GENERAL ASSEMBLY

Catalog

Texas

January 1, 2019–December 24, 2019

Volume 3, Version 2

Contents

Our Story

General Assembly is a pioneer in education and career transformation, specializing 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 programs, 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 programs, 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 recognized 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

General Assembly is governed by a board of directors. A list of owners and board members is attached as Appendix A.

Approvals

General Assembly is licensed by the Texas Workforce Commission, Career Schools and Colleges. Additional disclosures required by the Texas Workforce Commission are attached as Appendix B.

General Assembly is not accredited and does not participate in federal or state financial aid programs.

Facility and Equipment

General Assembly's facilities meet ADA accessibility standards. 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 holidays. Instructors may choose to reschedule class on additional dates with advance notice to students. Opportunities will be provided to make up any material missed.

Date	Holiday
January 1, 2019	New Year's Day
January 21, 2019	Martin Luther King, Jr. Day
February 15, 2019	Campus Day
February 18, 2019	Presidents Day
May 27, 2019	Memorial Day
July 4, 2019	Independence Day
July 5, 2019	Independence Day Observed
September 2, 2019	Labor Day
November 11, 2019	Veterans Day
November 28, 2019	Thanksgiving Day
November 29, 2019	Day After Thanksgiving
December 23, 2019	Christmas Eve Observed
December 24, 2019	Christmas Eve
December 25, 2019	Christmas Day
December 26, 2019	Christmas Holidays
December 27, 2019	Christmas Holidays
December 31, 2019	New Year's Eve

Hours

Class Hours

Monday–Friday, 9 a.m.–9 p.m.
Saturday–Sunday, 9 a.m.–5 p.m.

Administration Hours

Monday–Friday, 9 a.m.–6 p.m.

Enrollment Period

Courses are offered on a rolling basis, and enrollment is open.

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

School Address

General Assembly – Austin
600 Congress Ave.
Austin, TX 78701

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. Non-Immersive courses are not geared for career transitioning and may be designated as "avocational." In some states, avocational, or non-occupational, courses are not intended to provide instruction that will result in the student's acquisition of occupational skills for a particular job. General Assembly's courses are not designed to lead to positions in a profession requiring state licensure.

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	
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	x	
React Development	40 hours / 1 or 10 weeks	x	
Software Engineering Immersive	480 hours / 12 weeks		x
Software Engineering Immersive Remote (Online)	420 hours / 12 weeks	x	x
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	

**Offered both on campus and online.*

Class Schedule

Immersive course hours run from 9 a.m. to 5:30 p.m. with an hour break for lunch. Part-time courses run 1–2 days a week, and course hours run 2–6 hours a day. For all courses, a 10-minute break is provided for every three hours of course instruction. One hour of instructional time is defined as a 60-minute period.

Admissions Policy and Procedure

Entrance Requirements and Enrollment Dates

Admission into any General Assembly course, except for those offered in Georgia, requires that the student have a high school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education. General Assembly does not admit ability-to-benefit students.

International Students and English Language Services

General Assembly does not offer visa services to prospective students from other countries or English language services. General Assembly also does not vouch for student status or any associated charges. General Assembly does not offer English as a Second Language instruction. All instruction occurs in English. English language proficiency is documented by:

1. The Admissions interview.

2. Receipt of prior education documentation, as stated in the Admissions Policy.

3. Receipt of Test of English as a Foreign Language (TOEFL) examination score of an 80 or higher for the Internet-based test and 550 or higher for the paper-based test.

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.
JavaScript Development and JavaScript Development Remote	• Basic computer skills. • Exposure to HTML, CSS, and JavaScript.

Course	Course-Specific Admissions Requirements
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.
Software Engineering Immersive and Software Engineering Immersive Remote	• Basic HTML, CSS, and JavaScript experience. • Diagnostic assessment.
User Experience Design Immersive	• 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 Software Engineering Immersive and Software Engineering Immersive Remote courses, all students are required to use Mac laptops. Software Engineering 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 SEI & SEIR students to be able to run Mac OS X 10.8 Mountain Lion. 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 program:

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.
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.
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.
Software Engineering Immersive and Software Engineering Immersive Remote	• Basic HTML, CSS, and JavaScript experience. • Diagnostic assessment.
User Experience Design Immersive	• Diagnostic assessment.

Pre-course assignments are required for the following programs:

- Android Development Immersive
- Data Analytics
- Digital Marketing
- Data Science
- Data Science Immersive
- Front-End Web Development
- JavaScript Development
- Product Management
- Python Programming
- React Development
- Software Engineering Immersive
- Software Engineering Immersive Remote

- User Experience Design
- User Experience Design Immersive

Pre-work is up to 60 hours of preparatory assignments we give to students after they've been accepted and enroll in the program. 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 enrollment, 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 reenrollment. If an admitted student requests to enroll in a different session before the course begins, approval may be granted pending availability.

Foreign Transcript Evaluation

All foreign transcripts and degrees must be evaluated and translated to meet U.S. equivalency.

Transfer of Credit

General Assembly courses are not credit-bearing. General Assembly does not accept hours or credits from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at General Assembly are unlikely to count as transfer credits at another institution.

Credit for Prior Learning (38 CFR 21.4254(c)(3). The school maintains a written record of the previous education and training of the GI Bill® recipient and grants credits appropriately, with the training period shortened proportionately. Prior related education and/or military experience of veteran students will be reviewed on a case-by-case, individual basis and appropriate credits will be awarded.

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 programs is provided under Academic Policies.

Android Development Immersive

Immersive (420 hours / 12 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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.

Course outline:

Subject	Subject Title	Lecture	Lab*	Ext.	Total
ADI101	Android Fundamentals	25	10		35
ADI102	Java, SQL, and Material Design	75	30		105
ADI103	HTTP, REST, and Networking	80	60		140
ADI104	Capstone Project	40	100		140
TOTAL					**420**

**Labs consist of project workshop time to collaborate with peers or meet individually with instructors.*

ADI101
Android Fundamentals
Subject hours: 35 hours (25 lecture / 10 lab)
Prerequisites: None
Subject description: 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.

ADI102
Java, SQL, and Material Design
Subject hours: 105 hours (75 lecture / 30 lab)
Prerequisites: ADI101
Subject description: 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.

ADI103
HTTP, REST, and Networking
Subject hours: 140 hours (80 lecture / 60 lab)
Prerequisites: ADI102
Subject description: 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.

ADI104
Capstone Project
Subject hours: 140 hours (40 lecture / 100 lab)
Prerequisites: ADI103
Subject description: 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.
- Utilize 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.
- Utilize Google's Material Design guidelines and best practices in order to create beautiful and functional apps.
- Utilize 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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: Data is now an integral part of every organization. To be successful in today's data-driven world, every employee should know how to analyze data, interpret it, and make defensible recommendations. In

this course, you will learn how to use data to guide and inform your organization 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 practice collecting, cleaning, and analyzing data using Excel and SQL. Additionally, you'll learn to create data dashboards and various visualizations 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 (10 hours)
Prepare, clean, reference, and perform statistical analysis on data from a variety of sources.

Unit 2: Managing Data With SQL (18 hours)
Query, aggregate, and manage data stored in databases.

Unit 3: Communicating Data Analysis With Tableau (12 hours)
Contextualize and communicate data analysis with dashboards, visualizations, and presentations.

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

- Explain the value of data.
- Utilize statistics to describe a data set and validate its analysis.
- Clean data sets using Excel's core functionality.
- Analyze data sets using visualizations 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 analyze data using efficient SQL queries.
- Build completing and clear visualizations in Tableau.
- Deliver effective presentations with data.

Data Analysis Circuit

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: This beginner-level online course teaches students how to collect data, analyze 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 visualization 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 (6 hours)
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 (6 hours)
Students learn about the spectrum of data sources and formats and how to utilize experiment design to make sure they are gathering the right type of data.

Unit 3: Relational Databases (6 hours)
Students learn about structures of relational databases, the basic principles of SQL, and how to perform basic SQL queries.

Unit 4: Data Preparation (6 hours)
Students learn how to clean data for analysis, what null values are, and how null values factor into data.

Unit 5: Statistical Methods (6 hours)
Students learn the basics of descriptive statistics for use in data analysis.

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

Unit 7: Data Filtration (6 hours)
Students learn how to structure and display subsets of data.

Unit 8: Design and Data (6 hours)
Students learn about how to use basic design principles to maximize the effectiveness of their data visualizations.

Unit 9: Data and Narrative (6 hours)
Students learn about the use of narrative in telling a compelling story with processed data.

Unit 10: Final Project (6 hours)
Students apply the concepts of data extraction, analysis, and visualization to extract noisy information from a SQL database. Students will then prepare, clean, and analyze that data in Microsoft Excel to create visualizations 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.
- Analyze 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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 practice 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 (15 hours)
Topics covered include: an introduction to data exploration and machine learning.

Unit 2: Foundations of Data Modeling (18 hours)
Topics covered include: linear regression, evaluating model fit, and introduction to classification.

Unit 3: Data Science in the Real World (27 hours)
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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education and strong mathematical foundation, basic familiarity with programming concepts.

Course description: 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 analyze 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 organizations, 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.

Course outline:

Subject	Subject Title	Lecture	Lab*	Ext.	Total
DSI101	Data Wrangling	45	30		75
DSI102	Analyzing Data with Python	90	35		125
DSI103	Data Modeling and Algorithms	95	50		145
DSI104	Data Visualization and Presentation	50	85		135
Total		280	**200**	**0**	**480**

**Labs consist of project workshop time to collaborate with peers or meet individually with instructors.*

DSI101
Data Wrangling
Subject hours: 75 hours (45 lecture / 30 lab)
Prerequisites: Assigned pre-work*
Subject description: Collect, extract, query, clean, and aggregate data for analysis.

DSI102
Analyzing Data With Python
Subject hours: 125 hours (90 lecture / 35 lab)
Prerequisites: DSI101
Subject description: Perform visual and statistical analysis on data using the Python programming language and its associated libraries and tools.

DSI103
Data Modeling and Algorithms
Subject hours: 145 hours (95 lecture / 50 lab)
Prerequisites: DSI102
Subject description: Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms.

DSI104
Data Visualization and Presentation
Subject hours: 135 hours (50 lecture / 85 lab)
Prerequisites: DSI103
Subject description: Use appropriate data visualization 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 visualization 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.

** There is no additional charge for pre-work.*

Digital Marketing

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 optimization. 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 (4 hours)
Topics covered include: the Objective-First Framework; developing a campaign strategy; and single-, multi-, and omni-channel marketing.

Unit 2: Customer Insights (4 hours)
Topics covered include: customer personas and empathy maps.

Unit 3: Social Media (4 hours)
Topics covered include: ad campaigns, target customer groups, and performance analysis.

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

Unit 5: SEO and Content Strategy (4 hours)
Topics covered include: keyword search and content strategy.

Unit 6: Website and Google Analytics (4 hours)
Topics covered include: audience, acquisition, behavior, and conversion.

Unit 7: Measurement (4 hours)
Topics covered include: attribution in optimization and the pros and cons of different models.

Unit 8: Testing (4 hours)
Topics covered include: A/B tests for Facebook, AdWords, and websites.

Unit 9: Email (4 hours)
Topics covered include: ESP and CRM data and personalized email campaigns.

Unit 10: Digital Advertising (4 hours)
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.
- Analyze the success of digital marketing campaigns using Google Analytics.

Digital Marketing Circuit

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: Digital Marketing Circuit is a five-week, project-based online course that teaches students how to plan, execute, measure, and optimize 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 optimization, 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" (6 hours)
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 (6 hours)
Focus on the ways marketers use various channels to acquire new customers through paid and content marketing efforts.

Unit 3: Conversion and Retention Marketing (6 hours)
Explore lead-generation techniques, how to optimize landing pages, and how email plays a key role in retention marketing efforts.

Unit 4: Measurement and Metrics (6 hours)
Learn how digital marketers use data — where they find it and how they use it to measure and optimize a campaign's success.

Unit 5: Final Project (6 hours)
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 optimize 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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 customize their sites using their own designs and ideas.

Unit 1: HTML and CSS Basics (20 hours)
An introduction to building static webpages using HTML and CSS.

Unit 2: Programming and JavaScript (20 hours)
An exploration of programming basics with JavaScript.

Unit 3: Building In Concert (20 hours)
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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 (6 hours)
Learn the basics of HTML and CSS — the building blocks of the web — and create and host your first webpage.

Unit 2: Design Foundations (6 hours)
Learn foundational design principles and tools, the iterative design process, and how to create design mockups.

Unit 3: Styling Pages With CSS (6 hours)
Dive deeper into CSS and create your first fully styled landing page.

Unit 4: Typography and Color Theory (6 hours)
Apply typographic principles like legibility and readability to enhance your site.

Unit 5: Page Structure and Layout (6 hours)
Design complex, modern sites and learn how to balance layout for content and navigation.

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

Unit 7: Responsive Design and Mobile-First Principles (6 hours)
Design responsive sites and learn best practices for user experience on web and mobile devices.

Unit 8: Media Queries and Responsive Development (6 hours)
Students learn to build a modern responsive site that works on both web and mobile platforms.

Unit 9: Final Project (6 hours)
Design and code a personal project of your choosing.

Unit 10: Advanced Study: Responsive HTML Emails (6 hours)
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.

JavaScript Circuit

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 (8 hours)
Practice programmatic thinking, understand fundamental data types, and learn about arrays.

Unit 2: Control Flow (8 hours)
Discover how conditional statements and loops are used to manipulate data stored in variables and arrays.

Unit 3: Functions (8 hours)
Tap into fundamentals on how to create functions, pass parameters, return values, and understand variable scope.

Unit 4: Objects (8 hours)
Implement object-oriented programming in JavaScript. Learn how to create objects, use objects, and work with JSON data.

Unit 5: DOM Manipulation (8 hours)
Implement the DOM and discover the role of JavaScript in DOM manipulation. Explore events and how to use them.

Unit 6: jQuery I (8 hours)
Get to know jQuery with this introduction on how to use jQuery for DOM manipulation.

Unit 7: jQuery II (8 hours)
Dive deeper into using jQuery events and effects to manipulate, add, and remove DOM elements.

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

Unit 9: Deployment (8 hours)
Prototype your web application and learn how deployment and hosting works.

Unit 10: Final Project (8 hours)
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.
- Utilize 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 utilize comparison operators, understanding the use of the “this” variable.

JavaScript Development

Non-Immersive (60 hours / 10 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma – GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education and exposure to HTML and CSS.

Course description: 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 utilizes industry best practices.

Unit 1: Fundamentals of JavaScript (15 hours)
Learn the fundamentals of JavaScript and object-oriented programming by working with JavaScript on the command line.

Unit 2: The Browser and APIs (15 hours)
Use JavaScript to interact with web browsers, the DOM, and APIs.

Unit 3: Persisting Data and Advanced Topics (15 hours)
Understand advanced programming topics and persist user data via a back-end service provider.

Unit 4: Building and Deploying Your App (15 hours)
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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 organizations 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 (4 hours)
Discover the role of product management and its varied responsibilities during each phase of the product development cycle.

Unit 2: Understanding Your Customer (4 hours)
Get to know the customer development process and distill user research into key findings.

Unit 3: Defining Product Features (4 hours)
Conduct a competitive analysis to achieve product-market fit.

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

Unit 5: Communicating Your Idea (4 hours)
Develop messaging and presentation best practices.

Unit 6: Planning for Execution (4 hours)
Explore product roadmaps and common tools for tracking key metrics.

Unit 7: Agile (4 hours)
Get to know various development methodologies and common Agile terminology.

Unit 8: Tech for PMs (4 hours)
Communicate with web developers to manage resource constraints.

Unit 9: Stakeholder Management (4 hours)
Develop communication strategies for dealing with different stakeholders.

Unit 10: Presentation (4 hours)
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.
- Prioritize 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.
- Utilize 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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 visualization, 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)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 (7 hours)
Explore React fundamentals, rendering components, and passing props.

Unit 2: React State (7 hours)
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 (3 hours)
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 (4 hours)
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 (3 hours)
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 Practice (16 hours)
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.

Software Engineering Immersive

Immersive, Full-time, On-campus (480 hours / 12 weeks) and Immersive, Part-time, On-campus (480 / 24 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education and basic HTML, CSS, and JavaScript experience.

Course Description: There's never been a better time to start a career as a software engineer. 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 engineers who can creatively solve problems and implement robust, sustainable solutions.

This in-person Immersive course provides students with a breadth of software engineering skills, enabling them to build full-stack web applications, and embark on a path toward a software engineering career. Students graduate with a solid base of fundamental computer science and 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 the program 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.

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	**Front End Development**	**48**	**112**		160
Unit 2	**Full Stack Development**	**38.5**	**81.5**		120
Unit 3	**Front End Frameworks**	**32.5**	**71.5**		104
Unit 4	**API's and Full Stack Development**	**17.5**	**78.5**		96
TOTAL		**136.5**	**343.5**		**480**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: Front End Development
Subject Hours: 160 hours (48 lecture hours, 112 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 120 hours (38.5 lecture hours, 81.5 lab hours)
Prerequisites: Unit 1
Subject Description: 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: Front End Frameworks
Subject Hours: 104 hours (32.5 lecture hours, 71.5 lab hours)

Prerequisites: Unit 2
Subject Description: Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third-party APIs and single page applications. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow.

Unit 4: API's and Full Stack Development
Subject Hours: 96 hours (17.5 lecture hours, 78.5 lab hours)
Prerequisites: Unit 3
Subject Description: 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 be able to:

- 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
- Implementing common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solving algorithm challenges and analyzing the computational complexity of algorithms using Big O notation.

Software Engineering Immersive Remote

Immersive, Full-time, Online (420 hours / 12 weeks) and Immersive, Part-time, Online (420 / 24 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education and basic HTML, CSS, and JavaScript experience.

Course Description: There's never been a better time to start a career as a software engineer. 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 engineers who can

creatively solve problems and implement robust, sustainable solutions.

This online Immersive course provides students with a breadth of software engineering skills, enabling them to build full-stack web applications, and embark on a path toward a software engineering career. Students graduate with a solid base of fundamental computer science and 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 the program 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: Front End Frameworks
Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third-party APIs and single page applications. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow..

Unit 4: API's and Full Stack Development
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 be able to:

- 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
- Implementing common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solving algorithm challenges and analyzing the computational complexity of algorithms using Big O notation.

User Experience Design

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 (4 hours)
Topics covered include: an intro to UX and design thinking.

Unit 2: Rapid Prototype (10 hours)
Topics covered include: user research and prototyping.

Unit 3: Hi-Fidelity Prototype (14 hours)
Topics covered include: user stories and feature prioritization and visual design.

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

Unit 5: Presentation and Next Steps (8 hours)
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, analyze, 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 prioritization, wireframes and, potentially, a clickable prototype.
- Define all possible interactions as a person moves through the structure, functionality, and appearance of

software interfaces.

- Analyze and critique the designs of others.

User Experience Design Circuit

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

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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 (8 hours)
Gain an intro to UX design cycle and how to conduct user and product research.

Unit 2: Synthesize Research and Develop a Design Strategy (8 hours)
Synthesize your user research, identify your primary persona, and define the key problem your design seeks to answer.

Unit 3: Placement and Layout Design (8 hours)
Examine methods for organizing complex and diverse types of content using key techniques from the field of information architecture.

Unit 4: Execution (Wireframing and Prototyping) (8 hours)
Explore responsive and native design and get familiar with design patterns.

Unit 5: Usability Testing (and Hi-Fi Prototyping) (8 hours)
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 (8 hours)
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, analyze, 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 prioritization, wireframes and, potentially, a clickable prototype.

- Define all possible interactions as a person moves through the structure, functionality, and appearance of software interfaces.
- Analyze and critique the designs of others.

User Experience Design Immersive

Immersive (400 hours / 10 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: 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.

Course outline:

Subject	Subject Title	Lecture	Lab*	Ext.	Total
UXDI101	The Lean Design Process	25	15		40
UXDI102	Wireframing and Information Architecture	75	30		105
UXDI 103	Interaction and Interface Design	50	30		80
UXDI 104	Mobile and Future of UX	60	20		80
UXDI 105	Working in the Real World	55	40		95
Total		**265**	**135**	**0**	**400**

**Labs consist of project workshop time to collaborate with peers or meet individually with instructors.*

UXDI101
Building a Minimal Viable Product
Subject hours: 40 hours (25 lecture / 15 lab)

Prerequisites: Assigned pre-work*
Subject description: Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

UXDI102
Discovery and User Experience Design
Subject hours: 105 hours (75 lecture / 30 lab)
Prerequisites: UXDI101
Subject description: Apply the building blocks of user experience design to eCommerce websites through information architecture, wireframing, prototyping, and testing.

UXDI103
Interaction and Interface Design
Subject hours: 80 hours (50 lecture / 30 lab)
Prerequisites: UXDI102
Subject description: 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.

UXDI104
Mobile and Future of UX
Subject hours: 80 hours (60 lecture / 20 lab)
Prerequisites: UXDI103
Subject description: Optimize a well-known product into a mobile and companion wearable app by utilizing Apple's human interface guidelines, Google's Material Design, and other mobile design patterns.

UXDI105
Working in the Real World
Subject hours: 95 hours (55 lecture / 40 lab)
Prerequisites: UXDI104
Subject description: 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 prioritization, 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.
- Organize 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).
- Utilize 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.

** There is no additional charge for pre-work.*

Visual Design

Non-Immersive (32 hours / 8 weeks)

Prerequisites: High school diploma or equivalent (General Education Diploma — GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education.

Course description: This eight-week course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products. This course was created for developers, user experience designers, product managers, digital marketers, and anyone else looking to learn the essentials of visual design. You'll learn how to use layout, typography, color theory, and design thinking to create various elements of an identity system, including a company logo, an email marketing template, a landing page, a responsive website, a presentation template, and a mobile app.

Unit 1: Design Discovery (4 hours)
Break down a brief into a design objective, strategy statement, and defined constraints.

Unit 2: Composition (4 hours)
Use design principles and grid theory to create effective webpage compositions.

Unit 3: Color (6 hours)
Make effective color choices for the web.

Unit 4: Typography (6 hours)
Use typography best practices to select typefaces, pair fonts, and create hierarchy.

Unit 5: Art Direction and Images (6 hours)
Select images that support and enhance both the content and usability of a design.

Unit 6: User Experience Design (6 hours)
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.

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 program.

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

For Immersive courses, the following shall apply:

1. General Assembly shall place a student making unsatisfactory progress for the program at the end of a progress evaluation period (two weeks) on academic probation for the next progress evaluation period. If the student on academic probation achieves satisfactory progress for the subsequent progress evaluation period, but does not achieve the required grades to meet overall satisfactory progress for the program, the student may be continued on academic probation for one more progress evaluation period.

2. If a student on academic probation fails to achieve satisfactory progress for the first probationary progress evaluation period, the student's enrollment shall be terminated.

3. The enrollment of a student who fails to achieve overall satisfactory progress for the program at the end of two successive probationary progress evaluation periods shall be terminated.

For part-time courses, the following shall apply:

General Assembly shall record a student's grades at the midpoint and end of each progress evaluation period. A student not making satisfactory progress at the midpoint shall be placed on academic probation for the remainder of the progress evaluation period. If the student does not achieve satisfactory progress by the end of the probationary period, the student's enrollment shall be terminated.

Attendance

Attendance is taken by teachers 15 minutes after class begins and 15 minutes prior to class ending. Any student who arrives to class more than 15 minutes late will be marked tardy, and any student who is not present 15 minutes prior to class ending will be marked early departure. Three late arrivals and/or early departures will constitute one absence.

A class meeting is defined as the instructional hours provided on one calendar day. Students who miss more than the excused absence policies outlined below for the type of course they are taking may be withdrawn (please refer to the Withdrawal Policy).

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. General Assembly does not provide an interruption option.

Immersive Courses
With prior approval from General Assembly:

- Students in full-time, non-flex immersive programs are permitted to miss up to three excused class meetings.
- Students in part-time, flex immersive programs are permitted to miss up to twenty four instructional hours in total.
- Students receiving G.I. Bill® benefits who miss three class meetings will be terminated from the G.I. Bill® program. This change in student enrollment status will be reported to the Department of Veterans Affairs (VA) within 30 days of the veteran's last date of attendance.

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

Leave of Absence Policy

A leave of absence is to be granted only in extenuating circumstances, such as an accident, prolonged illness, maternity leave, or the death of a relative. The school is expected to explain the implications of a leave to the student. If the student fails to return on the agreed upon date, the student will be dismissed and a refund calculation performed. Experience has shown that most students do not return from a leave of absence. Some programs are too short to make a leave of absence practical.

A retention evaluation upon return is to be performed when the leave extends beyond 30 days.

The school director is expected to review the student's request, preferably in person with the student requesting the leave. Not all leave requests should be granted. All leaves of absence must be requested and approved in writing.

Transfer

Admission to a General Assembly program is non-transferable. Students who wish to change programs must elect to withdraw from their current program and then reapply for and enroll in the course of their choosing. Should a student elect to withdraw and then reapply for enrollment in another course more than one time, regional director approval is required for acceptance.

Make-Up Work

No more than 5% of the total course time hours for a program may be made up.

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, as well as utilize the provided resources library (see Library section below).

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, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate.

2. Students have the right to view their own academic records.

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

4. 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 reenrollment 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 organization and does not discriminate based on sex, gender identity

and/or expression, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, 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 programs.

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

Academic Advising

Academic advising may be initiated by school personnel or the student when the need is identified.

Housing

General Assembly does not provide student housing.

Library

Each General Assembly campus has a library, which contains relevant reading and course materials for the

school's classes and is open during regular campus hours. To check out items from the library, students should speak directly with their course producer. Enrolled students are also given access to an online resource, which houses course-specific learning resources and tools. General Assembly also has a plethora of partnerships with vendors that allow students to get free or discounted licenses for any learning software products (i.e., Adobe, Axure, Tableau) that are required by the curriculum.

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 programs 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.

Student Records

Student transcripts with official grades and descriptions of courses offered are maintained permanently. All other school and student records will be maintained electronically for 50 years.

Students may view their own academic records. Students who seek to view their own records should contact their school director.

General Assembly will take reasonable steps to protect the privacy of personal information contained in student records.

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.

External Grievance Procedures

Unresolved grievances may be directed to:

Texas Workforce Commission, Career Schools and Colleges
Room 226T
101 East 15th St.
Austin, Texas 78778-0001
(512) 936-3100
texasworkforce.org/careerschools

Cancellation, Withdrawal, and Refund Policy

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 enrollment 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 enrollment if a student has failed to complete the pre-work required for course participation.

Student's Right to Cancel

1. Cancellation occurs when the student provides a written notice of cancellation at the address of attendance

stated in the Enrollment 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 Enrollment Agreement.

3. In-person, part-time courses (non-Immersive) only: You have the right to cancel your course of instruction, without any penalty or obligation, through attendance at the first class session (the course start date) or the seventh calendar day after enrollment (the execution date of this agreement), whichever is later. If the Enrollment Agreement is canceled, the school will refund the student any money they paid, less a registration or application fee, within 30 days after the notice of cancellation is received.

4. Immersive (residence), Circuit, and part-time Remote courses only: A full refund will be made to any student who cancels the enrollment contract within 72 hours (until midnight of the third day excluding Saturdays, Sundays, and legal holidays) after the Enrollment Agreement is signed. A full refund will also be made to any student who cancels enrollment within the student's first three scheduled class days, except that the school may retain not more than $100 in any administrative fees charged, as well as items of extra expense that are necessary for the portion of the program attended and stated separately in the Enrollment Agreement.

5. Students receiving educational benefits from the Department of Veterans Affairs will be refunded the amount of the registration fee in excess of $10.

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 enrollment 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 enrollment 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 reenrolled into another General Assembly course following approval by the regional director.

Refund Policy

Immersive, Circuit, and Part-Time Remote (Residence) Refunds

Refund computations will be based on scheduled course time of class attendance through the last date of

attendance. Leaves of absence, suspensions, and school holidays will not be counted as part of the scheduled class attendance.

1. The effective date of termination for refund purposes will be the earliest of the following:

- The last day of attendance, if the student is terminated by the school.
- The date of receipt of written notice from the student.
- Ten school days following the last date of attendance.

2. If tuition and fees are collected in advance of entrance, and if after expiration of the 72 hour cancellation privilege the student does not enter school, not more than $100 in any administrative fees charged shall be retained by the school for the entire residence program or synchronous distance education course.

3. If a student enters a residence or synchronous distance education program and withdraws or is otherwise terminated after the cancellation period, the school or college may retain not more than $100 in any administrative fees charged for the entire program. The minimum refund of the remaining tuition and fees will be the pro rata portion of tuition, fees, and other charges that the number of hours remaining in the portion of the course or program for which the student has been charged after the effective date of termination bears to the total number of hours in the portion of the course or program for which the student has been charged, except that a student may not collect a refund if the student has completed 75% or more of the total number of hours in the portion of the program for which the student has been charged on the effective date of termination.*

4. Refunds for items of extra expense to the student, such as books, tools, or other supplies are to be handled separately from refund of tuition and other academic fees. The student will not be required to purchase instructional supplies, books, and tools until such time as these materials are required. Once these materials are purchased, no refund will be made. For full refunds, the school can withhold costs for these types of items from the refund as long as they were necessary for the portion of the program attended and separately stated in the Enrollment Agreement. Any such items not required for the portion of the program attended must be included in the refund.

5. A student who withdraws for a reason unrelated to the student's academic status after the 75% completion mark and requests a grade at the time of withdrawal shall be given a grade of "incomplete" and permitted to reenroll in the course or program during the 12-month period following the date the student withdrew without payment of additional tuition for that portion of the course or program.

In-Person Part-Time Courses (Non-Immersive)

1. Refund computations will be based on the period of enrollment computed on basis of course time (clock hours).

2. The effective date of termination for refund purposes will be the earliest of the following:

- The last date of attendance.
- The date of receipt of written notice from the student.

3. If tuition and fees are collected in advance of entrance and the student does not enter school, no more than $100 shall be retained by the school.

4. If the student fails to enter the seminar, withdraws, or is discontinued at any time before completion of the seminar, the student will be refunded the pro rata portion of tuition, fees, and other charges that the number of class hours remaining in the seminar after the effective date of termination bears to the total number of class hours in the seminar.

** More simply, the refund is based on the precise number of course time hours the student has paid for but not yet used at the point of termination, up to the 75%.*

All Courses

1. A full refund* of all tuition and fees is due and refundable in each of the following cases:

- An enrollee is not accepted by the school.
- If the course of instruction is discontinued by the school and this prevents the student from completing the course.
- If the student's enrollment was procured as a result of any misrepresentation in advertising, promotional materials of the school, or representations by the owner or representatives of the school.

** A full or partial refund may also be due in other circumstances of program deficiencies or violations of requirements for career schools and colleges.*

2. The payment of refunds will be totally completed such that the refund instrument has been negotiated or credited into the proper account(s) within 30 days after the effective date of termination.

Refund Policy for Active Military Service

A student of the school or college who withdraws from the school or college as a result of the student being called to active duty in a military service of the United States or the Texas National Guard may elect one of the following options for each program in which the student is enrolled:

- If tuition and fees are collected in advance of the withdrawal, a pro rata refund of any tuition, fees, or other charges paid by the student for the program and a cancellation of any unpaid tuition, fees, or other charges owed by the student for the portion of the program the student does not complete following withdrawal.
- A grade of incomplete with the designation "withdrawn-military" for the courses in the program, other than courses for which the student has previously received a grade on the student's transcript, and the right to reenroll in the program, or a substantially equivalent program if that program is no longer available, not later than the first anniversary of the date the student is discharged from active military duty without payment of additional tuition, fees, or other charges for the program other than any previously unpaid balance of the original tuition, fees, and charges for books for the program.
- The assignment of an appropriate final grade or credit for the courses in the program, but only if the instructor or instructors of the program determine that the student has:

    1. Satisfactorily completed at least 90% of the required coursework for the program.

    2. Demonstrated sufficient mastery of the program material to receive credit for completing the program.

Tuition and Fees

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 enrollment. Students are required to pay the remaining full balance at least seven days prior to the course start date or upon enrollment, whichever is later.

Students are allowed to request a payment plan unless a student is enrolled in a 1-week course. These payment plans must be approved by General Assembly during enrollment. 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. If a student holds an outstanding balance after the course end date, a one-time $75 late fee will be applied and a 1.5% interest charge on the total due will be applied each month thereafter. Students will incur a $25 fee for declined transactions or returned checks.

General Assembly may, in its sole discretion, refer a student's account to a collection agency without further notice to the student in the event the student is in default in any payment due. To the extent permitted by applicable law, the student agrees to pay all costs incurred by General Assembly in collecting the balance due.

Payment Plan	Upfront Payment (Registration Fee and Deposit)	Payment Schedule
1/2 Payment Option	All students pay an upfront payment of $250 upon 24 hours of enrollment.	1/2 due seven days before course start date* 1/2 due a month after previous invoice date
1/3 Payment Option (Not available to students enrolled in Circuit courses or courses less than 10 weeks in length.)	All students pay an upfront payment of $250 upon 24 hours of enrollment.	1/3 due 7 days before course start date 1/3 due a month after previous invoice date 1/3 due a month after previous invoice date
1/4 Payment Option (Not available to students enrolled in Circuit courses or courses less than 10 weeks in length.)	All students pay 1/4 of the total tuition (which includes the $250 due upon enrollment charge) within 24 hours of enrollment.	1/4 due 7 days after course start date 1/4 due three weeks after previous invoice date 1/4 due three weeks after previous invoice date

** For Circuit students, first payment is due seven days after course start date.*

Students enrolled in 1-week courses are not eligible for any payment plans.

Enrolling after the initial installment due date will require payment of any tuition due at the time of enrollment.

Third-Party Sponsor Payment Policy

A third-party sponsor payment form must be completed to provide authorization 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 authorization 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 enroll 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.

Tuition and Fees

Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
Android Development Immersive	$100	$13,400	$13,500
Data Analytics	$100	$3,850	$3,950
Data Analysis Circuit (Online)	$0	$1,250	$1,250
Data Science	$100	$3,850	$3,950
Data Science Immersive	$100	$15,850	$15,950
Digital Marketing	$100	$3,850	$3,950
Digital Marketing Circuit (Online)	$0	$750	$750
Front-End Web Development	$100	$3,850	$3,950
HTML, CSS, & Web Design Circuit (Online)	$0	$1,250	$1,250
JavaScript Circuit (Online)	$0	$1,250	$1,250
JavaScript Development	$100	$3,850	$3,950
Product Management	$100	$3,850	$3,950
Python Programming	$100	$3,850	$3,950
React Development	$100	$3,850	$3,950
Software Engineering Immersive	$100	$14,850	$14,950
Software Engineering Immersive Remote	$100	$13,850	$13,950
User Experience Design	$100	$3,850	$3,950
User Experience Design Circuit (Online)	$0	$850	$850
User Experience Design Immersive	$100	$14,850	$14,950

Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
Visual Design	$100	$2,700	$2,800

Financial Assistance

General Assembly does not participate in federal or state financial aid programs, and we do not provide institutional financing. We do provide information on a range of financing options through independent, private funding sources, which you can read more about at https://generalassemb.ly/apply/financing-your-education.

Loans

If a student receives a loan to pay for the educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. General Assembly does not offer institutional loans to its students. If the student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

Consumer Information

As a prospective student, you are encouraged to review this catalog prior to signing an Enrollment Agreement. Students will be provided with a PDF version of the catalog before receiving an Enrollment Agreement. The catalog will also be made available on General Assembly's website at https://generalassemb.ly/regulatory-information.

General Assembly has never filed a bankruptcy petition that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.), operated as a debtor in possession, or had a petition of bankruptcy filed against it under federal law.

General Assembly does not participate in federal or state financial student financial aid programs.

General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and students are not eligible for federal financial aid programs.

Information about General Assembly is published in this catalog that contains a description of policies, procedures, and other information about the school. The catalog will be reviewed and updated at a minimum annually. General Assembly reserves the right to change any provision of the catalog at any time. These changes will not adversely affect currently enrolled students and will be vetted by the state regulatory agencies, as applicable. Notice of changes will be communicated in a revised catalog, an addendum or supplement to the catalog, or other written format with an effective date. Students are expected to read and be familiar with the information contained in the catalog, in any revisions, supplements, and addenda to the catalog, and with all school policies. By enrolling General Assembly, the student agrees to abide by the terms stated in the catalog and all school policies.

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

John Madigan, J.D., Los Angeles

Ali Pisano, M.S., San Francisco

Paul Gleger, M.S., Washington, D.C.

Mickey Slevin, MBA, New York

Walid E. Malouf, MBA, Seattle

Denise Foss, M.A., Atlanta

Anne Bosman, MBA, Boston

Ramon Solis Lara, B.A., Chicago

Eric Partlow, MBA, Austin

Adele McCarthy-Beauvais, MBA, Denver

VA Point of Contact

Liz Simon, J.D., General Counsel and VP External Affairs
compliance@ga.co

Management

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

Faculty

See Appendix B.

Appendix B

Texas Faculty

The following faculty will be teaching upcoming courses. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website.

Instructor	Course	Degree	Institution	Years Experience
Shari Bare	UXDI	Master of Arts, communication	University of Alabama	9 years
J Beightol				
Philip Cannata	AN	Ph.D.	University of Notre Dame	30+ years
Dan Corbin	PDM	Bachelor of Arts, political science	University of Mary Washington	3 years
Riley Dallas	WDI	Bachelor of Business Administration	Texas A&M University	9 years
Rachel Denton	DGM	Master of Science, environmental engineering	University of Texas, Austin	6 years
Celia Fryer	AN	Bachelor of Business Administration	University of Texas, Arlington	10 years
Gregory Godreau	DSI	Bachelor of Science, mechanical engineering	Rensselaer Polytechnic Institute	10 years
Nate Jefree	DGM	Master of Business Administration	Duke University	11 years
Shahzad Khan	WDI	Master of Public Administration and Political Science	University of Houston	4 years
Alex McCarthy	PDM	Bachelor of Science, chemical engineering	Texas A&M University	15 years
Mike Myles	UXD	Bachelor of Arts,electrical engineering	Fairfeild University	8 years
Alex O'Neal	UXDI	Bachelor of Science	Texas Women's University	15 years
Jared Rogers	UXDI	Bachelor of Arts, design and visual communication	University of Northern Iowa	5 years

Appendix C

Tuition Discount and Scholarship Chart

	Tuition Discount or Scholarship Amount	Eligibility Criteria	Application Instructions
Alumni Discount	Depending on the course taken and the course sought after, alumni can receive anywhere from $75 to $2,000 off.	Apply for a different, additional General Assembly program after graduating from one in the past.	Provide a copy of your Certificate of Completion to an Admissions agent.
Staff Discount	Any part-time, online, or CWE course for free.	All staff are eligible for this benefit after six months of employment with General Assembly.	Employment verified through internal HR.
Faculty Discount	GA classes and workshops: A. 50% discount B. Unlimited free classes and workshops GA part-time courses: C. $400 tuition credit (one credit per course) D. $200 tuition credit for up to five friends and family (one-time use for each). E. Two free	Part-time instructors: A, C, D Instructional associate (part-time or Immersive): A, C Contract Immersive instructor/instructional lead: B, C, D Full-time lead: B, D, E Circuit instructors: A, C, D All are eligible for this benefit after six months of employment with General Assembly.	Employment verified through regional or school director.
Community Tuition Discount	$100 for part-time online programs $200 for part-time on-campus programs $500 for full-time programs	Nomination by a member of General Assembly's full-time staff or program faculty.	Referral by a GA employee or teacher to an Admissions agent.
Need-Based Scholarships	Cover full cost of eligible programs.	Admitted students who fulfill all scholarship requirements and are selected by a committee using an assessment rubric.	Visit the Opportunity Fund page to access the application: https://generalassemb.ly/opportunity-fund.
Career Tracks Discount	$375 for two 10-week online courses $300 for one 10-week and one five- or six-week online course	Students must enroll in one of three online career tracks: Front-End Coder Track, Product Designer Track, or Digital Marketer Track.	Visit the Career Tracks page to access the application: https://learn.generalassemb.ly/not-a-school-tracks/.
Veterans Discount	$100 for Circuit courses $200 for part-time programs $500 for full-time programs	Members of the United States Armed Forces, National Guard, and Reserves.	Submit one military document verifying your status (copy of DD214, copy of current military ID, or .mil or .gov email address) to an Admissions agent.

	Tuition Discount or Scholarship Amount	Eligibility Criteria	Application Instructions
Prepay Discount	$450 for full-time programs	Full-time students must select a paid-in-full plan and pay their tuition and fees by the earlier of: A. Two weeks from when the EA is sent. B. Two weeks prior to the course start date.	Elect the paid-in-full plan and speak with an Admissions agent.

Appendix D

Schedule and Faculty for GI Bill® Students

Course	Instructor Name
Data Science Immersive	Shahzad Khan
User Experience Design Immersive	J Beightol
Web Development Immersive	Shari Bare

Data Science Immersive (40 hours a week / 12 weeks)

Nov. 5, 2018–Feb. 12, 2019, Monday–Friday, 9 a.m.–4 p.m.
Feb. 25–May 17, 2019, Monday–Friday, 9 a.m.–4 p.m.
Sept. 9–Dec. 5, 2019, Monday–Friday, 9 a.m.–4 p.m.
Dec. 9, 2019–March 13, 2020, Monday–Friday, 9 a.m.–4 p.m.

User Experience Design Immersive (40 hours a week / 10 weeks)

Nov. 25, 2018–Jan. 25, 2019, Monday–Friday, 9 a.m.–4 p.m.
Feb. 4–April 23, 2019, Monday–Friday, 9 a.m.–4 p.m.
May 6–July 17, 2019, Monday–Friday, 9 a.m.–4 p.m.
Aug. 5–Oct. 11, 2019, Monday–Friday, 9 a.m.–4 p.m.
Oct. 28, 2019–Jan. 17, 2020, Monday–Friday, 9 a.m.–4 p.m.

Web Development Immersive (40 hours a week / 12 weeks)

Dec. 10, 2018–March 14, 2019, Monday–Friday, 9 a.m.–4 p.m.
Jan. 22–April 16, 2019, Monday–Friday, 9 a.m.–4 p.m.
April 22–July 17, 2019, Monday–Friday, 9 a.m.–4 p.m.
July 22–Oct. 14, 2019, Monday–Friday, 9 a.m.–4 p.m.
Oct. 14, 2019–Jan. 22, 2020, Monday–Friday, 9 a.m.–4 p.m.

Statement

The information contained in this catalog is true and correct in the best of my knowledge.

Director