GENERAL ASSEMBLY

Catalog

International Campuses

January 1, 2019–December 24, 2019

Volume 1, Version 1

http://generalassemb.ly

Contents

Our Story

General Assembly is a pioneer in education and career transformation, specialising in today's most in-demand skills: data science, digital marketing, web development, design, and product management. The leading source for training, staffing, and career transitions, we foster a flourishing community of professionals pursuing careers they love.

Through innovative training and hiring programmes, GA helps companies — including more than 40 of the Fortune 100 — source talent, train teams, and assess skills to identify growth opportunities. Our assessments in digital marketing, data science, and web development enable companies to benchmark their teams' competencies to identify gaps and guide investments in skill development.

What began as a co-working space in 2011 has since grown into an award-winning global learning experience with campuses in 22 cities and over 50,000 graduates worldwide. We offer full- and part-time programmes, in person and online.

Our Mission

Our mission is to foster a global community of individuals empowered to pursue the work they love. Our vision is to become a company recognised around the world for building transparent pathways to industry's most transformational work. We do so by:

- Delivering best-in-class, practical education in technology, business, data, and design.
- Providing access to opportunities that build skills, confidence, and freedom in one's career.
- Growing a worldwide network of entrepreneurs, practitioners, and participants who are invested in each others' success.

Governance and Approvals

General Assembly is governed by a board of directors, as listed in Appendix A.

General Assembly Singapore's full-time courses (Data Science Immersive, User Experience Design Immersive, Web Development Immersive, and Web Development Immersive Remote) are approved by the Council for Private Education.

Facility and Equipment

All classes are taught at the campus locations identified in Appendix B.

All campuses are equipped with dedicated classrooms, student lounge space, private conference rooms for group work and one-on-one meetings with instructional staff, on-floor restrooms, daytime storage for student belongings, and a full kitchen for Immersive student use. GA does not currently provide equipment for student use or loan. A laptop with an up-to-date operating system and wireless Internet capability is required for all of our courses, as further described in our Admissions Policy.

Equipment at each campus includes: Desks, chairs, tables, projectors, projector screens, iMac 24-inch monitors, MacBook Airs, video camera, TVs, audio equipment, whiteboards, HDMI cables, DVI <> HDMI adapters, and couches.

Holidays

General Assembly is closed on the following federal holidays:

London
New Year's Day, Good Friday, Easter Monday, Christmas Day, Boxing Day

Melbourne and Sydney
New Year's Day. Australia Day, Good Friday, Easter Saturday, Easter Sunday, Easter Monday, ANZAC Day, Queen's Birthday, Labour Day, Christmas Day, Boxing Day

Hong Kong
To be added

Singapore
To be added

Toronto
To be added

Courses Offered

There are two categories of courses offered at GA: Immersive and non-Immersive. GA's Immersive courses are designed to prepare students for a new career in their field of study. Non-Immersive courses are designed to help students level up in a skill set and create an initial portfolio of work in their field of study.

General Assembly offers the following courses. Availability at each location may vary. The maximum class size is 30 students, and the average student–teacher ratio is 8:1 for our on-campus courses. Online class sizes extend to 35. All on-campus courses are taught in a classroom.

HTML, CSS, & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, JavaScript Circuit, and User Experience Design Circuit are taught online in an asynchronous format; and all projects are submitted and evaluated electronically. HTML, CSS, & Web Design Circuit, JavaScript Circuit, and Data Analysis Circuit are taught over a period of 10 weeks. User Experience Design Circuit is taught over a period of six weeks. Digital Marketing Circuit is taught over a period of five weeks. Students receive all lessons and materials on the first day of class. Certificates of completion are issued within seven days of the end of the course.

Courses Offered	Course Length (Instructional Hours)	Type of Course	
		Non-Immersive	Immersive
Android Development Immersive	420 hours / 12 weeks		x
Data Analytics*	40 hours / 1 or 10 weeks	x	
Data Analysis Circuit (Online)	60 hours / 10 weeks	x	
Data Science*	60 hours / 10 weeks	x	
Data Science Immersive	480 hours / 12 weeks		x
Digital Marketing*	40 hours / 1 or 10 weeks	x	
Digital Marketing Circuit (Online)	30 hours / 5 weeks	x	
Front-End Web Development*	60 hours / 10 weeks	x	
HTML, CSS, & Web Design Circuit (Online)	60 hours / 10 weeks	x	
iOS Development Immersive	480 hours / 12 weeks		x
JavaScript Circuit (Online)	80 hours / 10 weeks	x	
JavaScript Development*	60 hours / 10 weeks	x	
Product Management*	40 hours / 1 or 10 weeks	x	
Python Programming*	40 hours /1 or 10 weeks		
React Development*	40 hours /1 or 10 weeks		
User Experience Design*	40 hours /1 or 10 weeks	x	
User Experience Design Circuit (Online)	48 hours / 6 weeks	x	
User Experience Design Immersive	400 hours / 10 weeks		x
Visual Design*	32 hours / 8 weeks	x	
Web Development Immersive	480 hours / 12 weeks		x
Web Development Immersive Remote (Online)	420 hours / 12 weeks	x	x

**Offered both on campus and online.*

Admissions Policy and Procedure

Entrance Requirements and Enrolment Dates

Admission into any General Assembly course requires that the student be 18 years or older.

Course-Specific Admissions Requirements

Admissions decisions are also based on the following:

Course	Course-Specific Admissions Requirements
Android Development Immersive	• Object-oriented programming fundamentals.
Data Science and Data Science Remote	• Basic statistics experience. • Familiarity with programming fundamentals and the Ruby programming language.
Data Science Immersive	• Strong mathematical foundation and basic familiarity with programming concepts. • Diagnostic assessment.
Front-End Web Development and Front-End Web Development Remote	• Basic computer skills.
iOS Development Immersive	• Swift and object-oriented programming fundamentals.
JavaScript Development and JavaScript Development Remote	• Basic computer skills. • Exposure to HTML, CSS, and JavaScript.
React Development and React Development Remote	• Familiarity with HTML and the Document Object Model (DOM). • Working JavaScript ability with basic programming concepts, especially functions, objects, arrays, and classes.
User Experience Design Immersive	• Diagnostic assessment.
Web Development Immersive and Web Development Immersive Remote	• Basic HTML, CSS, and JavaScript experience. • Exposure to Ruby on Rails. • Diagnostic assessment.

Required Equipment

All General Assembly students are required to have access to a laptop to bring to each class session. For most courses, Mac laptops are preferred but not required, as instructors will be using Mac laptops and may not be able to provide as much support with certain technical issues to students using PCs.

For our Web Development Immersive, Web Development Immersive Remote, and iOS Development Immersive courses, all students are required to use Mac laptops. Web Development Immersive Remote students are also required to have an external monitor in addition to their laptop.

To run all of the programs necessary for these courses, we require WDI students to be able to run Mac OS X 10.8 Mountain Lion and iOS Development Immersive students to be able to run Mac OS X 10.10 Yosemite or later. Mac is built on a UNIX kernel, which means that it shares many similarities with Linux. We will allow the use of Linux only if students have previous experience with it and they are able to provide their own IT support. We do not support the use of Windows laptops, as Windows does not run in a UNIX environment.

There is no one "ideal" developer environment, and many skilled developers have different opinions on whether Windows, Mac OS, or Linux is more efficient. However, because of the difference between these environments, it's important for us to maintain a consistent level of support in the classroom. Our experience shows that, when students use differing environments, the overall pace of the course is affected.

Admissions Procedure

Our Admissions process comprises five steps and is designed to elicit the core traits we've seen help students succeed in and after the programme:

Step 1
After you submit an application, we review it and…

Step 2
Move select applicants forward to a phone interview. During this interview, we'll learn more about your background, and you'll have the chance to ask questions. If the phone interview is successful, we'll move you on to…

Step 3
A diagnostic assessment and/or pre-admit work (if applicable to your chosen course), and...

Step 4
Set a date to interview with alumni or instructors (if applicable to your chosen course). During this interview, we may ask you brain teasers /logic questions, discuss the diagnostic assessment you completed, or have you describe/ demonstrate skills covered in pre-admit work or submit a readiness assessment.

Step 5
Once you have completed all requisite steps in this process, you will receive confirmation of your admission from your Admissions representative. Each prospective student must provide documentation of prior education as outlined in the Admissions Policy for their course of interest and, as applicable, documentation of the following experience:

Course	Course-Specific Admissions Requirements
Android Development Immersive	• Object-oriented programming fundamentals.
Cybersecurity for Developers and Cybersecurity for Developers Remote	• JavaScript programming experience. • Some experience with SQL and building web applications.
Data Science and Data Science Remote	• Basic statistics experience. • Familiarity with programming fundamentals and the Ruby programming language.
Data Science Immersive	• Strong mathematical foundation and basic familiarity with programming concepts. • Diagnostic assessment.

Course	Course-Specific Admissions Requirements
Front-End Web Development and Front-End Web Development Remote	• Basic computer skills.
iOS Development Immersive	• Swift and object-oriented programming fundamentals.
JavaScript Development and JavaScript Development Remote	• Basic computer skills. • Exposure to HTML, CSS, and JavaScript.
React Development and React Development Remote	• Familiarity with HTML and the Document Object Model (DOM). • Working JavaScript ability with basic programming concepts, especially functions, objects, arrays, and classes.
User Experience Design Immersive	• Diagnostic assessment.
Web Development Immersive and Web Development Immersive Remote	• Basic HTML, CSS, and JavaScript experience. • Exposure to Ruby on Rails. • Diagnostic assessment.

Pre-course assignments are required for the following programmes:

- Android Development Immersive
- Data Analytics
- Digital Marketing
- Data Science
- Data Science Immersive
- Front-End Web Development
- iOS Development Immersive
- JavaScript Development
- Product Management
- Python Programming
- React Development
- User Experience Design
- User Experience Design Immersive
- Web Development Immersive
- Web Development Immersive Remote

Pre-work is up to 60 hours of preparatory assignments we give to students after they've been accepted and enrol in the programme. It is designed to introduce you to many of the topics you'll touch upon during the course. Completion is mandatory and ensures a baseline level of knowledge among students in a cohort. Mastery of each subject is not expected, but we hope you are excited by what you uncover and inspired dig further.

If a student is unable to complete the pre-work prior to the first day of the course and seeks to cancel their enrolment, their should refer to the Cancellation Policy.

Admissions Deadline

For all courses, the Admissions deadline is 24 hours prior to the first class meeting. The only exception is in the case of reenrolment. If an admitted student requests to enrol in a different session before the course begins, approval may be granted pending availability.

Course Descriptions and Objectives

Each General Assembly course culminates in a final project, which will be evaluated. Information regarding the requirements for completion for all programmes is provided under Academic Policies.

Android Development Immersive

Immersive (420 hours / 12 weeks)

Android development is one of the most sought-after and hard-to-find skill sets in today's tech world. As an operating system, Android has grown significantly over the last decade. According to Google, it now has more than 2 billion monthly users. Because of this, more and more companies understand the value of having in-house Android development teams, but they are struggling to find developers who can meet this need.

In this 12-week course, students master the skills to become junior-level Android developers by getting hands-on experience with Java, XML, Android Studio + SDK, Material Design, SQL, HTTP, REST, APIs, and other professional development skills. Students will develop their own ideas into functional Android apps, creating a portfolio of work and embarking on the career path of an Android developer.

Unit 1: Android Fundamentals
Dive into Android by creating a simple "to-do" list app, which will introduce you to core Android concepts, including activities, views, intents, UI components, layouts, git, debugging, and prototyping.

Unit 2: Java, SQL, and Material Design
Master Java and object-oriented programming fundamentals. Build an application that works with databases using SQL. Create interaction and interfaces based on Material Design guidelines.

Unit 3: HTTP, REST, and Networking
Connect your app to the internet by making REST calls and learning about threading and networking on Android. Implement Google Play services into your app.

Unit 4: Capstone Project
Tie everything together and work closely with your peers to design and implement your own Google Play Store-ready application. Apply project management and design methodologies to build the best possible app.

By the end of this course, students will be able to:

- Create several of their own Android apps, the last of which will be Google Play Store-ready.
- Program with Java and XML.
- Utilise Android Studio as an integrated development environment (IDE) to build their Android apps.
- Develop apps for multiple Android devices, including phones and tablets.
- Integrate Google Play services (e.g., location, maps, and analytics) into apps.
- Utilise Google's Material Design guidelines and best practices in order to create beautiful and functional apps.
- Utilise third-party APIs and libraries.

- Manage the performance of an app based on how it uses memory and battery resources.
- Apply best practices to make code more readable, more efficient, and easier to work with by refactoring.
- Test and iterate an app's concept and mechanics through various different prototyping methods, from paper to digital.
- Work collaboratively with their fellow developers in order to plan out an entire design sprint, from research and ideation to the definition and execution of an app idea.

Data Analytics

Non-Immersive (40 hours / 1 or 10 weeks)

Data is now an integral part of every organisation. To be successful in today's data-driven world, every employee should know how to analyse data, interpret it, and make defensible recommendations. In this course, you will learn how to use data to guide and inform your organisation when making critical business decisions.

This course is ideal for digital marketers, sales managers, analysts, and anyone else looking to learn the essentials of data analysis. You'll practise collecting, cleaning, and analysing data using Excel and SQL. Additionally, you'll learn to create data dashboards and various visualisations to communicate insights using Excel and Tableau. This course culminates in a presentation in which you'll share the results of your own analysis on a data set with your classmates and instructional team.

Unit 1: Exploring Data With Excel
Prepare, clean, reference, and perform statistical analysis on data from a variety of sources.

Unit 2: Managing Data With SQL
Query, aggregate, and manage data stored in databases.

Unit 3: Communicating Data Analysis With Tableau
Contextualise and communicate data analysis with dashboards, visualisations, and presentations.

By the end of this course, students will be able to:

- Explain the value of data.
- Utilise statistics to describe a data set and validate its analysis.
- Clean data sets using Excel's core functionality.
- Analyse data sets using visualisations and PivotTables in Excel.
- Create basic SQL queries from databases.
- Create a local SQL database.
- Import data into a local SQL database.
- Create complex queries using JOINs and other advanced SQL functionality.
- Aggregate and analyse data using efficient SQL queries.

- Build completing and clear visualisations in Tableau.
- Deliver effective presentations with data.

Data Analysis Circuit

Non-Immersive, online (60 hours / 10 weeks)

This beginner-level online course teaches students how to collect data, analyse it, and leverage their results to communicate more effectively. Starting with a primer on effective data analysis workflows, this course covers critical data manipulation and visualisation processes. For anyone who encounters data in their work, Data Analysis Circuit will put you ahead of the curve and on the path to becoming a seasoned data storyteller. (Each unit serves as one lesson.)

Unit 1: Introduction to Data Analysis
Students learn how to make decisions with data using visual storytelling to present a compelling case and solve data-related problems.

Unit 2: The Right Data
Students learn about the spectrum of data sources and formats and how to utilise experiment design to make sure they are gathering the right type of data.

Unit 3: Relational Databases
Students learn about structures of relational databases, the basic principles of SQL, and how to perform basic SQL queries.

Unit 4: Data Preparation
Students learn how to clean data for analysis, what null values are, and how null values factor into data.

Unit 5: Statistical Methods
Students learn the basics of descriptive statistics for use in data analysis.

Unit 6: Data Transformation
Students learn how to combine and manipulate data structures and explore the usefulness of functions in data.

Unit 7: Data Filtration
Students learn how to structure and display subsets of data.

Unit 8: Design and Data
Students learn about how to use basic design principles to maximise the effectiveness of their data visualisations.

Unit 9: Data and Narrative
Students learn about the use of narrative in telling a compelling story with processed data.

Unit 10: Final Project
Students apply the concepts of data extraction, analysis, and visualisation to extract noisy information from a SQL database. Students will then prepare, clean, and analyse that data in Microsoft Excel to create visualisations and a final report that addresses a problem.

By the end of this course, students will be able to:

- Formulate problems concerning data for analysis.

- Obtain and understand the data that's necessary to solve these problems.
- Prepare and manipulate data for the purposes of analysis.
- Analyse data through statistical and visual methods.
- Effectively communicate the outcome of your analysis through narrative.
- Connect visual representations of data analysis into a cohesive narrative.

Data Science

Non-Immersive (60 hours / 10 weeks)

Ever wonder how the Netflix recommendation engine works? Or how Amazon determines which items "you may also like?" All of this is made possible by training a computer to learn using the large amounts of data that exist in these systems.

This course offers a practical introduction to the interdisciplinary field of data science and machine learning, which exists at the intersection of computer science, statistics, and business. You'll learn to use the Python programming language to help you acquire, parse, and model your data. A significant portion of the course will involve hands-on training in fundamental modeling techniques and machine learning algorithms. These enable you to build robust predictive models of real-world data and test their validity. You'll also gain practise communicating your results, as well as insight into how to build more intelligent systems that take advantage of the data you have.

Unit 1: Research Design and Exploratory Data Analysis
Topics covered include: an introduction to data exploration and machine learning.

Unit 2: Foundations of Data Modeling
Topics covered include: linear regression, evaluating model fit, and introduction to classification.

Unit 3: Data Science in the Real World
Topics covered include: decision trees and random forests, natural language processing, dimensionality reduction, and database technologies.

By the end of the course, students will be able to:

- Perform exploratory data analysis with powerful programmatic tools, Python, and command line.
- Build and refine machine learning models to predict patterns from data sets.
- Learn the language of data scientists to contribute as part of a data science team.
- Communicate data-driven insights to a non-technical audience.

Data Science Immersive

Immersive (480 hours / 12 weeks)

With the current century dubbed as the "Information Age," it's no surprise that data science has quickly become one of the most sought-after skills in the tech industry. From dating apps, to eCommerce sites, to public policy problems, people are using data to solve and innovate around the world's business and social problems.

Data scientists and analysts sit at the intersection of statistics, technology, and business. Their job is to take large data sets and analyse them using different types of models and algorithms to gain insights and predict trends. And this knowledge is that it's pertinent for every industry — whether its used by businesses, nonprofits, or government organisations, data helps us make better decisions.

In this 12-week course, students apply statistics, programming, data analytics, and modeling skills in different real-world contexts, mastering the skills they need to launch a data science career.

Unit 1: Data Wrangling
Collect, extract, query, clean, and aggregate data for analysis.

Unit 2: Analysing Data With Python
Perform visual and statistical analysis on data using the Python programming language and its associated libraries and tools.

Unit 3: Data Modeling and Algorithms
Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms.

Unit 4: Data Visualisation and Presentation
Use appropriate data visualisation tools to communicate findings and learn to present clear and reproducible reports to stakeholders.

By the end of the course, students will be able to:

- Collect, extract, query, clean, and aggregate data for analysis.
- Perform visual and statistical analysis on data using Python and its associated libraries and tools.
- Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms.
- Use appropriate data visualisation tools to communicate findings.
- Present clear and reproducible reports to stakeholders.
- Identify big data problems and understand how distributed systems and parallel computing technologies are solving these challenges.
- Apply question, modeling, and validation problem-solving processes to data sets from various industries to gain insight into real-world problems and solutions.

Digital Marketing

Non-Immersive (40 hours / 1 or 10 weeks)

Digital marketing involves so much more than writing clever Instagram captions. It's a true competitive advantage that leads businesses to profit, and it's the future of the marketing profession.

In this course, you will get hands-on experience with Facebook Ads, Google AdWords, Google Analytics, and conducting SEO research and optimisation. You'll also dive into the world of metrics and learn to measure the success of your campaigns.

The course provides students with a solid foundation in marketing fundamentals — from segmenting a market to developing customer insight — and combines it with hands-on training in creating engaging content, as well as paid and unpaid tactics for acquiring and retaining users.

Unit 1: Objective-First Marketing
Topics covered include: the Objective-First Framework; developing a campaign strategy; and single-, multi-, and omni-channel marketing.

Unit 2: Customer Insights
Topics covered include: customer personas and empathy maps.

Unit 3: Social Media
Topics covered include: ad campaigns, target customer groups, and performance analysis.

Unit 4: Paid Search
Topics covered include: optimal bidding types for paid search campaigns.

Unit 5: SEO and Content Strategy
Topics covered include: keyword search and content strategy.

Unit 6: Website and Google Analytics
Topics covered include: audience, acquisition, behavior, and conversion.

Unit 7: Measurement
Topics covered include: attribution in optimisation and the pros and cons of different models.

Unit 8: Testing
Topics covered include: A/B tests for Facebook, AdWords, and websites.

Unit 9: Email
Topics covered include: ESP and CRM data and personalised email campaigns.

Unit 10: Digital Advertising
Topics covered include: data collection, cookies, and ads.

By the end of the course, students will be able to:

- Use a full arsenal of digital marketing tools, including Google AdWords, Facebook, and Google Analytics.
- Design and execute comprehensive marketing plans across a variety of modern digital channels — social, search, email, paid advertising, etc.
- Analyse the success of digital marketing campaigns using Google Analytics.

Digital Marketing Circuit

Non-Immersive, online (30 hours / 5 weeks)

Digital Marketing Circuit is a five-week, project-based online course that teaches students how to plan, execute, measure, and optimise digital marketing campaigns across different channels.

Students will gain the knowledge and skills necessary to create a digital marketing strategy for a product or business, execute it across a number of channels, measure its performance, and improve it over time.

Students also learn how to acquire customers across web and mobile platforms, using paid advertising, search engine optimisation, content marketing, and social media. They also explore how to convert and retain users with landing pages and email. After the course, they will be able to apply analytics to measure and improve marketing campaigns. (Each unit serves as one lesson.)

Unit 1: GA's Digital Marketing Framework and the "Funnel"
Discover General Assembly's method for planning a digital marketing campaign around clear objectives. Students will also explore how the digital marketing funnel has evolved over time.

Unit 2: Customer Acquisition and Channels
Focus on the ways marketers use various channels to acquire new customers through paid and content marketing efforts.

Unit 3: Conversion and Retention Marketing
Explore lead-generation techniques, how to optimise landing pages, and how email plays a key role in retention marketing efforts.

Unit 4: Measurement and Metrics
Learn how digital marketers use data — where they find it and how they use it to measure and optimise a campaign's success.

Unit 5: Final Project
The final project is a culmination of the work done in each unit. Students will piece together their work in order to compile a brief that will prepare them for planning, running, executing, and measuring a real campaign.

By the end of this course, students will be able to:

- Understand how the traditional marketing funnel has changed over time.
- Compare and contrast the various stages of the conversion funnel.
- Explore which elements of the traditional marketing funnel are still relevant to today's marketers.
- Compare and contrast paid and content marketing.
- Breakdown different paid advertising opportunities on social media.
- Identify how keywords can affect SEO.
- Explore how on-site marketing works and ways to optimise those efforts.
- Understand the importance of email in retention marketing.
- Discover the difference between metrics and key performance indicators (KPIs).
- Identify the KPIs that matter most when measuring a campaign.

Front-End Web Development

Non-Immersive (60 hours / 10 weeks)

This course introduces students to the basics of programming for the web using HTML, CSS, and JavaScript. Designed for beginners, it teaches students how to build the visual and interactive components of a website. Students will learn how to create the structural foundation of a site (HTML), style it (CSS), and add logic to control its behavior (JavaScript) through the core languages that make up the web. They will also gain an understanding of how the web works and how to customise their sites using their own designs and ideas.

Unit 1: HTML and CSS Basics
An introduction to building static webpages using HTML and CSS.

Unit 2: Programming and JavaScript
An exploration of programming basics with JavaScript.

Unit 3: Building In Concert
Build websites and program interactive solutions using HTML, CSS, and JavaScript best practices.

By the end of this course, students will be able to:

- Explain how the web works.
- Create the structure and style of a website using HTML and CSS.
- Apply interactivity to a site using programming fundamentals in JavaScript.
- Host a website on a server.
- Communicate the basic technical vocabulary with front-end web developers.

HTML, CSS, & Web Design Circuit

Non-Immersive, online (60 hours / 10 weeks)

In this beginner-level online course, students will learn how to design websites that are both functional and beautiful, laying out information in a meaningful way using HTML and CSS.

The format of the course is split into teaching visual design principles and basic front-end web development skills. (Each unit serves as one lesson.)

Note: The HTML, CSS, & Web Design Circuit course is not meant for individuals looking to master the front-end stack, such as JavaScript and jQuery, nor is it for those looking to build interactive, dynamic web applications with advanced programming languages. Our Front-End Web Development course is better suited for those needs.

Unit 1: Introduction to HTML and CSS
Learn the basics of HTML and CSS — the building blocks of the web — and create and host your first webpage.

Unit 2: Design Foundations
Learn foundational design principles and tools, the iterative design process, and how to create design mockups.

Unit 3: Styling Pages With CSS
Dive deeper into CSS and create your first fully styled landing page.

Unit 4: Typography and Color Theory
Apply typographic principles like legibility and readability to enhance your site.

Unit 5: Page Structure and Layout
Design complex, modern sites and learn how to balance layout for content and navigation.

Unit 6: Navigation and Multi-Column Layout
Build multi-column layouts that feature modern navigation elements.

Unit 7: Responsive Design and Mobile-First Principles
Design responsive sites and learn best practices for user experience on web and mobile devices.

Unit 8: Media Queries and Responsive Development
Students learn to build a modern responsive site that works on both web and mobile platforms.

Unit 9: Final Project
Design and code a personal project of your choosing.

Unit 10: Advanced Study: Responsive HTML Emails
Design and code styled, responsive emails.

By the end of this course, students will be able to:

- Explain how the web works.
- Learn how to critique and defend design decisions.
- Communicate with front-end web developers using basic technical vocabulary.
- Create the structure and style of a responsive website using HTML and CSS.

iOS Development Immersive

Immersive (480 hours / 12 weeks)

iOS, first introduced in 2007, was the break-through platform that started it all. More than a decade later, it continues to push the boundaries of what is possible with innovations in mobile payment, health care, and cloud technology. With more than 1 billion iPhones sold worldwide, the future of iOS matters now more than ever. iOS developers are highly in-demand, as a growing number of companies realise the importance of having a presence in the App Store.

In this 12-week course, students gain the skills they need to become junior-level iOS developers, getting hands-on experience with Swift, Xcode, the iOS SDK, Apple's Human Interface Guidelines, Core Data and SQLite, HTTP, REST, APIs, and other professional development skills. Students will develop their own ideas into functional iOS apps, creating a portfolio of work, and embarking on the career path of an iOS developer.

Unit 1: Xcode, Storyboards, and Prototyping
Create your very first iOS app — a "to-do list" — that runs on a real Apple device! Learn the basic iOS UI building blocks and how they fit together to make a fully functional application.

Unit 2: Swift and APIs
Build a "Google Now"-style feed. Each item in the feed will be a card users can scroll through and interact with.

Unit 3: Advanced Swift
Create an eCommerce app based on a set of specific requirements. This app will involve complex user interactions and original UI components that you'll have to implement from scratch.

Unit 4: Building Advanced Apps for Multiple Devices
Pulling from everything you've learned so far, invent your own idea and choose the frameworks and tools that are appropriate for what you want to build.

By the end of this course, students will be able to:

- Create several of their own iOS apps, the last of which will be App Store-ready.
- Program with Swift, Apple's open-source programming language.
- Utilise Xcode as an integrated development environment (IDE) to build their iOS apps.
- Develop apps for multiple iOS devices, including phones and tablets.
- Integrate iOS frameworks (e.g., UIKit, MapKit, and Notification Center) into apps.
- Utilise Apple's Cocoa Touch design guidelines and best practices in order to create beautiful and functional apps.
- Utilise third-party APIs and libraries.
- Manage the performance of an app based on how it uses memory and battery resources.
- Apply best practices to make code more readable, more efficient, and easier to work with by refactoring.
- Test and iterate an app's concept and mechanics through various different prototyping methods, from paper to digital.
- Work collaboratively with fellow developers in order to plan out an entire design sprint, from research and ideation to the definition and execution of an app idea.

JavaScript Circuit

Non-Immersive, online (80 hours / 10 weeks)

JavaScript is a popular and powerful programing language that allows developers to create dynamic and interactive user experiences on the web. With JavaScript, developers are able to add interactivity and effects that can set their webpages, products, and designs apart. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

In this beginner-level online course, students will learn the fundamentals of JavaScript with a focus on front-end development. For their final project, students will develop an interactive web design to showcase their development skills in a portfolio. (Each unit serves as one lesson.)

Unit 1: JavaScript Fundamentals
Practise programmatic thinking, understand fundamental data types, and learn about arrays.

Unit 2: Control Flow
Discover how conditional statements and loops are used to manipulate data stored in variables and arrays.

Unit 3: Functions
Tap into fundamentals on how to create functions, pass parameters, return values, and understand variable scope.

Unit 4: Objects
Implement object-oriented programming in JavaScript. Learn how to create objects, use objects, and work with JSON data.

Unit 5: DOM Manipulation
Implement the DOM and discover the role of JavaScript in DOM manipulation. Explore events and how to use them.

Unit 6: jQuery I
Get to know jQuery with this introduction on how to use jQuery for DOM manipulation.

Unit 7: jQuery II
Dive deeper into using jQuery events and effects to manipulate, add, and remove DOM elements.

Unit 8: APIs
Establish a core understanding of how APIs work and how to pull data from them.

Unit 9: Deployment
Prototype your web application and learn how deployment and hosting works.

Unit 10: Final Project
Test your knowledge of JavaScript by adding interactivity and functionality to a webpage to pull data from a third-party site or app.

By the end of this course, students will be able to:

- Write well-structured and documented JavaScript that adheres to best practices.
- Add interactivity to websites by manipulating DOM elements based on user input.
- Utilise jQuery in order to speed up development of interactive features.
- Capture user input using browser events and store that input using variables.
- Read API documentation, consume data from third-party APIs, and present data to the user.
- Apply basic programming control structures, define functions, and utilise comparison operators, understanding the use of the “this” variable.

JavaScript Development

Non-Immersive (60 hours / 10 weeks)

JavaScript has enjoyed tremendous growth over the past few years, both in its utility as a technology and value as a skill in the job market. JavaScript has long been the only programming language that can be run natively in a web browser. It is now also being used to program everything from servers to mobile devices to microcontrollers Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

JavaScript Development teaches students a set of intermediate front-end development skills using JavaScript, jQuery, Git and GitHub, and the command line. For their final project, students will build a modern, single-page web application that utilises industry best practices.

Unit 1: Fundamentals of JavaScript
Learn the fundamentals of JavaScript and object-oriented programming by working with JavaScript on the command line.

Unit 2: The Browser and APIs
Use JavaScript to interact with web browsers, the DOM, and APIs.

Unit 3: Persisting Data and Advanced Topics
Understand advanced programming topics and persist user data via a back-end service provider.

Unit 4: Building and Deploying Your App
Work on your final project and learn how to deploy your app to the web.

By the end of this course, students will be able to:

- Work with JavaScript, jQuery, web browsers, and the DOM.
- Learn the fundamentals of JavaScript frameworks and libraries.
- Apply essential principles of object-oriented programming and learn how they apply to other object-oriented programming languages.
- Consume data from APIs and persist data using a back-end-as-a-service provider, such as Parse or Firebase.
- Build a modern, single-page application using common design patterns.

Product Management

Non-Immersive (40 hours / 1 or 10 weeks)

Taking an idea and turning it into a product that changes people's daily lives requires a certain discipline; the ability to consider and balance business requirements, user needs, and technical obstacles. That's where product managers come in. Product managers are often described as the voice of the user, ensuring that every business decision or technical consideration maps back to solving a customer problem.

Product managers understand their users, their market, and their organisations better than anyone, allowing them to create products and features that succeed in the real world.

In this course, students will explore the different processes and skills required to guide product development from ideation through execution and iteration in an Agile development environment.

Unit 1: Introduction to Product Management
Discover the role of product management and its varied responsibilities during each phase of the product development cycle.

Unit 2: Understanding Your Customer
Get to know the customer development process and distill user research into key findings.

Unit 3: Defining Product Features
Conduct a competitive analysis to achieve product-market fit.

Unit 4: Defining Product Designs
Identify different methods of wireframing and discover approaches to usability testing.

Unit 5: Communicating Your Idea
Develop messaging and presentation best practices.

Unit 6: Planning for Execution
Explore product roadmaps and common tools for tracking key metrics.

Unit 7: Agile
Get to know various development methodologies and common Agile terminology.

Unit 8: Tech for PMs
Communicate with web developers to manage resource constraints.

Unit 9: Stakeholder Management
Develop communication strategies for dealing with different stakeholders.

Unit 10: Presentation
Gain an overview of the PM job market and identify potential growth paths.

By the end of this course, students will be able to:

- Clearly define the role of a product manager.
- Effectively determine key risks and assumptions surrounding a given product in order to test it.
- Navigate the customer development process by conducting effective user interviews and developing user personas.
- Prioritise features based on criteria, such as business goals, level of effort, and impact on the user.
- Demonstrate an understanding of basic Agile principles and effectively deliver well-constructed user stories with acceptance criteria.
- Create wireframes, MVPs, and basic prototypes in order to test assumptions.
- Utilise usability tests and other user research tactics.

- Speak fluently with developers regarding technology and technical constraints.
- Measure a product's success and track its life cycle.

Python Programming

Non-Immersive (40 hours / 1 or 10 weeks)

This course introduces students to programming in Python. Learn programming fundamentals and build an application in this project-based, hands-on course. Apply your knowledge to special topics like data analysis or web applications. Students will leave able to confidently code in Python, having created their own custom web applications.

This course provides professionals with the know-how needed to program in Python — no prior coding experience required. Python is a popular, well-supported, and "readable" programming language that anyone from a manager to an analyst can leverage to their advantage. Whether you have experience in programming or are looking to get started for the first time, this course will put you on the fast track to honing your skills.

Unit 1: Programming and Python Fundamentals
Topics covered include: an introduction to programming with variables.

Unit 2: Control Flow
Topics covered include: control flow introduction, logical comparison, Boolean conditionals, lists and list operations, for and while loops, and functions and functional arguments.

Unit 3: Object-Oriented Programming Introduction
Topics covered include: an introduction to object-oriented programming, dictionaries, sets, classes and class instance variables, and inheritance.

Unit 4: Common Python Troubleshooting
Topics covered include: variable scope, debugging principles and techniques, and intermediate variables.

Unit 5: Intermediate Python
Topics covered include: an introduction to intermediate Python, file I/O, user input, code abstraction (itertools, list comprehensions), modules and libraries, and APIs.

Unit 6: Special Topic: Introduction to Web Applications or Data Science
Data science topics covered include: an introduction to Python for data science, Pandas introduction, data visualisation, plotting with Pandas, and Pandas best practices.

Web application topics covered include: an introduction to Python for web development, Flask, Flask routing, Flask templates, and Flask requests.

Unit 7: Python Project
Topics covered include: Review/Q&A, building a project in class, and a course summary.

By the end of this course, students will be able to:

- Understand and apply programming fundamentals and Python basics.
- Build a Python program and incorporate increasing complexity.
- Explain the basics of object-oriented programming.

- Troubleshoot Python code.
- Add scripting, modules, and APIs to Python programs.
- Leverage Python skills in the context of data science or web applications.

React Development

Non-Immersive (40 hours / 1 or 10 weeks)

The React framework was built to solve one main problem: handling large applications with data that changes over time. This course introduces students to React, the front-end JavaScript library, and its popular accompanying package, React Router. By the end of this course, students will have built a functioning web application and compiled a series of projects into a portfolio.

This course provides professionals with the skills needed to develop applications using React. We begin with basics of React, such as components, JSX, props, and state to build a basic functioning app. Then, we dive into more fundamental concepts like unidirectional flow to truly understand how React works and what else we can use it to accomplish.

Unit 1: Key React Concepts
Explore React fundamentals, rendering components, and passing props.

Unit 2: React State
Differentiate between props and state, create and change state in a component, describe the flow of methods in a component, identify the triggers for rerendering of a component, contrast class components with functional components, define unidirectional flow, and diagram data in a component hierarchy.

Unit 3: Underlying Concepts
Rewrite class components into functional components, define the main categories of the component life cycle, identify general methods in each category of the component life cycle, and contrast imperative and declarative programming.

Unit 4: React Router
Compare historical and modern browser history mechanics, define routing, describe React Router's main features and history, use React Router to map URLs to components, and leverage React Router to create links to different components.

Unit 5: APIs and Heroku
Describe what an API is and why we might use one, call APIs using fetch() and API keys, describe Heroku, deploy an app on Heroku, and set up a CORS proxy on Heroku.

Unit 6: Applied Practise
Build a Tic Tac Toe game, confidently find and apply features from documentation, and create an ATM application.

By the end of this course, students will be able to:

- Build a functioning web application with React.
- Create multi-page web applications using React Router.
- Embed an API into a React app.
- Host a React app on Heroku to share with the world.

User Experience Design

Non-Immersive (40 hours / 1 or 10 weeks)

What is user experience design? In simple terms, user experience design shapes how you feel while interacting with something. You can affect it by changing the look, language, and feedback of a system across platforms.

Take the experience of getting a ride, for example. There is a huge difference between how it feels to try to hail a taxi on a crowded street versus having a black car waiting to drive you around. A user experience designer's goal is to emulate the feeling of the latter through their design and technology.

Building great user experiences requires listening and empathy. In this course, students learn the tools and techniques to make digital products delightful for users.

Unit 1: Design Process
Topics covered include: an intro to UX and design thinking.

Unit 2: Rapid Prototype
Topics covered include: user research and prototyping.

Unit 3: Hi-Fidelity Prototype
Topics covered include: user stories and feature prioritisation and visual design.

Unit 4: Refine
Topics covered include: onboarding and behavior change.

Unit 5: Presentation and Next Steps
Topics covered include: UX mini-project and final presentations.

By the end of this course, students will be able to:

- Apply user experience best practices as they think, analyse, and design to effectively solve problems.
- Conduct effective user research and perform usability tests.
- Produce full UX documentation deliverables, including personas, competitive assessment documents, feature prioritisation, wireframes and, potentially, a clickable prototype.
- Define all possible interactions as a person moves through the structure, functionality, and appearance of software interfaces.
- Analyse and critique the designs of others.

User Experience Design Circuit

Non-Immersive, online (48 hours / 6 weeks)

This six-week online course is designed to introduce students to the fundamental concepts of user experience design and how to apply these concepts to create products that will delight their users. Learn to design better experiences by understanding the problems and motivations of your users and validate and improve product ideas through testing and feedback.

Take the experience of getting a ride, for example. There is a huge difference between how it feels to try to hail a taxi on a crowded street versus having a black car waiting to drive you around. A user experience designer's goal is to emulate the feeling of the latter through their design and technology.

Throughout the course, students will complete the entire iterative UX design process, working toward creating and testing a clickable prototype. (Each unit serves as one lesson.)

Unit 1: Discovery and Research
Gain an intro to UX design cycle and how to conduct user and product research.

Unit 2: Synthesise Research and Develop a Design Strategy
Synthesise your user research, identify your primary persona, and define the key problem your design seeks to answer.

Unit 3: Placement and Layout Design
Examine methods for organising complex and diverse types of content using key techniques from the field of information architecture.

Unit 4: Execution (Wireframing and Prototyping)
Explore responsive and native design and get familiar with design patterns.

Unit 5: Usability Testing (and Hi-Fi Prototyping)
Get acquainted with usability testing — the most important step for validating and making improvements to a proposed design.

Unit 6: Packaging and Preparing to Present
Put together everything you've learned so far into a packaged presentation that tells the journey of your design process, beginning with the discovery phase and ending with the findings from your usability test.

By the end of this course, students will be able to:

- Apply user experience best practices as they think, analyse, and design to effectively solve problems.
- Conduct effective user research and perform usability tests.
- Produce full UX documentation deliverables, including personas, competitive assessment documents, feature prioritisation, wireframes and, potentially, a clickable prototype.
- Define all possible interactions as a person moves through the structure, functionality, and appearance of software interfaces.
- Analyse and critique the designs of others.

User Experience Design Immersive

Immersive (400 hours / 10 weeks)

We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences has been designed with a great deal of thought devoted to how we interact with objects, find information, or exchange ideas. At the same time, we're also surrounded by unique problems, struggles, and needless complexity — all of which can be solved by great design.

A user experience designer is able to think outside the realm of what's "possible" in order to create experiences that both address the needs of customers and bring them joy and delight. This requires a great deal of empathy, imagination, and skill.

Our User Experience Design Immersive is designed to have students living and breathing user experience design. Made up of sessions delivered by top practitioners, portfolio-building workshops, and events that immerse students in the UX community, UXDI was made for those who are seriously looking to enter the world of user experience.

This 10-week Immersive course will prepare students to think like designers and approach problems strategically in order to create the next generation of great apps, websites, and digital products.

Unit 1: Building a Minimal Viable Product
Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

Unit 2: Discovery and User Experience Design
Apply the building blocks of user experience design to eCommerce websites through information architecture, wireframing, prototyping, and testing.

Unit 3: Interaction and Interface Design
Build a brand-new product or feature for an existing brand by applying the entire design process of user research, creating personas, ideation, sketching, interaction design, interface design, and prototyping.

Unit 4: Mobile and Future of UX
Optimise a well-known product into a mobile and companion wearable app by utilising Apple's human interface guidelines, Google's Material Design, and other mobile design patterns.

Unit 5: Working in the Real World
Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem. Exercise professional design skills, including feature prioritisation, client management, and project planning.

By the end of this course, students will be able to:

- Identify the most effective methods of user research for any given project and how to implement it.
- Organise vast amounts of information, from articles in a magazine to items on an eCommerce site, in a way that makes sense to users.
- Design the behavior of digital products in order to support user goals.
- Communicate use of a digital product through visual design to ensure that users can effectively interact with it.
- Articulate their thinking and process via words (written and verbal) and pictures (sketches, wireframes, decks).
- Utilise business requirements and technical constraints/abilities in order to design products that can be successfully launched.
- Work with a team of fellow designers, stakeholders, and programmers in order to create polished, functional products and prototypes.
- Identify how to use specific design tools and visual design hacks.

- Translate wireframes and mockups into basic prototypes using front-end web development skills such as HTML, CSS, and JavaScript.

Visual Design

Non-Immersive (32 hours / 8 weeks)

This hands-on course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products and a mobile app.

Unit 1: Design Discovery
Break down a brief into a design objective, strategy statement, and defined constraints.

Unit 2: Composition
Use design principles and grid theory to create effective webpage compositions.

Unit 3: Color
Make effective color choices for the web.

Unit 4: Typography
Use typography best practices to select typefaces, pair fonts, and create hierarchy.

Unit 5: Art Direction and Images
Select images that support and enhance both the content and usability of a design.

Unit 6: User Experience Design
Plan and execute designs by taking a user-centered approach.

By the end of this course, students will be able to:

- Apply an understanding of typography, color theory, and layout to create a collection of designs.
- Use industry-standard tools such as Photoshop and Illustrator to design high-fidelity mockups.
- Think through challenging user problems, come up with creative solutions, and mock them up in production-ready detail.
- Know the technical vocabulary to communicate with UI and visual designers.

Web Development Immersive

Immersive (480 hours / 12 weeks)

There's never been a better time to start a career as a software developer. In fact, the U.S. Bureau of Labor Statistics predicts that employment growth in this sector will top 24 percent between 2016 and 2026. From startups to Fortune 500 companies, there is a growing demand for software developers who can creatively solve problems and implement robust, sustainable solutions.

This 12-week course provides students with a breadth of web development skills, enabling them to build full-stack web applications and embark on a path toward a software development career. Students graduate with a solid base of fundamental programming knowledge, experience with specific languages and frameworks that are popular today, and a flexible outlook that is comfortable and eager to tackle new technologies in a fast-moving and ever-changing industry.

Because we're focused on preparing our students for a career in technology, we want each graduate to leave WDI with a body of work they can use in their job search to discuss and demonstrate what they are capable of contributing to a company.

Unit 1: Front-End Development
Discover what it takes to build the web you want to see through hands-on training in the essentials of front-end development. Explore core programming concepts that are applicable in any language, and find out what day-to-day life as a professional developer is like.

Unit 2: Full-Stack Development
Learn to build full-stack web applications, deepening your knowledge of client-facing and server-side development. Expand your repertoire of programming languages and start coding collaboratively.

Unit 3: APIs and Full-Stack JavaScript
Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third-party APIs. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow.

Unit 4: Front-End Frameworks
Gain expertise with the modern web development tools and frameworks you'll use on the job as a software engineer. Get creative with a cumulative final project, building a full-stack application using technology you choose.

By the end of this course, students will learn:

- Coding webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript.
- Programming fundamentals and software engineering best practices.
- Version control and collaborative software development with Git and GitHub.
- Developing full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Building full-stack applications by leveraging common design and architectural patterns like model–view–controller (MVC) and Representational State Transfer (REST).
- Safely modeling and storing data in SQL and NoSQL databases.
- Consuming and integrating third-party application programming interfaces (APIs) in an application.
- Front-end web application development with modern JavaScript frameworks such as React.
- Deploying applications to the web via cloud-based hosting.

Web Development Immersive Remote

Immersive, online (420 hours / 12 or 24 weeks)

There's never been a better time to start a career as a software developer. In fact, the U.S. Bureau of Labor Statistics predicts that employment growth in this sector will top 24 percent between 2016 and 2026. From startups to Fortune 500 companies, there is a growing demand for software developers who can creatively solve problems and implement robust, sustainable solutions.

This online Immersive course provides students with a breadth of web development skills, enabling them to build full-stack web applications, and embark on a path toward a software development career. Students graduate with a solid base of fundamental programming knowledge, experience with specific languages and frameworks that are popular today, and a flexible outlook that is comfortable and eager to tackle new technologies in a fast-moving and ever-changing industry.

Because we're focused on preparing our students for a career in technology, we want each graduate to leave WDI Remote with a body of work they can use in their job search to discuss and demonstrate what they are capable of contributing to a company.

Unit 1: Front-End Development
Discover what it takes to build the web you want to see through hands-on training in the essentials of front-end development. Explore core programming concepts that are applicable in any language, and find out what day-to-day life as a professional developer is like.

Unit 2: Full-Stack Development
Learn to build full-stack web applications, deepening your knowledge of client-facing and server-side development. Expand your repertoire of programming languages and start coding collaboratively.

Unit 3: APIs and Full-Stack JavaScript
Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third-party APIs. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow.

Unit 4: Front-End Frameworks
Gain expertise with the modern web development tools and frameworks you'll use on the job as a software engineer. Get creative with a cumulative final project, building a full-stack application using technology you choose.

By the end of this course, students will learn:

- Coding webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript.
- Programming fundamentals and software engineering best practices.
- Version control and collaborative software development with Git and GitHub.
- Developing full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Building full-stack applications by leveraging common design and architectural patterns like model–view controller (MVC) and Representational State Transfer (REST).

- Safely modeling and storing data in SQL and NoSQL databases.
- Consuming and integrating third-party application programming interfaces (APIs) in an application.
- Front-end web application development with modern JavaScript frameworks such as React.
- Deploying applications to the web via cloud-based hosting.

Academic Policies

Homework

Students in some courses may be required to spend up to 20 hours outside of class per week working on homework/projects.

Hours

Course length is measured in hours. One hour of instructional time is defined as a 60-minute period.

Standards of Progress

General Assembly measures student progress through frequent homework assignments and in-depth projects. Students are graded on a pass/fail basis. To receive a passing grade, students must:

1. Receive a passing grade on 80% of all homework assignments. Homework is graded on the basis of completion. To receive a passing grade on a homework assignment, students must complete 100% of the minimum tasks specified in that assignment.

2. Maintain consistent attendance as outlined in the Attendance section below. A passing grade in attendance will be given to students with no more absences than the amount allowed, which varies by programme.

3. Receive a passing grade on all course projects and complete any assigned assessments as applicable. Students are formally evaluated* for progress toward completion at the following point:

Course Length	Evaluation Point
30 hours / 5 weeks	15 hours / 2.5 weeks
32 hours / 8 weeks	16 hours/ 4 weeks
40 hours / 1 week	20 hours / .5 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 6 weeks	24 hours / 3 weeks
60 hours / 10 weeks	30 hours / 5 weeks
80 hours / 10 weeks	40 hours/ 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 weeks
420 hours / 24 weeks	210 hours / 12 weeks
480 hours / 12 weeks	240 hours / 6 weeks

General Assembly does not have a cumulative final test or examination required for the completion of any of the courses. A statement will be furnished to students regarding satisfactory or unsatisfactory progress.

4. Tuition must be paid in full by the end of the course to receive a certificate of completion, unless other arrangements have been made with your Admissions representative before the course starts.

**Students are informally evaluated by instructors every two weeks. Students in HTML, CSS, & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, JavaScript Circuit, and User Experience Design Circuit are evaluated on a per-lesson basis.*

Grading System

Students are graded on an academic system. Incomplete grades are final.

Grade	Definition
4.0	Exceeds expectations
3.0	Meets expectations
2.0	Does not meet expectations
1.0	Incomplete

Probation

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, they are dismissed from the programme. Students dismissed for unsatisfactory academic progress may reenter General Assembly subject to approval by the regional director.

Attendance

With prior approval from General Assembly, students in full-time programmes are permitted to miss up to three excused class meetings and students in part-time programmes are permitted to miss up to three excused class meetings. Students in weekend format classes are permitted to miss one excused class meeting. Students in 1-week courses must attend every class.

A class meeting is defined as the instructional hours provided on one calendar day. Examples of excused absences include but are not limited to: student illness, death/critical illness of a family member or a significant other, critical life emergency, and religious observance.

General Assembly may allow a greater number of excused absences in exceptional circumstances. Unexcused absences are not permitted except in exceptional circumstances. Students who miss more than three class meetings may be withdrawn. Please refer to the Withdrawal Policy as outlined in the catalog.

Attendance is taken at every class meeting at the start of class. Three late arrivals and/or early departures will constitute one absence.

Make-Up Work

Students who miss coursework because of an absence that was approved prior its occurrence are responsible for making up missed coursework by the last day of class to receive a passing grade.

Students are encouraged to attend weekly office hours and schedule timely one-on-one meetings with instructors to review missed content.

General Assembly classes are generally not taped, archived, or offered on alternative schedules for students who miss classes.

Completion

A certificate of completion is issued within seven days of the end of the course to each student who has successfully fulfilled General Assembly's requirements of obtaining a "pass" and has paid their tuition in full.

Student Rights

1. Students have the right to equal opportunity education and an educational experience free from discrimination or harassment based on sex, gender identity and/or expression, race, color, religion, ancestry, national origin, marital status, veteran or military status, sexual orientation, medical condition, genetic information, or the presence of any sensory, mental, or physical disability, or the use of a trained guide dog or service animal by a person with a disability.

2. Students have the right to cancel or withdraw from their course, per General Assembly's Cancellation, Withdrawal, and Refund Policy.

3. Students have the right to file a grievance, per General Assembly's Grievance Procedure.

Student Conduct and Dismissal

General Assembly is a community of learners. Should a student be disruptive to the community, they may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats toward other students, instructors, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by instructors or staff; or other behavior identified as disruptive to the learning environment of other students by instructors or staff. Students may also be withdrawn for academic violations, per General Assembly's Withdrawal Policy below.

General Assembly has a zero-tolerance policy towards plagiarism and cheating. It is destructive to classroom culture, and exhibits a clear lack of respect for classmates, instructors, the company, and the greater community. Any work considered to have been plagiarised will not be accepted and will not count toward graduation requirements. If a project exhibits evidence of plagiarism or cheating, the student will not be able to display the project at a GA-sponsored class "science fair" or "meet & greet." Any student found plagiarising or attempting to plagiarise will be disciplined accordingly (including but not limited to removal from class).

Students are to treat all members of the staff and other students with respect and dignity. A student who is caught cheating; willfully destroying school property; attending school under the influence of illegal and recreational drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from reenrolment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be readmitted to General Assembly.

Equal Opportunity

General Assembly is an equal opportunity organisation and does not discriminate based on sex, gender identity and/or expression, race, color, religion, ancestry, national origin, marital status, veteran or military status, sexual orientation, medical condition, genetic information, or the presence of any sensory, mental, or physical disability, or the use of a trained guide dog or service animal by a person with a disability, or other categories protected by law of the states in which we operate. General Assembly strictly prohibits and does not tolerate sexual harassment or other unlawful harassment (including verbal, physical, or visual conduct) based on protected status. Individuals who believe they have been subject to or witnessed conduct that violates this policy should immediately notify the regional director. All complaints will be investigated and prompt corrective action will be taken, as appropriate. Interim measures may be taken, as appropriate, when a complaint is made. General Assembly prohibits retaliation against any individual who raises concerns under this policy or participates in an investigation. General Assembly will conduct its courses, services, and activities consistent with applicable federal, state, and local laws and regulations. Students who seek accommodations related to a disability should contact their producer or regional director.

General Assembly provides reasonable accommodations to individuals who desire to participate in our educational programmes.

Diversity and Inclusion Values Statement

General Assembly abides by a diversity and inclusion values statement. Our entire community upholds this commitment, and we maintain shared responsibility across our global campuses to live these values. General Assembly strives to make the future of tech as vibrant as the world it inhabits through a global commitment to diversity and inclusion.

At General Assembly, we are diverse. We foster an international community comprising different backgrounds, experiences, identities, and perspectives. We work to ensure that everyone has a place at the table at General Assembly, regardless of race, gender, gender identity, gender expression, age, sexual orientation, disability status, religious affiliation, socioeconomic status, or political persuasion. We consistently leverage the diverse experiences of our community members to transform the narrative of diversity within the tech, data, business, and design communities. We also strive to ensure that the GA community is not just a reflection of the world today, but of the world we want to see in the future.

At General Assembly, we are inclusive. We celebrate and welcome diversity unbound by social hierarchies, and collectively work to foster mutual respect, empathy, and common cause. We provide welcoming spaces for growth conversation and empowerment on our campuses and strive to build greater cultural competence within our community. We also commit to supporting opportunities beyond our walls to promote access, break down barriers, and empower future generations of leaders in the tech industry.

Student Services

Employment Assistance

The General Assembly Outcomes Team is dedicated to seeing full-time students take control of their career aspirations and goals by helping to communicate their skills, make valuable connections, and identify ideal career opportunities. Outcomes programming, designed to teach job search strategy, is interwoven into our Immersive courses. Job search support is also available to all graduates of full-time programmes who choose to opt-in to it by meeting the requirements outlined below.

In order to become a job seeker, a student must meet the following requirements, which are taught throughout the course:

- Resume.
- Digital presence (GA Profile and LinkedIn).
- Professional project/portfolio.
- Shareable way of tracking the job search.
- Attendance and participation in all Outcomes programming.

Being a job seeker at General Assembly grants you access to skill building and programming that will enhance your ability to take control of your job search. This includes:

- Hiring events.
- Employer referrals.
- GA Profiles and job board.
- Career development events and exposure to industry professionals, such as mock interviews, portfolio reviews, studio tours, and panels.
- One-on-one support and office hours.

General Assembly cannot and does not guarantee employment or salary. Student completion and job placement information for certain campuses is provided at https://generalassemb.ly/regulatory-information in accordance with state law requirements, if any.

Grievance Procedure

Internal Grievance Procedure

When a concern occurs, the student is asked to discuss the concern directly with their faculty member, who will attempt to resolve the situation. If a resolution does not occur, the student or faculty member should provide a written description of the concern to the regional director, who will investigate the complaint and provide a prompt written response. General Assembly attempts to resolve all complaints within 30 days. The regional director's decision is final.

Cancellation, Withdrawal, and Refund Policy

General Assembly's Cancellation, Withdrawal, and Refund Policy may vary by location. Please review the following policies and the location-specific policies that apply to your campus.

General Assembly's Right to Cancel

1. General Assembly reserves the right to cancel or postpone a course date or to change a course location at any time. If this happens you will be entitled, at your discretion, to attend the course at the proposed later date or to receive a full refund of any course fees you have already paid to attend the course on the original date and/or location.

2. General Assembly reserves the right to cancel an enrolment based on conduct violations prior to course start date. If you display threatening, abusive, or dangerous behavior toward us or any of our staff or personnel, then we reserve the right to refuse to allow you to continue taking the course. In such circumstances, you will not be entitled to a refund of any fees paid except as mandated by your state's refund policy, and we reserve the right to prevent you from taking any course in the future if we feel that is necessary for the protection of our staff or personnel.

3. General Assembly reserves the right to cancel an enrolment if a student has failed to complete the pre-work required for course participation.

Withdrawal

Students may withdraw from the course at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below.

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course when any of the following occurs:

The student notifies General Assembly in writing of the student's withdrawal or as of the last date of attendance, whichever is later. The failure of a student to immediately notify General Assembly in writing of the student's intent to withdraw may delay any applicable refund of tuition to the student.

General Assembly terminates the student's enrolment for failure to maintain satisfactory progress; failure to abide by the rules and regulations; absences in excess of maximum set forth by General Assembly; and/or failure to meet financial obligations to General Assembly. In these cases, the official termination date of enrolment shall be the student's last day in class. If a student has been withdrawn for failure to maintain satisfactory progress or for violations of General Assembly's Attendance Policy, the student can only be readmitted with the approval of the regional director into a future instance of the course after final grades have been issued for the original course.

The student has failed to attend class for three class meetings without prior approval.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be reenroled into another General Assembly course following approval by the regional director.

Student Cancellation and Refund Policy

London

Student's Right to Cancel

There are a number of statutory and non-statutory rights of cancellation available to you, with potential for a corresponding refund under certain circumstances. Please see our full booking terms and conditions of courses at https://generalassemb.ly/uk-terms-and-conditions for detail.

Consumer Rights

You have the right to cancel a contract within a period of 14 days after the day on which the contract is entered into (cooling-off period) without giving any reason. If you cancel, you will receive a full refund of fees paid in accordance with our Refund Policy (see below). To cancel a contract within the cooling-off period, you must clearly inform us (GA London, The Relay Building, 1st floor, 114 Whitechapel High St. E1 7PT London, United Kingdom, +44 (0) 20 3308 9506, london@generalassemb.ly) of your decision to cancel the contract by a clear statement (e.g., a letter sent by post, fax, or email). Or you may complete our cancellation form available on the site at https://generalassemb.ly/regulatory-information and return it to the address specified in that form. If you wish to cancel during the cooling-off period, you must notify us by one of the methods set out above before the cooling-off period has expired. Details of the consumer rights described above and an explanation of how to exercise them are provided in the entry confirmation or email confirmation (as applicable). Nothing in this section affects your legal rights.

Express Consent to Start Services

If your course start date falls before the expiry of the cooling-off period, then you expressly request that we begin the supply of services (i.e., the provision of the course) before the end of the cooling-off period. If you are taking a course which lasts less than 14 days, you acknowledge that once you have completed the course, you lose the right to cancel.

If you wish to cancel the contract during the cooling-off period (before you lose the right to cancel (see above)) and you have started your course then we are entitled to retain a reasonable portion of the fees to reflect the work undertaken by us up to the point of cancellation, which may include any administrative costs we have incurred or room booking costs incurred on your behalf in order to arrange the course.

Cancelling a Course

In addition to the consumer rights set out above, you may also cancel your contract with us at any time, even after you have started the course. If you wish to cancel the contract after the cooling-off period has expired, all such requests must be submitted in writing to the regional director who can be contacted at +44 (0) 20 3308 9506 or london@generalssemb.ly. Depending on when you cancel, you may or may not be entitled to a refund of fees paid. Please see our Refund Policy below for further detail.

Refund

Any refund due to you will depend on whether you cancel a contract within the cooling-off period or not.

We will refund any money received from you using the same method originally used by you to pay for your booking, unless agreed otherwise.

Cancelling Within the Cooling-Off Period

If you cancel a contract within the cooling-off period and your course has not begun, we will reimburse all payments received from you. If you cancel a contract within the cooling-off period and your course has begun, we will reimburse payments received from you subject to our right to retain a reasonable portion of the fee in certain circumstances.

Amount of Training	Refund Amount
During the cooling off period (before the course has begun)	100% of tuition and fees
During the cooling off period (after the course has begun)	100% tuition

After the Cooling-Off Period

If you cancel a contract after the cooling-off period has expired we will reimburse payments received from you, less a £100 non-refundable registration fee, in accordance with the following:

- Refunds are determined based on the proration of tuition and percentage of programme completed at withdrawal, up until 50% of the programme. You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course. The amount of the refund shall be calculated based on the last day of student attendance.

- General Assembly will process the refund due to you as soon as possible and, in any case, not later than 14 days after the day on which we were informed about your decision to cancel the contract.

Australia

Student's Right to Cancel

1. Cancellation occurs when the student provides a written notice of cancellation at the address of attendance stated on the Enrolment Agreement. This can be done by email or by hand delivery. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.

2. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrolment Agreement.

3. You have the right to cancel your course of instruction without any penalty or obligation through the drop-out deadline, which is 5 p.m. on Saturday on the first week of your course.

4. If the Enrolment Agreement is cancelled, the school will refund the student any money they paid, less the registration fee within 30 days after the notice of cancellation is received.

Transfer

Prior to 5 p.m. on Saturday on the first week of your course (drop-out deadline), students may be granted one transfer (subject to management approval, class availability, and demonstration of extenuating circumstance) into a different course or a different instance of the same course. No transfers will be granted after the drop-out deadline. All transfer requests must be made in writing to your course producer. If your transfer request is granted, a transfer fee of $500 for Immersives will apply.

Should you be granted a transfer and transfer into an upcoming course or another course instance, you will be liable for the full course fees for that course plus the transfer fee.

Refund

Refunds are determined based on the proration of tuition and percentage of programme completed at withdrawal, up until 50% of the programme. You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course.

All refunds will be paid within 30 days of withdrawal. For the purposes of determining the date of withdrawal, the date shall be the earliest of i) the date on which the student gives written notice to General Assembly or ii) the date on which the student is deemed to have withdrawn.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender or third party.

Singapore

To be determined.

Payment Policies

Payment Policy

Unless otherwise agreed to in a private lending or financing agreement and as approved by General Assembly, all students pay an upfront payment of $250 upon 24 hours of enrolment. Students are required to pay the remaining full balance at least seven days prior to the course start date or upon enrolment, whichever is later.

Students are allowed to request a payment plan unless a student is enroled in a 1-week course. These payment plans must be approved by General Assembly during enrolment. If a student is partially paying for a course and a third party is paying the remainder of the course, students can request to participate in a payment plan for their portion of course costs, which, if approved by General Assembly, will be documented in a payment schedule.

Payment in full is a graduation requirement and certificates of completion will be withheld until full balance is paid. To the extent permitted by applicable law, the student agrees to pay all costs incurred by General Assembly in collecting the balance due.

Third-Party Sponsor Payment Policy

A third-party sponsor payment form must be completed to provide authorisation for General Assembly to bill a student's third party for all or part of their educational expenses.

The following terms and conditions apply to the student for third-party sponsor payment:

- Third-party sponsor payments are not conditional on student performance in or completion of a course. It is the student's responsibility to provide their third-party sponsor the correct information concerning tuition and fees and any other information needed by the third-party sponsor. This is especially true if there are any changes to any charges after the original authorisation form is submitted.

- Third-party sponsorship does not relieve a student from any financial responsibility. The student is ultimately responsible for their educational costs. If a third-party sponsorship amount is changed or cancelled, for any reason, the student is responsible for unpaid amounts due to General Assembly. Future sponsorships are not allowed until current sponsorships are paid in full. A student cannot enrol in future courses or receive a certificate of completion until all charges on their account are paid in full.

- Students will be assessed a late-fee (as outlined above) if they fail to make timely payments for all charges not covered by their third-party.

Appendix A

Board of Directors

Jacob Schwartz

Sergio Picarelli

Philipp Lustenberger

Ownership

General Assembly is owned by General Assembly Space, Inc., a wholly owned subsidiary of Adecco, Inc.

Regional Directors

Julien (JDB) Deslangles-Blanch, London

Monique Brasher, Melbourne

Elisia Retsas, Sydney

Aziza Sheerin, Singapore

Management

Jacob Schwartz, MBA, Chief Executive Officer

Scott Kirkpatrick, MBA, Chief Operating Officer

Philipp Lustenberger, MBA, Chief Financial Officer

Shiren Vijisangham, M.S., Chief Product Officer, Chief Academic Officer

Liz Simon, J.D., General Counsel and VP External Affairs

Sarah Tilton, General Manager – Growth Markets

Laura Youngblom, MBA, Global Director of Admissions

Duties

General Assembly is governed by a board of directors. The chief executive officer has overall responsibility to implement strategic goals and objectives of the organisation. The chief executive officer develops and implements all strategic planning in accordance with the institution's mission and objectives to provide the highest quality of education and services.

The president is responsible for the management of campus education across all of General Assembly's campuses.

The regional directors own strategic planning and forecasting for their locations, supervise local education operations, supervise campus operations oversee local marketing functions, and grow and manage Outcomes and alumni offerings.

Appendix B

Locations

London
114 Whitechapel High St.
London, E1 7PT
+44 2033089506
london@generalassemb.ly

Melbourne
12A, 45 William St.
Melbourne, Australia 3000
+61 (03) 8592 7303
melbourne@generalassemb.ly

Sydney
Main Campus
Podium Building, 1 Market St.
Sydney, NSW 2000
+612 8318 2912
sydney@generalassemb.ly

Singapore
Level 3, 8 Claymore Hill,
Spacemob
Singapore 229572
+65 31589593
singapore@generalassemb.ly

Toronto
220 King St. W, Suite 200
Toronto, Ontario, M5H 1K4
647-498-5904
toronto@generalassemb.ly