Oil Paint filter. Discover new ways to use Noise Reduction and Lighting Effects. Push the envelope with the puppet warp, animation and video tools. Explore the richness of high dynamic range (HDR) features to enhance your photos. Master selections with Layer Masks and enhancements to the Refine Edge command. Explore advanced layer capabilities, including layer masks, vector masks, labeling, grouping and searching for layers. **Prerequisite:** 56313.

$249 For: 9 hours  
FAA-PD: Nov 28-Dec 5 MW 6:00pm-9:00pm  
Denise Weaver Ross
56315 Photoshop and Illustrator: Advanced Graphics  NEW

When it comes to digital illustrations and design possibilities, it’s impossible to match the flexibility and depth of Illustrator and Photoshop. Learn how to seamlessly create artwork across both programs. With the newest versions of software, these tools are more integrated than ever. From Smart Objects to Illustrator’s new color tools, learn how to get the most out of this powerhouse combo. **Prerequisites:** 56211 and 56311 or equivalent experience.

$249  For: 9 hours

FAA-PD:  Nov 10-17  TTh  6:00pm-9:00pm

Thomas Gagliano

56331 Photoshop Elements: For the Digital Photographer

Use Photoshop Elements (an inexpensive version of Photoshop) to color-correct, crop, and fine-tune your photographs. Add text and other enhancements to your photos, and explore several methods of sharing them, including via email and printing. Understand the differences between JPEG, TIFF, and camera RAW formats, and discuss the basics of color management. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101.

$249  For: 9 hours

FAA-PD:  Oct 6-13  TTh  2:00pm-5:00pm

Note: This class is Windows only.

Denise Weaver Ross

56334 Photoshop Elements: Digital Scrapbooking  NEW

Learn to use Photoshop Elements for digital scrapbooking or digital art projects. Create unique page layouts and add complementary embellishments, including buttons, tags, and edge effects. Use layers, transparencies, and effects to push your images to the next level and output them for your personal enjoyment or for social media. **Prerequisite:** 56331 or equivalent experience.

$249  For: 9 hours

FAA-PD:  Nov 15-22  TTh  2:00pm-5:00pm

Denise Weaver Ross

56361 Lightroom: Beginning

Adobe Lightroom is an ideal photo editing tool for beginners and seasoned photographers alike. With Lightroom, getting your photography into the digital workflow on your computer is easier than ever. Import, process, manage, and showcase your images from one shot to an entire shoot. Enjoy tight integration with Photoshop allowing you to quickly make changes and then see the updated effects in Lightroom. Learn how to import photos, organize them, make changes and color corrections, and use Lightroom to present your images to an audience. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101.

$249  For: 9 hours

FAA-PD:  Oct 18-25  TTh  6:00pm-9:00pm

Mary Elkins
56365 Lightroom and Photoshop: Photo Finishing Techniques • NEW

Finish your photos to portfolio quality by using Lightroom and Photoshop together. Find out how these programs work together to allow you to make subtle to dramatic changes to your images that add to the overall quality of your body of work. Follow best practices for making selections, using adjustment layers and masks, cloning out distracting elements and transformation and cropping techniques. Work on your own photographs in class to get a sense of what techniques will best enhance your personal style of imagery. **Prerequisites:** 56311, 56361. Suggested: 56312.

$249 For: 9 hours

FAA-PD: Dec 6-15 TTh 6:00pm-8:00pm

Mary Elkins

56392 Color Theory in Digital Media

Color is a critical part of design--whether your project is destined for print, web, video or other media. A clear understanding of color theory and practical applications is the key to using color with confidence. Learn to apply theory in digital applications, including Photoshop, Illustrator, InDesign, Flash, Dreamweaver and more. Learn the differences and applications for Pantone, CMYK, RGB, Hexadecimal colors, and other important color tools. The psychology of color and color harmonies are also addressed. **Prerequisite:** 56101 or equivalent experience.

$149 For: 6 hours

FAA-PD: Nov 7-9 MW 2:00pm-5:00pm

Adele Gangai

VIDEO EDITING, ANIMATION, MULTIMEDIA

57151 Captivate: Building Instructional Media

Adobe Captivate provides quick and easy ways to create training objects for computer-based training or web-based training (CBT/WBT). Explore the easy-to-learn tools for creating presentations, software demonstrations, quizzes and more. In addition, learn how using Captivate will assist in making your training 508 compliant. Best practices for creating CBT or WBT are also discussed. **Prerequisite:** 51101 or 54101 or basic computer experience.

$249 For: 9 hours

FAA-PD: Nov 28-Dec 5 MW 8:00am-11:00am

Joshua Martinez
**57171 Camtasia: Beginning**  NEW

Camtasia is a fun and innovative application for sharing a professional-looking screencast for software demonstrations, interactive eLearning projects and more. Discover how to capture a video, add animated titles and themed callouts, and zoom and pan the screen. Use various audio and video editing tools for sound and visualization effects. Learn how to handle mistakes with ease, create interactive quizzes, and work with captions and PowerPoint slides. Finally, publish your video or eLearning project for everyone to view. **Prerequisite:** 51101 or 54101 or equivalent experience.

$249 For: 9 hours

**FAA-PD:** Nov 22-Dec 1 TTh 6:00pm-9:00pm  
*Tanya Doll*

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**57201 3D Modeling**

Get an introduction to the basics of 3D modeling, which can then be used for design, animation, games, virtual reality and 3D printing. Learn how to make simple 3D scenes, add depth to imported vector artwork, sculpt with virtual brushes and use Photoshop to paint textures. Explore concepts using industry standard programs such as Maya, Cinema 4D or Blender to see how the techniques apply across a variety of software and styles. Additional topics include file formats and how to prepare your models for use in other software or for export to 3D printing. **Prerequisite:** 56101 or 56211 or 56311.

$295 For: 9 hours

**FAA-PD:** Nov 1-8 TTh 6:00pm-9:00pm  
*Aaron Barreras*

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**FREE information session open to the public.**

**Online Promotional Videos**

With the growing trend of online marketing, videos are a powerful tool to share your message. By taking advantage of the video options on the market today, you can easily make a high-quality video with the smallest of budgets. Take a peek at some key elements to consider when creating your business’ video—from format and storyboarding to lighting and more. Join online professional **Diane Villegas** for tips on how to make the best of your promotional videos.

**Thursday, September 22**  5:15-6:30pm

RSVP to digitalarts@unm.edu or register online if you plan to attend. This session is free. Bring a friend. Held at 1634 University Blvd. NE.
57311 Premiere: Beginning

Learn the basics of video and audio editing using the non-linear editing (NLE) system Adobe Premiere. Topics include traditional editing vs. NLE, DV capture, importing, editing, transitions, keying, effects, audio, titles, and digital movie file export formats. Students assemble several short movies that demonstrate various editing techniques for video and sound. **Prerequisite:** 51101 or 54101 or basic computer experience. Suggested: 56101 or 56311.

$295 For: 9 hours
FAA-PD: Oct 10-13 MWTh 6:00pm-9:00pm
Chris Paul

57312 Premiere: Intermediate

Go beyond the fundamentals of video and sound editing and learn more advanced non-linear editing techniques. Topics include keyframes, motion effects, chromakeying, video codecs for the Internet, and advanced titling. Import music from a CD or MP3 Player, and create soundscapes by mixing audio tracks. **Prerequisite:** 57311 or equivalent experience.

$295 For: 9 hours
FAA-PD: Nov 14-21 MW 6:00pm-9:00pm
Chris Paul

4900366 Intro to 3D Printing—Online

3D printing has been hailed as a solution to all manufacturing problems. Obviously that is exaggerated, but what is it good for (and when is traditional manufacturing still the better choice?) In this course you will learn how to separate the real promise of the technology from the hype, and understand the workflow for a consumer-level 3D printer. You will become familiar with some typical online databases of objects available to print, and get a bit of experience with free or open-source software for all stages of the process. Recommended optional e-book: Horvath, Mastering 3D Printing (Apress: 2014) [discount code for U Got Class students will be available]. **Prerequisite:** Basic computer experience.

$195 For: 16 hours
FAA-PD: Sep 6-30 Self-Paced Online
Joan Horvath, UGotClass

4900369 Introduction to Game Design—Online

Games are increasingly recognized as a tool that can serve many business purposes beyond entertainment. This course provides a general introduction to what goes into the design and development of both video and analog games, with a particular focus on the use of games outside of consumer entertainment. By completing this course, you can take the first steps into understanding game design, and how it can be applied in your field. **Prerequisite:** Basic computer experience.

$245 For: 16 hours
FAA-PD: Sep 6-30 Self-Paced Online
Jean Haefner, UGotClass
4900424 Intermediate Game Design—Online  NEW

Worldwide, video game sales including consoles, and online and mobile games are projected to reach $111 billion dollars this year. Mobile games are the fastest-growing segment of the market as more and more people play casual games. By 2019 Price Warehouse predicts social and casual game sales will exceed traditional game sales. In this intermediate introductory course you will learn the basics of video game design process, learn about the main video game genres, and use a game development application to begin your journey of making games.

$245 For: 16 hours
FAA-PD: Oct 3-28 Self-Paced Online
Jean Haefner, UGotClass

See page 31 for Final Cut Pro classes under Apple Authorized Training—Creative.

AUDIO AND MUSIC PRODUCTION

57601 Digital Audio I

Learn the fundamentals of computer recording for film, music or podcasts. Topics include multitrack recording, podcasting basics, virtual instrument and effect plugins and two-track editing. In addition get a foundational understanding of file formats, computer audio hardware basics, and internet audio. Prerequisite: 51101 or 54101 or basic computer experience.

$295 For: 9 hours
FAA-PD: Sep 14-21 MW 6:00pm-9:00pm
Joey Belville

57604 Podcasting

Branch into modern-day storytelling with the Internet’s version of radio broadcasting—podcasting. Reach a global audience by making your own engaging podcasts, documentary narratives or audio books. Learn how to choose a theme, determine the format, script your narrative and narrow down the equipment you’ll need. Record an audio file, add sound effects or background music and convert the file into a podcast. Prerequisite: 51101 or 54101 or basic computer experience. Suggested: 57601.

$249 For: 7 hours
FAA-PD: Nov 19 Sa 9:00am-5:00pm
Joey Belville

See page 32 for Logic Pro classes under Apple Authorized Training—Creative.
APPLE AUTHORIZED TRAINING—CREATIVE

57911 Final Cut Pro X: Professional Post Production

Final Cut Pro X is a revolutionary video editing application that helps beginners and seasoned professionals achieve stunning results. In this three-day hands-on course, students become familiar with the user interface while they learn how to perform editing functions. Students work with real-world media to learn practical approaches to video editing—from basic techniques to Final Cut Pro’s powerful advanced features. Notes: This is an AATC course. The textbook and one Apple Certification Exam Session is included in the cost of this class. The exam may be taken up to six months after completion of the class. This class has a 14-day advance notice cancellation policy. Prerequisite: 54101 or basic knowledge of Mac OS X. Suggested: 56101 or 56311 or basic knowledge of editing terminology.

$995 For: 24 hours

FAA-PD: Sep 13-15  TWTh  8:00am-5:00pm
Brad Stoddard

FAB-PD: Nov 8-10  TWTh  8:00am-5:00pm

Note: This course requires a written request 14 days prior to the start date to drop the class or transfer to another section.

Brad Stoddard

FREE and low cost information sessions open to the public.

NMPA Postproduction Workshop Series

The New Mexico Post Alliance (NMPA) is sponsoring a Postproduction Workshop Series 2016 in cooperation with UNM Continuing Education. The workshops will cover a variety of topics including video and sound editing, post workflows, color correction, tips and tricks of on-set sound mixing, visual effects, animation, motion graphics, and more...

The series will be offered once per month at UNM Continuing Education.

$30 for 2 Hours

Thursday, September 15  6:00pm-8:00pm
Saturday, October 15  1:00pm-3:00pm
Thursday, November 10  6:00pm-8:00pm
Saturday, December 10  1:00pm-3:00pm

Call 505-277-6037 or email digitalarts@unm.edu for details.
57981 Logic Pro X 10.1: Professional Music Production

Get an introduction to Logic Pro’s primary features and basic user interface. Students learn how to generate a customized audio and MIDI configuration that will seamlessly integrate with their own personal production studio. Students also create their own song using Logic Pro’s comprehensive array of software instruments, Apple Loops, and DSP effects. In-depth lessons cover MIDI and audio recording, streamlined editing and arrangement techniques, user defined key commands, automation, using external MIDI controllers, mixing, and creating final output. **Notes:** This is an AATC course. The textbook and one Apple Certification Exam Session is included in the cost of this class. The exam may be taken up to six months after completion of the class. This class has a 14-day advance notice cancellation policy. **Prerequisite:** 54101 or basic knowledge of Mac OS X. Suggested: 57601 or basic knowledge of audio terminology.

$995 For: 24 hours

FAA-PD: Oct 17-27 MTWTh 6:00pm-9:00pm

**Note:** This class requires a written request 14 days prior to the start date to drop the class or transfer to another section.

Joey Belville

57990V Apple Certification Exam Session

Register to take your Apple Pro Apps or IT exam at our AATC facility. **Notes:** Apple exams are non-refundable. Transfers are permitted within the same semester only. Prices are subject to change and may vary by exam. Call 505-277-6037 to inquire about exam prep, retake discounts and exam sessions included with the AATC classes. **Prerequisite:** Varies by exam. Retakes: $100. Documentation of previous exam taken at our facility required for all retakes.

$150 For: 2 hours

FAA-PD: Sep 16 F 2:00pm-4:00pm
FAB-PD: Sep 30 F 2:00pm-4:00pm
FAC-PD: Oct 28 F 2:00pm-4:00pm
FAD-PD: Nov 11 F 2:00pm-4:00pm
FAE-PD: Dec 9 F 2:00pm-4:00pm

**Note:** Apple exams are non-refundable. Transfers are permitted within the same semester only. Prices are subject to change and may vary by exam.

Apple Exam Prep

For information on Apple exam preparation, contact the Apple Authorized Training Center program supervisor at 505-277-6037.
WEB DESIGN AND DEVELOPMENT

58011 Web Design: Getting Started  BEGINNER/ SERIES
Using fundamental and free web design tools, create a website for personal or business use. Employ strategies for planning your site, creating and linking individual web pages, and adding images for visual appeal. Use styles to change background colors and fonts to develop your own theme. Prerequisites: Basic computer and Internet experience.
$149  For: 6 hours
FAA-PD:  Oct 1-8  Sa 1:00pm-4:00pm
Virginia DeBolt

58012 Web Design: Using WordPress  BEGINNER/ SERIES
Create a free website on WordPress.com. Choose a title for your website and learn how to manage the settings to control your website. Select a theme, add content and work with images. Learn how to use plugins and widgets. If you decide to upgrade to a self-hosted WordPress website, all the information from this class will apply. Prerequisite: 58011.
$149  For: 6 hours
FAA-PD:  Oct 29-Nov 5  Sa 1:00pm-4:00pm
Virginia DeBolt

58013 Web Design: Create an Online Gallery  BEGINNER/ SERIES
Creating an online gallery is easy and affordable by using a web template from a company like GoDaddy or Wix. Learn how to build your own high quality website using a web template from an available web service. Sign up with a web service, establish an account, determine a domain name, add text and images to your site and set up email and payment links. Prerequisites: Basic computer and Internet experience.
$149  For: 6 hours
FAA-PD:  Oct 15  Sa 9:00am-4:00pm
Dan Noyes

58101 Creating and Maintaining a Website
Get an overview of the tools and techniques involved in creating and updating websites. Discuss the practical matters of file organization, site navigation and content update strategies. Students get hands-on experience with Dreamweaver and HTML text editors. The process of uploading files is also covered. Prerequisites: 51101 or 54101 or basic computer experience, and Internet experience.
$249  For: 9 hours
FAA-PD:  Sep 26-30  MWF 1:00pm-4:00pm
Virginia DeBolt
FAB-PD:  Oct 19-26  MW 6:00pm-9:00pm
Denise Weaver Ross
58111 HTML and CSS: Beginning
Enhance your ability to control the looks and functionality by learning to use the new HTML5 structural elements. Use code to add graphics, links, and tables to your pages, and explore the power of CSS to format text consistently and quickly. Gain an understanding of how HTML5 works and practice using FTP to upload your pages to a live Web server. **Prerequisites:** 51101 or 54101 or basic computer experience, and Internet experience.

$249 For: 9 hours  
FAA-PD: Oct 17-21 MWF 1:00pm-4:00pm  
Virginia DeBolt

58112 HTML and CSS: Intermediate
Increase your practical knowledge of HTML, including using CSS to create imaginative web page layouts. Learn to use tables and forms in your website, and explore more uses of CSS, including its ability to format every page in a website with a single style sheet, and an introduction to CSS positioning properties. Finally, take a look at how HTML interacts with other Web technologies such as JavaScript and PHP. **Prerequisite:** 58111 or equivalent experience.

$249 For: 9 hours  
FAA-PD: Nov 14-18 MWF 1:00pm-4:00pm  
Virginia DeBolt

58121 Dreamweaver: Beginning
This powerful web-authoring program puts both visual design and sophisticated HTML tools at your fingertips. Topics include setting up the Dreamweaver environment, using type and graphics, adding links, and using tables. The basics of applying Cascading Style Sheets (CSS) to HTML elements, and adding Adobe Edge web fonts are covered. Learn how to upload your site to a web server and ensure efficient site management with browser testing and validation. **Prerequisites:** 51101 or 54101 or basic computer experience, and Internet experience.

$249 For: 9 hours  
FAA-PD: Sep 28-Oct 5 MW 6:00pm-9:00pm  
Denise Weaver Ross

58122 Dreamweaver: Intermediate
Take your web-authoring skills to the next level. Learn to use Dreamweaver’s new CSS Designer panel, create layouts using HTML5 structural elements, and learn the basics of designing for devices from smartphones to desktop computers using Dreamweaver’s ‘Mobile First’ methodology. Add interactivity with HTML forms and CSS3 properties, and automate page development and maintenance with templates, library items and snippets. Learn efficient site management techniques, including site assets, and file check-in/check-out. **Prerequisites:** 58111 and 58121 or equivalent experience.

$249 For: 9 hours  
FAA-PD: Nov 14-21 MW 6:00pm-9:00pm  
Denise Weaver Ross
58201 Accessible Web Design
As many as 20% of World Wide Web users experience some form of disability. This means that they might not be able to use your site to its best potential. Learn to construct attractive, standards-based websites that are usable by people of all ability levels, with and without assistive technologies such as screen readers and video captioning software. We'll discuss designing for four major obstacles to usability (visual, audio, mobility, and cognitive), and learn how to build websites according to Federal and international standards for accessibility, validating our designs using industry-standard tools. Also included is a discussion of assistive technologies such as screen readers and video-captioning software. **Prerequisite:** 58101 or 58111.
$149 For: 5 hours
FAA-PD: Dec 12-14 MW 1:00pm-3:30pm
*Virginia DeBolt*

58208 User Experience (UX) Research and Design
Major companies like Google and Apple develop all of their products using a user-centered design approach. Using this approach to understand and refine the user experience (UX) results in more effective products that outperform system-centered designs. Understanding UX research and design methods is now an expectation of most software and web development companies. Learn how to research who your users really are and what they truly need. **Prerequisite:** 51101 or 54101 or basic computer experience.
$125 For: 5 hours
FAA-PD: Dec 6-8 TTh 6:00pm-8:30pm
*Zac Van Note*

58231 WordPress: Beginning
WordPress is a free, open source publishing system that allows users without technical expertise in design and development to create and manage a blog with ease. But more than blogs, WordPress can be used as a Content Management System (CMS) for a variety of websites. Learn how to set up and configure WordPress to meet your needs, whether for a blog, a personal site or a business site. Choose themes and plugins to further enhance and customize WordPress. **Prerequisites:** 58101 or 58111 or equivalent experience.
$249 For: 9 hours
FAA-PD: Oct 27-Nov 3 TTh 2:00pm-5:00pm
*Denise Weaver Ross*

58411 JavaScript: Beginning
Build dynamic and interactive web pages using JavaScript. Develop a familiarity with fundamental scripting concepts such as objects, properties, and methods. Learn how to create image rollovers and pop-up windows, and use the Document Object Model (DOM) for basic form validation. **Prerequisite:** 58111 or equivalent experience.
$295 For: 9 hours
FAA-PD: Sep 29-Oct 6 TTh 6:00pm-9:00pm
*Jeff Brody*
58415 HTML5, CSS3 and jQuery
Learn how the cool tricks get done with HTML5, CSS3, and JQuery. Use semantic elements such as nav, header and footer. Find out about native browser features such as audio, video, and canvas as well as some of the form input elements. Explore features of CSS like drop shadows and web fonts before turning to a quick introduction to JQuery. Exercises will include several different ways to create a slide show for a webpage, a look at AJAX, and some dynamic visual elements using jQuery UI. Prerequisites: 58117, 58411.
$295 For: 9 hours
FAA-PD: Nov 28-Dec 5 MW 6:00pm-9:00pm
Jeff Brody

59411 PHP and MySQL: Beginning
Get an introduction to the open-source web programming language, PHP, and discover why so many web developers prefer to use it with MySQL (an open-source database technology) for their data-driven applications. Learn the basics of the PHP language and how to use PHP to generate your HTML. Get acquainted with the MySQL database, and learn to use PHP and MySQL together. Develop real world web-based applications in class. Prerequisite: 58111 or equivalent experience.
$295 For: 9 hours
FAA-PD: Nov 2-9 MW 6:00pm-9:00pm
Jeff Brody

IT Classes

APPLE AUTHORIZED TRAINING—IT

54151 El Capitan 101: OS X Support Essentials 10.11
Get a tour of OS X El Capitan and discover the best ways to support OS X El Capitan users. Learn the OS X El Capitan troubleshooting process; how to use OS X El Capitan tools and resources to troubleshoot OS X El Capitan; OS X El Capitan features and functionality, including how to find more information about OS X El Capitan. You will also learn how to prepare for Apple Certified Support Professional (ACSP) 10.11 certification. Notes: This is an AATC course. The textbook and one Apple Certification Exam Session are included in the cost of this class. The exam may be taken up to six months after completion of the class. This class has a 14-day advance notice cancellation policy. Prerequisite: 54101 or basic Mac computer experience.
$1995 For: 24 hours
FAA-PD: Sep 27-29 TWTh 8:00am-5:00pm
Note: This class requires a written request 14 days prior to the start date to drop a class or transfer to another section.
Donny Hornstein
57990V Apple Certification Exam Session

Register to take your Apple Pro Apps or IT exam at our AATC facility. **Notes:** Apple exams are non-refundable. Transfers are permitted within the same semester only. Prices are subject to change and may vary by exam. Call 505-277-6037 to inquire about exam prep, retake discounts and exam sessions included with the AATC classes. **Prerequisite:** Varies by exam. Retakes: $100. Documentation of previous exam taken at our facility required for all retakes.

|$150 | For: 2 hours |
| FAA-PD: Sep 16 | F | 2:00pm-4:00pm |
| FAA-PD: Sep 30 | F | 2:00pm-4:00pm |
| FAC-PD: Oct 28 | F | 2:00pm-4:00pm |
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| FAE-PD: Dec 9 | F | 2:00pm-4:00pm |

**Note:** Apple exams are non-refundable. Transfers are permitted within the same semester only. Prices are subject to change and may vary by exam.

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### Apple Exam Prep

For information on Apple exam preparation, contact the Apple Authorized Training Center program supervisor at 505-277-6037.

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### COMPTIA CERTIFICATION

**63131 Essentials of Hardware and Operating Systems**

This CompTIA course is the first of two courses designed to prepare you for A+ certification. Successful completion of the course validates knowledge of basic computer hardware and operating systems, including how to install, build, upgrade, repair, configure, troubleshoot, optimize, diagnose and perform preventive maintenance. Customer service and security skills are also covered. **Notes:** The textbook and one exam voucher are included in the cost of this class. Both A+ vouchers will be issued upon request after completion of course 63134. These vouchers may be requested up to six months after completing both courses 63131 and 63134. **Prerequisite:** Basic computer experience.

|$995 | For: 28 hours |
| FAA-PD: Sep 6-29 | TTh | 6:00pm-9:30pm |
| FAB-PD: Oct 3-17 | MWF | 8:00am-12:00pm |

**Note:** This course provides training for A+ 220-901 certification.
63134 Hardware Repair and Troubleshooting

This CompTIA course is the second and final A+ course for those who are pursuing A+ certification. Get more emphasis on computer repair and troubleshooting and less emphasis on in-person customer interaction. Work related scenarios such as bench work are emphasized. **Notes:** The textbook and one exam voucher are included in the cost of this class. Both A+ vouchers will be issued upon request after completion of course 63134. These vouchers may be requested up to six months after completing both courses 63131 and 63134. **Prerequisite:** 63131 or equivalent experience.

$995 For: 24 hours

FAA-PD: Oct 4-25 TTh 6:00pm-9:00pm
*Ralph Keeton*

FAB-PD: Oct 24-Nov 4 MWF 8:00am-12:00pm
*Glenn Norman*

**Note:** This course provides training for A+ 220-902 certification.

63312 Network Support (Network+)

Learn how to configure network adapters, protocols, and services to allow communication between computers. This course covers the OSI model, network topologies, Ethernet, the TCP/IP protocol suite, sub-netting, and WAN technologies. Learn to use these technologies to effectively administer a network, share resources, troubleshoot, and solve connectivity problems. **Note:** The textbook and one exam voucher are included in the cost of this class. The voucher may be requested up to six months after completing the course. **Prerequisite:** 63131 and 63134 or A+ certification or equivalent experience.

$995 For: 28 hours

FAA-PD: Oct 27-Nov 22 TTh 6:00pm-9:30pm
*Ralph Keeton*

FAB-PD: Nov 28-Dec 12 MWF 8:00am-12:00pm
*Glenn Norman*

63511 Security+

Learn general computer security concepts, and gain an understanding of the various forms of security threats. Topics include wireless technology and security, and the basic network concepts of firewalls, routers, switches, and hubs. Review NAT, VLANs, and RAS. Review algorithms, concepts of using cryptography, PKI, standards, protocols, and Key Management/Certificate Lifecycle. **Note:** The textbook and one exam voucher are included in the cost of this class. The voucher may be requested up to six months after completing the course. **Prerequisite:** 63312 or equivalent experience.

$995 For: 28 hours

FAA-PD: Sep 12-26 MWF 8:00am-12:00pm
*Glenn Norman*

FAB-PD: Nov 29-Dec 21 TWTh 6:00pm-9:30pm
*Ralph Keeton*
63531 Healthcare IT Technician
Learn the skills necessary to implement, deploy, and support the new health-care IT systems required for electronic medical records. Get information on regulatory requirements, organizational behavior, IT operations, medical business operations, and security. With the federal conversion to electronic medical records (EMRs), more and more healthcare employers are looking for individuals with the skills and education necessary to support new software systems. This course will give you the necessary skills to be able to fill that role. Note: The textbook and one exam voucher are included in the cost of this class. The voucher may be requested up to six months after completing the course. Pre-requisites: 63131 and 63134 or A+ certification or equivalent experience.
$495 For: 12 hours
FAA-PD: Nov 14-18 MWF 8:00am-12:00pm
Glenn Norman

IT SERVICE MANAGEMENT
67955 ITIL® Foundation
The purpose of the ITIL® V3 Foundation certificate in IT Service Management is to certify that the candidate has gained knowledge of the ITIL terminology, structure and basic concepts and has comprehended the core principles of ITIL practices for Service Management. Candidates can expect to gain knowledge and understanding in service management, service lifecycle, generic concepts, technology and architecture in addition to other course components. The course will conclude with a certification examination held on day three of the class. ITIL® is a registered trade mark of AXELOS® Limited AXELOS® is a registered trade mark of AXELOS Limited
$1795 For: 24 hours
FAA-PD: Sep 20-22 TWTh 8:00am-5:00pm
Note: Registration closes 14 days before class starts. This class has a 30-day advance notice cancelation policy.
Propoint Solutions
67965 ITIL® Service Operation

The purpose of the Service Operation certification course is to impart, test, and validate the candidates knowledge on how to establish the processes required to run, improve and maintain stability in a day-to-day IT operations environment. The course focuses on improving business value with knowledge, establishing enterprise monitoring practices, and efficiently delivering and supporting key services. This course will conclude with a 90-minute exam on the last day of the course. This certification is worth 3 credits of the 22 required to achieve ITIL Expert Certification. The ITIL® Foundation Certification in IT Service Management V3 is a prerequisite to taking this class. Proof of certification must be provided a minimum of 2 weeks prior to the start of class. Learners must complete approximately 20 hours of personal study prior to taking this class. Students will need access to the core ITIL books and bring SO to class. These books are not included in the cost of this class.

$2249 For: 24 hours
FAA-PD: Sep 27-29 TWTh 8:00am-5:00pm

Note: Registration closes 14 days before class starts. This class has a 30-day advance notice cancellation policy.

AUTOCAD

69111 AutoCAD: Beginning

Learn the fundamentals of Computer-Assisted Drafting (CAD) 3D and 2D rendering with Autodesk AutoCAD. Compare and contrast CAD and manual drafting methods and learn the essentials of drawing organization and layer management. Explore the use of blocks, fonts, and automatic dimensioning features. Both AutoCAD and AutoCAD LT users are welcomed. Note: The textbook is included in the cost of this class. Prerequisite: 51101 or basic computer experience.

$795 For: 21 hours
FAA-PD: Sep 6-27 TTh 6:00pm-9:00pm

Gathen Garcia

69112 AutoCAD: Intermediate

Move from drawing in Model Space to plotting in Paper Space to print amazing views of your creations. Work with blocks and attributes, layers, color, linetypes, lineweights and viewports. Edit text, create tables and add new dimensions. Learn why it’s important to establish standards that promote conformance. Both AutoCAD and AutoCAD LT users are welcomed. Prerequisite: 69111 or equivalent experience.

$795 For: 21 hours
FAA-PD: Sep 29-Oct 20 TTh 6:00pm-9:00pm

Gathen Garcia
69113 AutoCAD: Advanced

Improve your understanding of advanced and complex commands. Get a thorough understanding of paper space, plotting, attributes, attribute extraction, advanced selection techniques and other advanced drawing and editing commands. Both AutoCAD and AutoCAD LT users are welcomed. **Prerequisite:** 69112.

$795 For: 21 hours

FAA-PD: Oct 25-Nov 22 TTh 6:00pm-9:00pm

Gathen Garcia

69116 SketchUp: Introduction to 3D Modeling

Explore design ideas using basic drawing techniques and the latest digital software—with a primary focus on the creation of computer-modeled 3D objects within a 2D display environment! Learn how to integrate various software packages with Sketch Up, and create 3 dimensional geometry using the 2-dimensional surfaces of lines, circles, polygons, arcs and freehand curves. **Note:** The textbook is included in the cost of this class. **Prerequisites:** a basic working knowledge of computers and the Windows operating environment. Knowledge of any .DWG compatible CAD software program will be helpful during some classes.

$395 For: 12 hours

FAA-PD: Nov 29-Dec 8 TTh 6:00pm-9:00pm

Note: Please note date change from printed catalog.

Gathen Garcia

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

69304 Cartography Basics

Learn basic principles of map design and map reading. Explore issues such as scale, coordinate reference systems, projections, datums, symbology, labeling conventions, and magnetic declination. Learn the elements of USGS maps, as well as, digital map elements and systems. Discuss remote sensing and Global Positioning Systems (GPS). Students purchase engineering triangular scale. **Prerequisite:** Basic computer experience. **Required Text:** *How to Lie with Maps* 2nd Edition, ISBN 978-0226534213. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com.

$395 For: 12 hours

FAA-PD: Sep 20-29 TTh 2:00pm-5:00pm

Kurt Menke
**69305 Geographic Information Systems: Beginning**

Explore the world of Geographic Information Systems (GIS) and how it’s being used to solve real-world problems in this introductory course. Learn about data models, file formats, and geodatabases. Discuss the various software and hardware tools currently in use, with a focus on ArcGIS. Learn how to work with ArcMap and ArcCatalog. Work with coordinate reference systems, symbolize data, compose a map, create data from coordinate tables, and work with tables. Build and populate a file geodatabase and implement topology. Learn where to acquire GIS data. **Prerequisite:** 69304 or equivalent experience. **Required Text:** *Getting To Know ArcGIS Desktop v10.1*, ISBN 978-1589483088. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com.

$395 For: 12 hours

FAA-PD: Oct 4-13 TTh 2:00pm-5:00pm

*Kurt Menke*

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**69306 Geographic Information Systems: Intermediate**

Go beyond the basics of GIS and tackle more involved tasks. Learn how to map density, measure proximity, classify data, edit vector data, georeference imagery, create joins, work with selections and create new attribute columns. Get an introduction to ArcToolBox and see how to run tools. Geoprocessing tools that will be introduced include clip, dissolve, and buffer. Learn how to work with elevation data to derive hillshade images, slope, and aspect. **Prerequisite:** 69305. **Required Text:** *Getting To Know ArcGIS Desktop v10.1*, ISBN 978-1589483088. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com.

$395 For: 12 hours

FAA-PD: Nov 1-10 TTh 2:00pm-5:00pm

*Kurt Menke*

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**69307 Geographic Information Systems: Advanced**

Learn advanced hands-on techniques used by GIS professionals. Topics include working with extensions such as Spatial Analyst and 3D Analyst. Learn how to work with raster data and work with ArcScene to build 3D scenes. Batch process data in ArcToolBox, create your own toolboxes, and automate workflows by building a model in Model Builder. **Prerequisite:** 69306. **Required Text:** *GIS Tutorial I: Basic Workbook 10.1 Edition*, ISBN 978-15889483354. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com.

$395 For: 12 hours

FAA-PD: Dec 6-15 TTh 2:00pm-5:00pm

*Kurt Menke*
69321 QGIS: Beginning
Explore QGIS, the leading open source desktop software and discover how it’s being used to solve real world problems. Get an introduction to QGIS Desktop and QGIS Browser. Learn about adding data, working with vector and raster data, styling data, working with coordinate reference systems, and using the Print Composer to create maps. Also, find out about help resources and installation options. Prerequisite: 69304 or equivalent experience. Required Text: Learning QGIS, Second Edition, ISBN 978-1784392031. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com. $395 For: 12 hours
FAA-PD: Oct 18-27 TTh 6:00pm-9:00pm
Kurt Menke

69322 QGIS: Intermediate
Move beyond the basics of QGIS and learn how to use Plugins, add basemaps to QGIS Desktop and use advanced data styling techniques unique to QGIS. Create joins, work with selections, develop new attribute columns, create and populate a SpatiaLite geodatabase, georeference imagery, edit vector data and use the Processing Toolbox to geoprocess data. Geoprocessing tools to be introduced include clip, dissolve, buffer, hillshade, slope and aspect. Prerequisite: 69321. Required Text: Mastering QGIS, ISBN 978-178439839. The book may be purchased from the UNM Bookstore or Amazon at www.amazon.com. $395 For: 12 hours
FAA-PD: Nov 15-29 TTh 2:00pm-5:00pm
Kurt Menke
Online Classes and Certificates

Apple: Mac and iPad Online

Ed2Go instructor-led classes include:
- Introduction to Microsoft Word for Mac $129
- Mac, iPhone, and iPad Programming $129

Graphic Design & Visual Communication Online

Ed2Go Careers self-paced certificates include:
- Digital Arts Certificate $3,295
- Marketing Design Certificate $3,295
- Graphic Design with Photoshop $1,995
- Certified Residential Interior Designer $1,995

UGotClass instructor-led classes include:
- Graphic Design for Visual Presentations $195
- Infographics $195
- Photoshop for Presentations $195
- Prezi $195

Business, Marketing, Social Media Online

Ed2Go instructor-led classes include:
- Achieving Top Search Engine Positions $129
- Introduction to Google Analytics $129
- Marketing Your Business on the Internet $129
- Introduction to Screenwriting $129
- Write Effective Web Content $129
- Learn to Buy and Sell on eBay $129
- Introduction to Linked-In Career Networking $129
- Using Social Media in Business $129
- Web 2.0: Blogs, Wikis and Podcasts $129
- Digital Marketing Suite $261

Ed2Go Careers self-paced certificates include:
- Pay Per Click Marketing $1,495
- Search Engine Marketing $1,895
- Search Engine Optimization $1,495
- Social Media and Mobile Marketing $1,495
- Professional with OMCP® Certification $1,795
- Search Marketing Professional with OMCP® Prep $1,795
- Data Analytics and Conversion Professional with OMCP® Prep $1,795
- Paid Search Professional with OMCP® Prep $1,795
- Search Marketing Professional with OMCP® Prep $1,795
- Technical Writing $1,795

UGotClass instructor-led classes include:
- Effective Copywriting $195
- Writing News and Press Releases $195
- Marketing eBooks $195
- Self Publishing eBooks $195
- Growing Your Business with Self Publishing $195
- Google Analytics $195
- Google + $195
- Google Apps for Business $195
- Improving Email Promotions $195
- Boosting Your Web Site Traffic $195
- Online Advertising $195
- Introduction to Inbound Marketing $195
- Content Marketing $195
- Advanced Inbound Marketing $195
- Introduction to Mobile Marketing $195
- Creating Cell Phone Apps for your Business $245
- Advanced Mobile Marketing $245
- Podcasting $245
- YouTube for Business $245
- Video Marketing $245
- Evernote $195
- Instagram for Business $195
- Twitter $195
- Facebook for Business $245
- LinkedIn $195
- Introduction to Social Media $195
- Integrating Social Media in Your Organization $195
- Marketing Using Social Media $195

UGotClass self-paced certificates include:
- Certificate in Self Publishing for Business $495
- Certificate in Google Tools $495
- Digital Essentials Certificate $495
- Inbound Marketing Certificate $495
- Mobile Marketing Certificate $595
- Managing Social Media Platforms Certificate $495
- Social Media for Business Certificate $495
- Video Marketing Certificate $395

Photography and Videography Online

Ed2Go instructor-led classes include:
- Discover Digital Photography $129
- Photographing People with Your Digital Camera $129
- Secrets of Better Photography $129
- Mastering Your Digital SLR Camera $129
- Photographing Nature with Your Digital Camera $129
- Travel Photography for the Digital Photographer $129
- Photography Suite $261
### Online Classes and Certificates

#### Adobe Creative Cloud Online

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<tr>
<th>Course Description</th>
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<td>Introduction to Adobe Acrobat</td>
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<td>Introduction to InDesign</td>
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<td>Intermediate InDesign</td>
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<td>Introduction to Illustrator</td>
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<td>Introduction to Photoshop</td>
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<td>Intermediate Photoshop</td>
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<td>Introduction to Lightroom</td>
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**Ed2Go Careers self-paced certificates include:**

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<td>Graphic Design with Photoshop</td>
<td>$1,995</td>
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<tr>
<td>Digital Arts Certificate</td>
<td>$3,295</td>
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**UGotClass instructor-led classes include:**

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<tr>
<th>Course Description</th>
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<tr>
<td>Photoshop for Presentations</td>
<td>$195</td>
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#### Web Design and Development Online

<table>
<thead>
<tr>
<th>Course Description</th>
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<tbody>
<tr>
<td>Creating Web Pages</td>
<td>$129</td>
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<tr>
<td>Advanced Web Pages</td>
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<tr>
<td>Designing Effective Websites</td>
<td>$129</td>
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<tr>
<td>Creating Responsive Web Pages</td>
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<tr>
<td>Creating WordPress Websites</td>
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<tr>
<td>Creating WordPress Websites II</td>
<td>$129</td>
</tr>
<tr>
<td>Creating WordPress Websites Series</td>
<td>$174</td>
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<tr>
<td>Introduction to CSS3 and HTML5</td>
<td>$129</td>
</tr>
<tr>
<td>Intermediate CSS3 and HTML5</td>
<td>$129</td>
</tr>
<tr>
<td>Advanced CSS3 and HTML5</td>
<td>$129</td>
</tr>
<tr>
<td>HTML and CSS Series</td>
<td>$261</td>
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<tr>
<td>Introduction to Dreamweaver</td>
<td>$129</td>
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<tr>
<td>Intermediate Dreamweaver</td>
<td>$129</td>
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<tr>
<td>Introduction to JavaScript</td>
<td>$129</td>
</tr>
<tr>
<td>Introduction to PHP and MySQL</td>
<td>$129</td>
</tr>
<tr>
<td>Intermediate PHP and MySQL</td>
<td>$129</td>
</tr>
<tr>
<td>PHP and MySQL Series</td>
<td>$174</td>
</tr>
<tr>
<td>Introduction to ASP.NET</td>
<td>$129</td>
</tr>
<tr>
<td>Introduction to XML</td>
<td>$129</td>
</tr>
<tr>
<td>Introduction to Ajax Programming</td>
<td>$129</td>
</tr>
<tr>
<td>Creating Mobile Apps with HTML5</td>
<td>$129</td>
</tr>
<tr>
<td>Creating jQuery Mobile Websites with Dreamweaver</td>
<td>$129</td>
</tr>
<tr>
<td>Web Design Value Suite</td>
<td>$261</td>
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**Ed2Go Careers self-paced certificates include:**

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Web Design Professional</td>
<td>$2,995</td>
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<tr>
<td>Webmaster $1,995</td>
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<tr>
<td>Web Applications Developer</td>
<td>$2,395</td>
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<tr>
<td>Microsoft Web Developer</td>
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<tr>
<td>Mobile Web Developer</td>
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<tr>
<td>Mobile and Desktop Web Developer</td>
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#### Computer Basics Online

<table>
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<tr>
<th>Course Description</th>
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<tbody>
<tr>
<td>Keyboarding</td>
<td>$129</td>
</tr>
<tr>
<td>Introduction to Windows 10</td>
<td>$129</td>
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<tr>
<td>Introduction to PC Troubleshooting</td>
<td>$129</td>
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<tr>
<td>Computer Skills for the Workplace</td>
<td>$129</td>
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<tr>
<td>Understanding the Cloud</td>
<td>$129</td>
</tr>
<tr>
<td>Introduction to PC Security</td>
<td>$129</td>
</tr>
<tr>
<td>Basic Computer Skills</td>
<td>$261</td>
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</table>

**UGotClass instructor-led classes include:**

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<tr>
<th>Course Description</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Cyber Security for Managers</td>
<td>$195</td>
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</tbody>
</table>

**UGotClass self-paced certificates include:**

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>Video Marketing Certificate</td>
<td>$395</td>
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</table>
Online Classes and Certificates

CompTIA Certification Online

Ed2Go instructor-led classes include:
- Basic CompTIA A+ Certification Prep $169
- Intermediate CompTIA A+ Certification Prep $169
- Advanced CompTIA A+ Certification Prep $169
- Network+ Certification Prep $169
- Security+ Certification Prep 1 $169
- Security+ Certification Prep 2 $169

Ed2Go Careers self-paced certificates include:
- A+ Certification Training $1,695
- A+ Certification (Voucher Included) $1,995
- A+ with ITIL Foundation (Vouchers Included) $2,495
- Network+ Certification Training $1,495
- Network+ Certification Training (Voucher Included) $1,695
- Security+ Certification Training $1,495
- Security+ Certification Training (Voucher Included) $1,695
- Healthcare IT Technician $1,595
- Healthcare IT Technician (Voucher Included) $1,695

IT Service Management Online

Ed2Go instructor-led classes include:
- ITIL Foundation (Voucher Included) $795
- ITIL Lifecycle Expert $1,995
- ITIL Lifecycle Expert (Voucher Included) $3,495
- ITIL Capability Expert $1,995
- ITIL Capability Expert (Voucher Included) $3,195
- CompTIA A+ with ITIL Foundation (Vouchers Included) $2,495

IT Professional Online

Ed2Go instructor-led classes include:
- Introduction to Networking $129
- Intermediate Networking $129
- Wireless Networking $129
- Computer Networking Suite $261
- Introduction to PC Security $129
- Advanced PC Security $129
- LPI Linux Essentials Exam Prep $129

Ed2Go Careers self-paced certificates include:
- Help Desk Analyst: Tier 1 Support Specialist $1,495
- Management for IT Professionals $2,295
- Microsoft SharePoint Certification $795
- Cisco® CCNA® Certification $1,995
- Cisco® CCNA® Certification Training (Voucher Included) $2,195
- Forensic Computer Examiner $3,095
- Microsoft Certified Solutions Associate (MCSA): Server $2,195
- Microsoft Certified Solutions Associate (MCSA): SQL Server $1,995
- Microsoft Certified Solutions Associate (MCSA): Windows 7 $1,995
- Systems Security Certified Practitioner (SSCP) $1,595

Database Development Online

Ed2Go instructor-led classes include:
- ITIL Foundation (Voucher Included) $795
- ITIL Lifecycle Expert $1,995
- ITIL Lifecycle Expert (Voucher Included) $3,495
- ITIL Capability Expert $1,995
- ITIL Capability Expert (Voucher Included) $3,195
- CompTIA A+ with ITIL Foundation (Vouchers Included) $2,495

Programming Online

Ed2Go instructor-led classes include:
- Introduction to Programming $129
- Intermediate C# Programming $129
- Introduction to C# Programming Series $174
- Introduction to C++ Programming $129
- Introduction to Java Programming $129
- Intermediate Java Programming $129
- Java Programming Series $174
- Introduction to Visual Basic $129
- Intermediate Visual Basic $129
- Visual Basic Series $174
- Introduction to Python Programming $129

Ed2Go Careers self-paced certificates include:
- Java Programmer $995
- Oracle SQL and PL/SQL + Java + Python Programmer $2,595
- Oracle SQL and PL/SQL Developer + Java Programmer $1,795
- Python Developer $995

AutoCAD Online

Ed2Go Careers self-paced certificates include:
- AutoCAD 2015 $2,595
- AutoCAD 3D 2015 $1,695
- AutoCAD 2015 with AutoCAD 3D $3,295
Course Skills Assessments

To place yourself in the right class, refer to the course assessments below. If you can answer 8 out of 10 questions for the appropriate assessment, you probably do not need to take the class. If you cannot answer 8 out of 10 questions, you probably need to take the class. For additional information or questions, please call 505-277-6037.

**COMPUTER BASICS/MAC FOR NEW COMPUTER USERS (51010/54010)**

1. Define hardware and memory.
2. What is a microprocessor or CPU?
3. Describe the difference between a hard drive and a CD drive.
4. Describe the difference between operating system and application software.
5. List some popular word processing, spreadsheet, database, and graphics programs.
6. Define bytes, kilobytes, megabytes, and gigabytes.
7. Explain mouse operations such as click, double-click, right-click, click-and-drag.
8. What is anti-virus software?
9. List three input devices and three output devices.
10. List three storage devices and describe how they are different from each other.

**WINDOWS/MAC OS X: BEGINNING (51101/54101)**

1. Describe the difference between files and folders. How do you move and copy files between folders? How do you find a lost file or folder?
2. How do you move and resize a window?
3. What is a shortcut (Windows) or alias (Mac) and how do you create one?
4. What is the Recycle Bin (Windows) or Trash (Mac)?
5. Describe how to launch a program.
6. Describe how to change the mouse properties and the desktop display.
7. What is the Taskbar (Windows) or Dock (Mac)?
8. What is the Start Menu (Windows) or Apple Menu (Mac)?
9. List the keyboard shortcuts for cut, copy, and paste.
10. Describe how to eject a disk or CD.

**COMPUTER GRAPHICS: RASTER AND VECTOR ART (56101)**

1. Explain the difference between raster and vector graphics. What are the advantages and disadvantages of each?
2. List two programs that work with raster graphics and two programs that work with vector graphics. List two programs for page layout and two for web design.
3. Define PostScript and describe some of its uses.
4. Define aliasing and anti-aliasing.
5. Define resolution and explain how it is measured. Indicate a standard resolution for print and one for web.
6. List three graphics file formats and explain when you would use each.
7. When would you rasterize a graphic and when would you trace a graphic?
8. Describe what a Bezier curve is and where you would find one.
9. Describe what a pixel is and where you would find one.
10. Define color depth (bit depth).
Please register me for the following course(s): *(Please Print)*

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course #</th>
<th>Section #</th>
<th>Cost</th>
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</table>

Name

Address

City ___________________________ State ____________ Zip __________

Phone (day) ____________________ (evening) __________________

Email __________________________

Fax 505-277-1990
Fax/Mail instructions see website.

In Person
M-F, 8am-5pm
UNM Continuing Education
1634 University Blvd. NE
(just north of Indian School)

Email ceregistration@unm.edu

Easy Ways to Register

**Online**
ce.unm.edu

**Phone**
505-277-0077, Option 1
M-F, 8am-5pm

**Mail**
UNM Continuing Education
Attn: Registration
MSC07 4030
1 University of New Mexico
Albuquerque, NM 87131-0001

**Fax**
505-277-1990
Fax/Mail instructions see website.

**In Person**
M-F, 8am-5pm
UNM Continuing Education
1634 University Blvd. NE
(just north of Indian School)

**Email**
ceregistration@unm.edu
Get Certified

We offer professional certificate programs in a variety of topics to prepare you for the job market.

We welcome students at any level, from beginning to advanced, who want to develop or add to their skills.

For more information visit our website at ce.unm.edu.

Take a Class Online

No time to come to class? We offer many online classes and certificates in Digital Arts topics through our vendors, Ed2Go and UGotClass. See pages 44-46 for a list or visit our website at ce.unm.edu/Online for details.

Become an IT Professional

UNM Continuing Education offers training for the IT Professional in partnership with CompTIA and Apple. Get your A+, Network+, Security+ and El Capitan certification training with us.

We are the only Apple Authorized Training Center in New Mexico, offering training for El Capitan, Final Cut Pro and Logic Pro certification. Take your Apple certification exam with us.

See our website at ce.unm.edu or call for information.