

USER-CENTERED DESIGN (UCD) CERTIFICATE

INFORMATION SESSION



OVERVIEW

Study latest theories and practices in user experience, (UX) research and design

Evaluate, develop and test real-world user-centered design projects

Learn how to plan and develop intuitive, user-friendly product designs

WHAT YOU WILL LEARN

- > Impact of user centered design methodologies on digital and non-digital products
- > Students complete the certificate with strong foundations in:
 - Conducting user research
 - System evaluation and usability testing
 - Designing user-experiences and interfaces
 - Developing complex, interactive systems
 - Creating information visualizations
 - Ideation and prototyping

WHERE DO HCDE STUDENTS GO?



And many more!



WHAT KINDS OF JOBS?

- > UX Designers and Researchers
- > Usability Evaluators
- > Web and Information Developers
- > Interaction Designers
- > Systems Analysts
- > UX Program Manager
- > Product Manager



UCD STRUCTURE

- > Four-courses over three quarters
- > In-person, evening courses on the UW Seattle campus
- > Tuition for the 2020-2021 academic year \$860 per credit
- > Part-time program, not eligible for financial aid

UCD STRUCTURE

- > Graduate level certificate that can be earned in nine months
- > September 30, 2020 start date
 - > Orientation on September 22nd at 6pm
- > Courses shared with Master's students
- > Transferrable credit to the Master of Science in Human Centered Design & Engineering degree

REQUIRED COURSES

> AUTUMN 2020:

HCDE 518: User-Centered Design (4 credits)

One Evening On Campus Each Week:

1-hour lecture on Tuesdays, 6-6:50pm

3-hour studio following the lecture, 7-9:50pm



REQUIRED COURSES

> WINTER 2021:

HCDE 517: Usability Studies (4 credits)

HCDE 521: UX Speaker-Series (1 credit)

> SPRING 2021:

Design Elective (4 credits) Pick One:

- HCDE 508: Visual Communication

- HCDE 511: Information Visualization

- HCDE 536: Interaction Design & Prototyping

1 evening per week, 6-9:50pm

Mon, Tues, Wed, or Thurs sections available



ADMISSIONS

Admission Requirements

- Bachelor's degree from a four-year, accredited institution
- Minimum of two years of work experience in a related field
- Submit Online Application, supplemental materials and application fee by June 2, 2020
- Application available May 1, 2020:
<https://www.pce.uw.edu/certificates/user-centered-design>

ADMISSIONS

Deadline: June 2, 2020

Application Materials:

- Application form located on PCE website
- Resume
- Unofficial or official transcripts (must show degree earned)
- A typed response (500-word max) to these prompts:
 - How have your prior experiences (in or outside the workplace) prepared you for this program and the UX field?
 - How will the Certificate in User-Centered Design help you reach your longer-term goals?
- TOEFL scores (if applicable) *
- \$50 fee

ADMISSIONS

If admitted, new students will be advised to enroll in the certificate program as a Graduate Non-Matriculated (GNM) student.

If a student enrolls in the UCD certificate as a GNM student, 12 credits can transfer to the MS program (HCDE 518, 517, and Design Elective).

Per Graduate School policy, only 12 credits of GNM coursework can transfer to a graduate degree.

FINAL THOUGHTS

Additional questions?

For appointments: 206.543.2567

Quick questions: hcdegrad@uw.edu

Thank you!