



CAL POLY
Extended, Professional
& Continuing Education

COLLABORATIVE PARTNER



SUMMER
SPRINGBOARD

UX Design

New student admissions for
summer 2024 are open.



Program Highlights

- Learn about and apply ethnographic research methods to understand an end-user's needs in mobile product design.
- Work in groups to create multi-platform, user-centered mobile application products using Figma design software.
- Build user interfaces that aim to enhance the user experience of mobile digital products across devices and platforms.
- Explore the cross-disciplinary nature of UX Design from creating an idea through mobile web page design prototype.



2024 Dates

- Session 1: June 30 - July 12



Academic Program Overview

People are viewing their digital media content across a multitude of platforms these days. Today's UX designers are trained to understand how to design webpages and digital media to easily adapt to the wide variety of devices and platforms that exist in the marketplace. With a focus on a more inclusive mobile user experience, students will learn current technologies and production tools used for the mobile user interface design and prototyping that will expand accessibility for a diverse end-user audience. Students will also learn to apply design principles and ethical considerations to the decision-making process to design the best user experience for mobile digital products. They will spend a majority of their time in the Cal Poly labs using Figma while creating mock mobile web pages that easily function across multiple device platforms.



Excursions

Students will tour the University Graphic System (UGS) - the in-house student-run print business. Students will have the opportunities to meet and interact with UGS managers (junior or senior GrC students) and see the print and finishing equipment in operation and workflow. Students will spend a majority of their time working in the Cal Poly labs working on their hands-on project design.

Instructors

Dr. Xiaoying Rong

Dr. Xiaoying Rong earned her Bachelor of Engineering from Beijing Institute of Graphic Communication, a M.B.A. from Beijing Institute of Technology, and a Ph.D. in Paper Engineering, Chemical Engineering, and Printing from Western Michigan University. She is currently teaching printed electronics and product development, specialty printing technologies, and consumer packaging at Cal Poly. Her teaching and research interests are interactive tangible products development, design for smart packaging, and marketing applications. She has experience with technologies for manufacturing printed, flexible, hybrid electronics; specialty imaging technologies, materials for packaging and graphic communication products, conventional and digital printing technology, and color management.

Tuition Information:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: \$5,298

Supplements:

- Application fee: \$99 (mandatory, nonrefundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

More info on [Airport Transfer](#)

More info on [Unaccompanied Minor Service](#)

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Course Structure

There are nine three-hour class sessions over the two-week course. During week one, students have class from 9 a.m.-noon, Monday - Friday. During week two, students have class from 9 a.m.-noon Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule

8:00 a.m.	Breakfast
9:00 a.m.	Academic Course
Noon	Lunch
1:30 p.m.	Academic Excursion/ Recreational Activity
3:30 p.m.	Enrichment Elective
6:00 p.m.	Dinner
7:00 p.m.	Evening Activites
10:30 p.m.	RA Check-in



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