New Classes for Spring

Graphic Design: Creating Infographics
Enhance the presentation of your data with beautiful and engaging infographics. Learn how to present and simplify complex information quickly and clearly to improve your audience’s ability to see the patterns and trends you want to display. We’ll work on several approaches to designing infographics while also considering basic design principles for visual communication. Prerequisite: None. Suggested: 55011.

55013 SPA-PD 5 hrs $125
Apr 5-12 T 6:00pm-8:30pm

eMarketing Essentials Certificate—Online
Fundamental yet advanced introduction to eMarketing, including improving email promotions, analyzing web site traffic, search engine optimization, and how to successfully employ online advertising. Relevant to any type of organization, including businesses, non-profits, and government agencies. No eMarketing experience is necessary. Our instructors are experts and can provide the latest most advanced information and answer your toughest questions. This certificate includes three one month courses.

48 hrs $495
Apr-Jun Self-Paced Online

Managing Social Media Platforms Certificate—Online
Get a skill set for working and managing different social media platforms. Find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing. You will get a firm foundation in Twitter, LinkedIn, and Facebook platforms. This certificate includes three one month courses.

48 hrs $495
Apr-Jun Self-Paced Online

InDesign: Creating Websites
InDesign has a unique advantage for print designers who desire to create websites without the burden of hand-coding HTML and CSS. Learn how to set up pages, work with web colors and grids. Add interactive links and videos, and export your design as HTML to present to clients or publish on the web. Prerequisite: 56122.

56142 SPA-PD 7 hrs $195
Apr 19-21 TTh 1:00pm-4:30pm

InDesign: Booklets and Magazines
Build your own magazines or booklets using the wealth of tools in InDesign. Learn how to create professional-looking multipage publications. Work with sectioning, page numbers, character and paragraph styles, table of contents and indexing. Additional topics include captioning photos, jump lines, folios, footers, sidebars, pull quotes and cover spines. Finally, export to PDF. Prerequisite: 56122.

56144 SPA-PD 7 hrs $195
Apr 26-28 TTh 1:00pm-4:30pm

InDesign: Creating Interactive PDFs
InDesign now allows you to create dynamic publications for an ever-increasing number of platforms such as the Web, mobile phones, tablets, e-readers and more. Develop interactive PDFs with bookmarks, hyperlinks, videos and slide shows. Add visual interest with animated objects, buttons, page transitions and multistate objects. Prerequisite: 56122.

56146 SPA-PD 7 hrs $195
May 17-19 TTh 1:00pm-4:30pm

Illustrator: Expert
Explore ways to work faster and more efficiently while enhancing the style and realism of your Illustrator projects. Take advantage of non-destructive techniques that gives you more control of your designs, illustrations and typography with symbols, styles, actions and color guides. Make custom brushes and patterns, apply variable width strokes, use advanced shading and color techniques with a gradient mesh and add dimension to designs with the 3D tool. Prerequisite: 56213.

56214 SPA-PD 9 hrs $249
May 3-10 TTh 2:00pm-5:00pm

Photoshop and Illustrator: Advanced Graphics
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, 56311 or equivalent experience.

56315 SPA-PD 9 hrs $249
Apr 16-23 Sa 10:00am-3:30pm

For more information contact: Caroline Orcutt, 505-277-6037, digitalarts@unm.edu
Web: digitalarts.unm.edu

FREE and low cost information sessions open to the public.

Podcasting: Modern Storytelling
Find out about modern storytelling with the Internet’s version of radio broadcasting—podcasting. More and more storytellers are reaching a global audience by making their own podcasts, documentary narratives or audio books. Learn the ins and outs of how to get started in the current technology of telling stories by joining digital audio and podcasting expert Joey Belville for an entertaining tour of podcasting.

Mar 29, Tuesday 5:15pm-6:30pm

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...

Held at UNM Continuing Education, 1634 University Blvd. NE

$30 for 2 Hours
The series will be offered once per month
Thursday, March 10th 6:00pm-8:00pm
Saturday, April 9th 1:00pm-3:00pm
Thursday, May 19th 6:00pm-8:00pm

Call 505-277-6037 or email digitalarts@unm.edu for more information.
New Classes for Spring (cont.)

Photoshop Elements: Digital Scrapbooking
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.

16 hrs  $245
Apr-Jul  Self-Paced Online

Introduction to 3D Printing—Online
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. Prerequisite: Basic computer experience.

16 hrs  $195
Apr-Jun  Self-Paced Online

Introduction to Game Design—Online
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. Prerequisite: Basic computer experience.

16 hrs  $245
Apr-Jun  Self-Paced Online

Building a Website with Squarespace—Online
Squarespace is an affordable content management system composed of a website builder, blogging platform and hosting service that allows users without technical expertise in design and development to create and manage a website with ease. Learn to configure Squarespace to meet your needs, whether for a blog, a personal, business or an e-commerce site. Prerequisite: Basic computer and Internet experience.

58015 SPA-PD 3 hrs  $95
Apr 14-28  Th 12:00pm-1:00pm

Security for the Web
Get a basic understanding of how servers and security play a key role in the overall functioning of websites. This course will introduce you to the concepts of storing content, such as the basic programming of a website to the design elements, and ways to keep your website and your users safe. Prerequisites: 58101, 58111 and 58121 or 58231.

59209 SPA-PD 12 hrs  $395
Apr 7-14  ThTTh8:00pm-12:00pm

Spring Only Classes
The following classes are only offered in the spring.

Logo Design
55123 SPA-PD  Apr 21-May 5  Th 6:00pm-9:00pm  Glasgow  $249

Portfolios for Photographers and Designers
55827 SPA-PD  May 9-16  M 6:00pm-8:30pm  Berrett  $125

Digital Wedding Photography
55827 SPA-PD  Apr 20-May 4  W 6:00pm-8:00pm  Young  $249

Architectural Photography
55831 SPA-PD  May 12-26  Su 6:00pm-8:00pm  Reck  $299

Documentary Videography
55821 SPA-PD  Apr 14-28  Th 2:00pm-5:00pm  Naggan  $249

Online Certificates
Enjoy the luxury of pursuing a certificate from home or work. Our online certificates, offered by Ed2Go Careers, include:

Digital Arts Certificate
Marketing Design Certificate
Graphic Design with Photoshop
Pay Per Click Marketing
Search Engine Marketing
Search Engine Optimization
Social Media and Mobile Professional
with OMCP Prep
Data Analytics and Conversion
Professional with OMCP® Prep
Paid Search Professional with OMCP® Prep

Search Marketing Professional with OMCP® Prep
Technical Writing
Video Game Design and Development
3ds max
Multimedia Arts Certificate
Web Design Certificate
Web Design Professional
Webmaster
Web Applications Developer

For a complete list of class offerings, please visit our website at digitalarts.unm.edu.

Digital Arts for Youth

Computer Graphics with the Adobe Creative Suite (ages 12-17)
Find out how to create and work with different types of computer graphics with Adobe Photoshop and Illustrator. Explore the differences between raster and vector graphics for illustrations and photos and determine which is best for each project. Understand key file formats to learn how they work within and between other Adobe programs for layouts and Web sites. In addition, work with color systems and digital camera resolution conversions.

17207 SPA  May 7-21  Sa 9:00am-12:00pm  $149

Social Media: Creating a Professional Online Presence (ages 15-17)
High school juniors and seniors, let’s explore how to utilize social media in conjunction with other free open-source platforms to build a well-rounded, polished and purposeful online presence.

17209 SPA  Apr 2-6  Sa 9:00am-12pm  $149

Discounts Available
Enroll for 3 or more classes at one time and receive a 10% discount. Inquire at Registration for additional discounts.

Digital Arts 6-Pack Discount
Package your Digital Arts classes for increased savings. Register for six Digital Arts classes (course numbers 54000-59999) at the same time and receive a package discount of 15% off. Inquire at registration at 505-277-0077. Some restrictions may apply.

UNM Staff, Faculty, Retirees
Use UNM’s tuition remission for all UNMCE Professional Development non-credit classes. Visit our website at http://ce.unm.edu/registration/tuition-remission.html for details.