UX Design Graduate Certificate

Catalog Program Description

UX Design involves the development of solutions to problems (particularly with websites, apps, products, or services) by relying on insights from the user. This multidisciplinary certificate will provide students with the skills necessary to gather, interpret and visualize a range of data types in a variety of mediums. Students will gain familiarity with essential software used in the field, from NVivo, Tableau, and Adobe XD. Students will develop a portfolio through project-based learning, and gain storytelling experience by the presentation of a product pitch in front of industry professionals. Students completing the certificate will be able to integrate an empathic understanding of the social sciences, the priorities of business, the aesthetics of graphic design, and the creativity of the humanities. Contact Dr. Jennifer Schroeder at 903-886-5160 or email Jennifer.Schroeder@tamuc.edu for more information.

This 18 semester hour graduate certificate consists of the following six courses:

SOC 577	Qualitative Methodology	3
ARTS 597	Special Topics (Introduction to User Experience)	1-4
ARTS 597	Special Topics (Advanced User Experience in Multimedia)	1-4
MKT 569	Interactive and Digital Marketing	3
ENG 611	Writing with Digital Media	3
BUSA 547	Data Visualization	3
Total Hours		**18**

Note: Students must have admission to the Graduate School. Coursework must be completed at Texas A&M University-Commerce with a 3.0 GPA in all courses used for this graduate certificate. **(No Substitutions)**