Web Design & Development

Overview
For years, the Digital Media Department offered a Bachelor of Science Degree with various tracks. One of those tracks was an emphasis in Web Technologies. Beginning in the Fall of 2015, each former track became its own major. The major in *Web Design & Development* has been constructed to prepare students for the demands of industry. It has been planned and assembled with the assistance of multiple industry partners.

The degree has two concentrations that include Interaction Design (UX or IxDA) and Web & App Development. This field has a projected job growth of more than 13 percent during the coming decade, with many opportunities to advance in a lucrative technology career.

Our goal is to prepare students to become the best prepared "Junior Level Web Developers" or "Digital Product Designers" in the UVU service area with skills in visual design, digital asset creation, HTML5/CSS3, responsive design, Frameworks, PHP, API's, Content Management Systems, Problem Solving, Teamwork, and written as well as verbal communication skills. We also emphasize lifelong learning and personal responsibility.

The term *Web Design & Development* is long. For brevity's sake, the full discipline will be referred to simply as *Web* throughout this introductory document.

Interaction & Design
Prepares students for jobs in Web Design, Interaction Design, Digital Product Design, VR/AR Content Development (Virtual Reality/Augmented Reality), and production and maintenance of websites within teams. The curriculum will include basic training in web development and scripting alongside the Web & App Development students. Interaction Design students will be fluent in understanding and collaborating with developers and other team members to create digital experiences. They will use industry standard design and development tools to integrate with the development process.

Web & App Development
We recently conducted a job search for Junior Web Developers, and compiled a list of skills that were common to many of them. We found that employers were seeking skills in visual design, digital asset creation, HTML5/css3, responsive design,

frameworks, PHP and MySQL, Application Programming Interfaces, and Content Management Systems. This concentration prepares students for jobs in Web Development, Front-end Web Development, Web & App Development, and production and maintenance of websites and other digital experiences. The curriculum will include design training and project management with Interaction Design students, to understand how to work in cross-functional teams. The student will be using tools such as PHP, frameworks, WordPress, CSS, HTML 5, and JavaScript.

What Is *Not* Emphasized
Though the design aspects of this program will allow you to design for print, this is a technical program with aesthetic elements, meant for the digital world and the digital screen. If you are looking for more of an Arts-based degree meant for print, the Art & Design: Graphic Design degree will serve you well. This is not a computer programming degree, though it involves coding! If you want to do more programming, the Computer Science degree will work best for you!

Acceptance into the Program
UVU continues to be an open enrollment institution with inclusivity as one of its core pillars. The university provides *Structured Enrollment* for students that enter the school in need of academic remediation. All admitted UVU students are eligible to take the first and second-year Web courses. Acceptance into the formal program, beyond the second year, is predicated on student performance in the first two years of courses. Students are admitted based on grades and an evaluation of a portfolio of their work, completed in the first two years.

Portfolio
While completing their final second-year courses, students will submit their work through an online portfolio (more information and instructions will be provided as they move through the program). A <u>minimum</u> grade of a B- in each course is required before a student can be considered for acceptance into the program. Students have the opportunity to submit their portfolio three times each year, depending on their course sequence and timing: early April, early August, and early December. Decisions will be communicated using the student's myUVU email address.

Frequently Asked Questions

What if I don't get in the program after completing the first and second-year courses. What options are there for me?
> There are two options; students who are not selected for the program may repeat courses covering the deficiencies in their own portfolio. In either case, repeating a course, or working independently, it is the responsibility of the student to ensure their portfolio is re-submitted for committee evaluation.

It is also a good idea to come up with a "Plan B" with your advisor. Discuss with them other disciplines of interest outside of Web, or other degrees where Web courses can apply like the AAS or the DGM minor.

Is there a minor that goes well with this major?
Some options students have minored in are Computer Science, Marketing, Technical Communication (tech writing and design), and Languages. Unfortunately, Art & Design does not currently have a minor.

Where can I get more information? How can I get more involved?
You can check out our promo video for the program here: https://vimeo.com/234162068.

You can join the UX/Product Design Club! They also have a Facebook group to provide a great hub of student and industry info and opportunities. You can start there. Search UX/Product Design Club of UVU on Facebook. Request to join!

If I transfer to UVU and already have my Associate Degree, can I get into the program and finish in two years?
A transfer student must meet the same criteria as a student that has done all of their academic work at UVU. The first and second-year courses must be completed and the student portfolio must be reviewed.

It is highly unlikely that a transfer student could come to UVU with an Associate Degree, be accepted into the Web program, and complete the degree in two years. It is more typical for a transfer student to have two-and-a-half to three years of academics remaining to complete a Bachelor's Degree.

I work a regular forty-hour a week job, is there a night program available?
Unfortunately, there is no program in place that can be completed only at night. Classes are scheduled with every attempt to consider student's busy schedules, and are held Monday through Friday, mornings, afternoons, and evenings.

I want to purchase a laptop for school, which one should I get? And what software should I purchase?
We would advise you get the best machine you can afford. Computing power, the graphics card, RAM are all important. Specific software tools will be discussed in various classes. A Mac will be required for the Interaction & Design track. The majority of Front End web developers use Macs, but a Windows computer will work for the Web & App Development track.