

# **CATALOG**

## Florida Campus



January 30, 2017 – December 31, 2017

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## OUR STORY

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Over the past two decades, the technology enabling the creation of online products has become cheaper and more effective, democratizing entrepreneurship while reshaping the job market. At the same time, design has come to play an increasingly important role in the creation of intuitive and differentiated user experiences. Business strategies and tactics have shifted to respond to an increasingly technological landscape.

Traditional educational institutions often do not offer the training necessary to enter this new workforce immediately, so the abundance of jobs in technology, design, and business can go unfilled. For students who do choose to pursue learning these skills on their own, the process can be a daunting, confusing, and lonely journey.

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## MISSION / OBJECTIVES

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Our vision is a global community of individuals empowered to pursue work they love. Our mission is to build that community by transforming millions of thinkers into creators by:

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

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## GOVERNANCE

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

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## APPROVALS

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General Assembly is licensed by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision, the Massachusetts Office of Private Occupational School Education, the Texas Workforce Commission, California Bureau for Private Postsecondary Education, the District of Columbia Education Licensure Commission, the Georgia Nonpublic Postsecondary Education Commission, the Washington Workforce Training and Education Coordinating Board, approved by the Division of Private Business and Vocational Schools for the Illinois Board of Higher Education, approved and regulated by the Colorado Department of Higher Education, Private Occupational School Board, and licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free telephone number (888)224-6684.

General Assembly is not accredited.



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## FACILITY AND EQUIPMENT

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All classes are taught at the Miami location at 545 NW 28th Street, Miami FL 33127 (email address: florida@generalassemb.ly and phone number 1-877-348-5665).

General Assembly’s Florida campus meets ADA accessibility standards. The campus is equipped with dedicated classrooms, student lounge space, private conference rooms for group work and 1:1 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 programs as further described in our Admissions Policy.

Equipment includes: Desks, chairs, tables, projectors, projector screens, iMac 24” monitors, Macbook Airs, video camera, TVs, audio equipment, whiteboards, HDMI cables, DVI <> HDMI adapters, and couches.

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## HOLIDAYS

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General Assembly is closed on the following federal holidays: New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Instructors may choose to reschedule class on the following dates with advance notice to students: Martin Luther King Day, Presidents Day, Columbus Day, Veterans Day, Day after Thanksgiving, Day after Christmas Day. Opportunities to make up any material missed will be provided.

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## HOURS

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### CLASS HOURS

Monday – Friday	8:00 am – 10:00 pm
Saturday – Sunday	9:00 am – 5:00 pm

### ADMINISTRATION HOURS

Monday – Friday 9:00 am – 6:00 pm

## PROGRAMS OFFERED

There are two categories of programs offered at GA: full-time immersive programs and part-time programs. GA's full-time immersive programs are designed to prepare students for a new career in their field of study. Part-time programs are designed to help students level up on a skillset and create an initial portfolio of work in their field of study. The part-time programs are not geared for career transitioning. General Assembly's programs are not designed to lead to positions in a profession requiring state licensure.

General Assembly offers the following programs. Program 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 programs. Online programs extend to 35. All on-campus programs 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 ten 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 7 days of the end of the program.

Program Number	Programs Offered	Program Length	Type of Program	
			Part-time	Immersive
AN	Data Analytics	40 hours / 10 weeks or 1 week	✓	
DAC	Data Analysis Circuit (Online)	60 hours / 10 weeks	✓	
DS	Data Science	60 hours / 10 weeks	✓	
DSI	Data Science Immersive	480 hours / 12 weeks		✓
DGM	Digital Marketing	40 hours / 10 weeks or 1 week	✓	
DMC	Digital Marketing Circuit (Online)	30 hours / 5 weeks	✓	
FEWD	Front-End Web Development	60 hours / 10 weeks	✓	
HCD	HTML, CSS & Web Design Circuit (Online)	100 hours / 10 weeks	✓	
JSC	JavaScript Circuit (Online)	80 hours / 10 weeks	✓	
PDM	Product Management	40 hours / 10 weeks or 1 week	✓	
UXD	User Experience Design	40 hours / 10 weeks or 1 week	✓	
UXC	User Experience Design Circuit (Online)	48 hours / 6 weeks	✓	
UXDI	User Experience Design Immersive	400 hours / 10 weeks		✓
VIS	Visual Design	32 hours / 8 weeks	✓	
WDI	Web Development Immersive	480 hours / 12 weeks		✓
WDIR	Web Development Immersive Remote (Online)	455 hours / 13 weeks		✓

The schedule of programs offered may be found on our website at: <https://generalassemb.ly/education>.

## ADMISSION POLICY AND PROCEDURE

### ENTRANCE REQUIREMENTS AND ENROLLMENT DATES

Admission into any General Assembly program, 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.

In addition, following are specific program requirements for admission:

Programs Offered	Admissions Requirements
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, Javascript Experience Exposure to Ruby on Rails

### REQUIRED EQUIPMENT

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

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

To run all of the programs necessary for these programs, we require WDI 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 are more efficient developer environments. 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 program is affected.

Students enrolled in online programs are sent on-boarding documents that include a video explaining the program platform, which is accessible from any personal computer with a web browser and internet access, and training material on the software used during the program.

### ADMISSIONS PROCEDURE

Our admissions process comprises 5 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 forward with select applicants to a phone interview. During the phone interview we are looking to understand more about your background and you'll have the chance to ask us any questions you have. If the phone interview is successful we'll move you on to...

**Step 3**

Pre-admit work (if applicable to your program choice), and...

**Step 4**

Set a date to interview with alumni or instructors (if applicable to your program choice). During the interview we may ask you brain teasers, logic questions, discuss the pre-admit work you completed, or ask you to describe or demonstrate skills covered in pre-admit work assignments.

**Step 5**

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

Programs Offered	Admissions Requirements
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, Javascript Experience Exposure to Ruby on Rails Competency based on a diagnostic assessment issued during the admissions process

**PRE-WORK REQUIREMENT FOR THE FOLLOWING PROGRAMS**

- » Data Analytics
- » Data Science
- » Data Science Immersive
- » User Experience Design Immersive
- » Web Development Immersive and Web Development Immersive Remote

Our pre-work is up to 50 hours of work we give to students after they've been accepted and enroll in the program. It is designed to introduce you to many topics you'll touch upon again during the program. Completion of the pre-work is mandatory and ensures a baseline level of knowledge in each class. Mastery of each subject is not expected but we're hoping you will become excited by what you uncover and dig further.

If a student is unable to complete the work prior to the first day of the program and seeks to cancel enrollment, he or she should refer to the Cancellation Policy.

**ADMISSIONS DEADLINE**

For all programs, the admissions deadline is 24 hours before the first meeting of the program. The only exception is in the case of re-enrollment. If an admitted student requests to enroll in a different session before class starts, approval may be granted pending availability.

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## FOREIGN TRANSCRIPT EVALUATION

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

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## TRANSFER OF CREDIT

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

Transferability of credit is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another institution of the student's choice.

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## PROGRAM DESCRIPTIONS AND OBJECTIVES

Each General Assembly program culminates in a final project, which will be evaluated. Information regarding the requirements for completion for all programs is provided under Academic Policies. All program time for residential program is comprised of lecture hours. All program time for online programs is comprised of lecture and project hours.

The program numbering for GA's programs consists of an abbreviation for programs followed by the numerical sequence of each unit in the program.

### AN: DATA ANALYTICS

*Part-time (40 Hours / 10 Weeks or 40 Hours / 1 Week)*

Data is now an integral part of every organization. To be successful in today's data-driven world, all organizations need to learn how to leverage data to help make critical decisions. It is a requirement for every employee to know how to analyze, interpret and make defensible recommendations with data. In this program, you will learn how to use data to guide and inform your organization when making critical business decisions.

This program was created 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 be able to create data dashboards and various data visualizations to communicate insights using Excel and Tableau. This program will culminate in a presentation of your own data analysis of a self-selected dataset to your classmates and instructional team.

#### **AN-1: Exploring Data with Excel**

Prepare, clean, reference, and perform statistical analysis on data from a variety of sources.

#### **AN-2: Managing Data with SQL**

Query, aggregate, and manage data stored in databases.

#### **AN-3: Communicating Data Analysis with Tableau**

Contextualize and communicate data analysis with dashboards, visualizations, and presentations

By the end of this program students will be able to:

- » Explain the value of data

- » Utilize statistics to describe a dataset and validate the analysis of data
- » Clean datasets using Excel's functionality
- » Analyze datasets using visualizations and pivot tables 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 efficiency SQL queries
- » Build completing and clear visualizations in Tableau
- » Deliver effective presentations with data

### **DAC: DATA ANALYSIS CIRCUIT**

*Part-time, Online (60 Hours / 10 Weeks)*

This beginner-level, 10-week, mentor-driven, online program teaches students how to collect, analyze, and communicate about data.

Beginning with a primer on effective data analysis workflows, this program covers critical data manipulation and visualization processes.

For anyone who collects, analyzes, or needs to present using data, Data Analysis Circuit will put you ahead of the curve and turn you into an expert data storyteller. Each unit serves as one lesson.

#### **DAC-1: Introduction to Data Analysis**

Students learn how to make decisions with data using visual storytelling to make a compelling case and solve data-related problems

#### **DAC-2: The Right Data**

In Unit 2 students will 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

#### **DAC-3: Relational Databases**

Students learn about structures of relational databases, the basic principles of SQL, and how to perform basic SQL queries

#### **DAC-4: Data Preparation**

In Unit 4, students learn how to clean data for analysis, what null values are, and how null values factor into data

#### **DAC-5: Statistical Methods**

Students learn the basics of descriptive statistics for use in data analysis

#### **DAC-6: Data Transformation**

Students learn how to combine and manipulate data structures and about the usefulness of functions in data

#### **DAC-7: Data Filtration**

Students learn how to structure and display subsets of data

**DAC-8: Design and Data**

Students learn about how to use basic design principles maximize the effectiveness of your data visualization

**DAC-9: Data and Narrative**

Students learn about the use of narrative to tell a compelling story with processed data

**DAC-10: Final Project**

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 data visualizations and a final report that addresses a problem.

By the end of this program 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

**DS: DATA SCIENCE**

*Part-time (60 Hours / 10 Weeks)*

Ever wonder how the Netflix recommendation engine works or how Amazon.com determines what items “you may also like?” All of these things are driven by training a computer how to learn using the large amounts of data that exist in these systems.

The 10-week data science program is a practical introduction to the interdisciplinary field of data science and machine learning which is at the intersection of computer science, statistics, and business. You will learn to use Python to help you acquire, parse and model your data. A significant portion of the program will be a hands-on approach to the fundamental modeling techniques and machine learning algorithms that enable you to build robust predictive models of real-world data and test their validity. You will also gain practice communicating your results and insights about how to build systems that are more intelligent and take advantage of the data that you have.

**DS-1: Research Design and Exploratory Data Analysis**

Introduction to Data Exploration and Machine Learning

**DS-2: Foundations of Data Modeling**

Linear Regression, Evaluating Model Fit, Introduction to Classification

**DS-3: Data Science in the Real World**

Decision Trees and Random Forests, Natural Language Processing, Dimensionality Reduction, Database Technologies

By the end of the program, 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 scientist to contribute as part of a data scientist team.
- » Communicate data driven insights to a non-technical audience.

**DSI: DATA SCIENCE IMMERSIVE**

*Immersive (480 Hours / 12 Weeks)*

With the current century dubbed as the “Information Age,” it’s no surprise that Data Science has quickly become one of the most sought after skills in the tech industry. From dating apps, e-commerce sites to public policy problems, people are using data to solve and innovate on 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. The great thing about data is that it’s pertinent for every industry - from businesses, to nonprofits, to politics, data is what helps us make better decisions.

In this 12-week program, students will be able to apply statistics, programming, data analytics and modeling skills in different real world contexts to an entry-level job as a data scientist or data analyst.

**DSI-1: Data Wrangling**

Collect, extract, query, clean, and aggregate data for analysis

**DSI-2: Analyzing Data with Python**

Perform visual and statistical analysis on data using Python and its associated libraries and tools

**DSI-3: Data Modeling & Algorithms**

Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms

**DSI-4: Data Visualization and Presentation**

Use appropriate data visualization tools to communicate findings and learn to present clear and reproducible reports to stakeholders

By the end of the program, 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 datasets from various industries to gain insight into real-world problems and solutions.

**DGM: DIGITAL MARKETING**

*Part-time (40 Hours / 10 Weeks or 40 Hours / 1 Week)*

The marketing landscape has changed. The question is no longer about whether or not your company needs to market itself online, but how your company can create the most impact by leveraging a range of digital marketing tools, tactics and techniques.

Whether you work for – or aspire to work for – a startup, agency or large organization, this program will rapidly provide you with the practical skills to create and manage powerful online marketing campaigns. The

program provides individuals with a solid foundation in marketing fundamentals – from segmenting a market to developing customer insight – and combines it with hands-on training on developing engaging content, and paid and unpaid tactics for acquiring and retaining new users.

The program focuses on creating a balance between the qualitative aspects of developing a brand and the more quantitative aspects of marketing, such as market experimentation, statistics and analytics.

**DGM-1: Introduction to Digital Marketing**

Marketing and Business Strategy, Customer Experience

**DGM-2: Marketing Analytics**

Introduction to Marketing Analytics, metrics, and storytelling

**DGM-3: Site and Content**

Improving User Experience and growth hacking

**DGM-4: User Acquisition Marketing**

Post-Acquisition Strategies: Activation and Retention, Email and Social Media Marketing

By the end of this program students will be able to:

- » Target and grow the right audience for a brand
- » Optimize a multi-channel marketing campaign using web analytics
- » Create engaging and high-impact marketing content

**DMC: DIGITAL MARKETING CIRCUIT**

*Part-time, Online (30 Hours / 5 Weeks)*

Digital Marketing Circuit is a 5-week project-based, mentor-led, online program 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 your product or business, execute it across a number of channels, measure its performance and improve it over time.

Students learn how to acquire customers across web and mobile, using paid advertising, search engine optimization, content marketing and social media and understand how to convert and retain them using landing pages and email. They will be able apply analytics to measure and improve marketing campaigns. Each unit serves as one lesson.

**DMC-1: GA's Digital Marketing Framework and the "Funnel"**

General Assembly's method for planning a digital marketing campaign around clear objectives. Students will also explore how the digital marketing funnel has evolved.

**DMC-2: Customer Acquisition and Channels**

Focusing on the ways marketers use various channels to acquire new customers through paid and content marketing efforts.

**DMC-3: Conversion and Retention Marketing**

Students learn about lead generation techniques, how to optimize landing pages, and how email plays a key role in retention marketing efforts.

**DMC-4: Measurement and Metrics**

Unit 4 explores how digital marketers use data— where they find it and how they use it to measure a digital marketing campaign's success and to optimize campaigns.

**DMC-5: Conversion and Retention Marketing**

The final project is a culmination of the work done in each unit. Students will piece together the work done throughout the program in order to complete a digital marketing campaign brief that will prepare them for planning, running, executing, and measuring a real campaign.

By the end of this program students will be able to:

- » Understand how the traditional marketing funnel has changed
- » Compare and contrast the various stages of the conversion funnel
- » Explore which elements of the traditional marketing funnel are still relevant to marketers
- » Compare and contrast paid and content marketing
- » Breakdown different paid advertising opportunities on social media
- » Identify how keywords can affect search engine optimization (SEO)
- » Explore how on-site marketing works and the ways to optimize those efforts
- » Understand the importance of email marketing to retention marketing
- » Understand the difference between metrics and KPIs
- » Identify the KPIs that matter most when measuring a campaign

**FEWD: FRONT-END WEB DEVELOPMENT**

*Part-time (60 Hours / 10 Weeks)*

This 10-week program will introduce students to the basics of programming for the web using HTML, CSS, and JavaScript. This is a beginner program that 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 the behavior (JavaScript) of their website through these simple languages that make up the web. Students will further gain an understanding of how the web works and be able to customize their sites using their own designs and ideas. You will finally be able to make that idea you've had a reality by putting it online for everyone to see.

**FEWD-1: HTML & CSS Basics**

An introduction to building static web pages using HTML/CSS

**FEWD-2: Programming & JavaScript**

And intro to programming basics with JavaScript

**FEWD-3: Building In Concert**

Building websites and programming interactive solutions using HTML, CSS & JS best practices.

By the end of this program students will be able to:

- » Explain how the web works
- » Create the structure and style of a website using HTML & 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 digital marketers

**HCD: HTML, CSS & WEB DESIGN CIRCUIT**

*Part-time, Online (100 Hours / 10 Weeks)*

This beginner-level, 10-week mentor-driven online program teaches students to build marketing collateral, such as landing pages and email.

Students will learn how to design sites that are both functional and beautiful, and layout information in a meaningful way using HTML and CSS.

The format of the program is split teaching visual design principles, and basic front-end web development. Each unit serves as one lesson.

**HCD-1: Introduction to HTML and CSS**

Learn the basics of HTML & CSS — the building blocks of the web — and create and host your first web page!

**HCD-2: Design Foundations**

Learn foundational design principles and tools, the iterative design process, and how to create design mockups.

**HCD-3: Styling Pages with CSS**

Dive deeper into CSS and create your first fully styled landing page.

**HCD-4: Typography & Color Theory**

Apply typographic principles like legibility and readability to enhance your site.

**HCD-5: Page Structure & Layout**

Design complex, modern sites and learn how to balance layout for content and navigation.

**HCD-6: Navigation & Multi-column Layout**

Build multi-column layouts with modern navigation elements.

**HCD-7: Responsive Design & Mobile-first Principles**

Design responsive sites and learn best practices for user experience on web versus mobile.

**HCD-8: Media Queries & Responsive Development**

Students learn to build a modern responsive site that works on web and mobile.

**HCD-9: Final Project**

Design and code a personal project of your choosing and present to your mentor for feedback and support.

**HCD-10: Advanced Study: Responsive HTML Emails**

Design and code beautiful, styled, responsive emails.

By the end of this program students will be able to:

- » Explain how the web works
- » Learn how to critique and defend design decisions
- » Communicate the basic technical vocabulary with front-end digital marketers
- » Create the structure and style of a responsive website using HTML & CSS
- » Build a portfolio of marketing collateral students build for the mid-term and final projects

This program is not meant for individuals looking to master the front-end stack such as JavaScript and jQuery, nor is this program for those looking to build interactive and dynamic web applications using advanced programming languages. Our on campus program Front-End Web Development would be better suited for those needs.

## **JSC: JAVASCRIPT CIRCUIT**

*Part-Time, Online (80 hours / 10 weeks)*

JavaScript is a popular and powerful programming language for the web that allows developers to create dynamic and interactive user experiences. With JavaScript, developers are able to add interactivity and effects that can set their web pages, products, and designs apart. In their most recent 2015 reports, GitHub and RedMonk list JavaScript as the world's most popular programming language. General Assembly's own 2015 jobs report created in conjunction with Burning Glass lists JavaScript as the web development skill with the highest demand in the job market. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

In this 10 week program, 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 showcasing their development skills for their portfolio.

### **JSC-1: JavaScript Fundamentals**

Practice programmatic thinking, understand fundamental data types, and learn about arrays

### **JSC-2: Control Flow**

Discover how conditional statements and loops are used to manipulate data stored in variables and arrays

### **JSC-3: Functions**

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

### **JSC-4: Objects**

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

### **JSC-5: DOM Manipulation**

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

### **JSC-6: jQuery I**

Get to know jQuery with this introduction on how to use jQuery for DOM manipulation

### **JSC-7: jQuery II**

Dive deeper into using jQuery events and effects to manipulate, add, and remove DOM elements

### **JSC-8: APIs**

Establish a core understanding of how APIs work and how to pull data from them

### **JSC-9: Deployment**

Prototype your web application and learn how deployment and hosting works

### **JSC-10: Final Project**

Test your knowledge of JavaScript by adding interactivity and functionality to a web page to pull data from a third party site or app

By the end of this program 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 and understand the role of context and the use of the 'this' variable

## **PDM: PRODUCT MANAGEMENT**

*Part-time (40 Hours / 10 Weeks or 40 Hours / 1 Week)*

Being able to take an idea and turn it into a product that changes the way people perform a task on a day-to-day basis requires a certain discipline. Many things have to be taken into consideration: from business requirements, to 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 the users, the market, and their organizations better than anyone; this allows them to create products and features that succeed in the real world.

In this 10-week program, students will explore the different processes and skills required to guide product development from ideation through execution and iteration in an Agile development environment.

### **PDM-1: Introduction to Product Management**

Discover the role of product management and the multiple responsibilities during each phase of the product development cycle.

### **PDM-2: Understanding your Customer**

Get to know the customer development process and distill user research into key findings.

### **PDM-3: Defining Product Features**

Conduct a competitive analysis for getting product market fit.

### **PDM-4: Defining Product Designs**

Identify different methods of wireframing and discover usability testing approaches.

### **PDM-5: Communicating your Idea**

Develop messaging and presentation best practices.

### **PDM-6: Planning for Execution**

Explore product roadmaps and common tools for tracking key metrics.

### **PDM-7: Agile**

Get to know various development methodologies and common Agile terminology.

### **PDM-8: Tech for PMs**

Communicate with web developers to manage resource constraints.

**PDM-9: Stakeholder Management**

Develop communication strategies for dealing with different stakeholders.

**PDM-10: Presentation**

Understand an overview of the PM job market and identify potential growth paths.

By the end of this program students will be able to:

- » Clearly describe the role of a product manager
- » Effectively determine key risks and assumptions of 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 understanding of basic Agile principles; 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 in regards to technology and technical constraints
- » Measure a product's success and track its lifecycle

**UXC: USER EXPERIENCE DESIGN**

*Part-time (40 Hours / 10 Weeks or 40 Hours / 1 Week)*

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 in 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 10-week program students learn the tools and techniques to make your digital products delightful for users.

**UXC-1: Principles and Process**

Intro to UX and UX Analysis

**UXC-2: UX Toolkit**

Creating Wireframes and Prototypes

**UXC-3: Best Practices for Design Patterns**

Designing Effective Forms, Designing Search and Results, Designing Navigation, Homepages, email, social media

By the end of this program 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

### **UXDC: USER EXPERIENCE DESIGN CIRCUIT**

*Part-time, Online (48 Hours / 6 Weeks)*

This 6-week, mentor guided, online program is designed to introduce students to the concepts of User Experience Design and teach them how to apply these concepts to create products that will delight their users. Learn to create better experiences by understanding the problems and motivations of your users and to 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 in 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.

During the program students will complete the entire iterative UX design process with guidance and mentorship from a UX expert who will answer their questions and provide feedback as they work towards creating and testing a clickable prototype.

#### **UXDC-1: Principles and Process**

Intro to UX and UX Analysis

#### **UXDC-2: UX Toolkit**

Creating Wireframes and Prototypes

#### **UXDC-3: Best Practices for Design Patterns**

Designing Effective Forms, Designing Search and Results, Designing Navigation, Homepages, email, social media

By the end of this program 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

### **UXDI: USER EXPERIENCE DESIGN IMMERSIVE**

*Immersive (400 Hours / 10 Weeks)*

We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences has been designed, with a great deal of thought given 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 address the needs of customers in a way that brings them joy and delight. This requires a great deal of empathy, imagination, and skill.

User Experience Design Immersive is designed to have students living and breathing user experience design. Made up of classes delivered by top practitioners, workshops meant to build students' portfolios, and social events that immerse students into the UX community, UXDI was made for those seriously looking to enter the world of user experience.

This 10-week immersive program will prepare students to think like designers, and approach problems creatively in order to design the next generation of great apps, websites, and digital products.

**UXDI-1: The Lean Design Process**

Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

**UXDI-2: Wireframing & Information Architecture**

Apply the building blocks of user experience design to ecommerce websites through information architecture, wireframing, prototyping, and testing.

**UXDI-3: Interaction & Interface Design**

Build a brand new product or feature for an existing brand by applying the entire design process of user research, building personas, ideation, sketching, interaction design, interface design, and prototyping.

**UXDI-4: Mobile & Future of UX**

Optimize a well-known product into a mobile & companion wearable app by utilizing Apple's human interface guidelines, Google's Material Design, and other mobile design patterns.

**UXDI-5: Working in the Real World**

Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem, while exercising professional design skills like feature prioritization, client management, and project planning.

By the end of this program 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 tool through visual design to insure that users of that product can effectively interact with it
- » Articulate your thinking and process via words (written & verbal) and pictures (sketches, wireframes, decks)
- » Utilize business requirements and technical constraints/abilities in order to design products that can be launched successfully into the world
- » 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

**VIS: VISUAL DESIGN**

*Part-time (32 Hours / 8 Weeks)*

This 8-week program will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products and a mobile app.

**VIS-1: Design Discovery**

Break down a brief into a design objective, strategy statement, and defined constraints

**VIS-2: Composition**

Use design principles and grid theory to create effective web page compositions

**VIS-3: Color**

Make effective color choices for the web

**VIS-4: Typography**

Use typography best practices to select typefaces, pair fonts, and create hierarchy

**VIS-5: Art Direction & Images**

Select images that support and enhance both the content and usability of a design

**VIS-6: User Experience Design**

Plan and execute designs using a user-centered approach

By the end of this program, 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

**WDI: WEB DEVELOPMENT IMMERSIVE**

*Immersive (480 Hours / 12 Weeks)*

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site, and back-end data stores.

In this 12-week program, students become junior-level developers by building rails applications, developing their own ideas into functional web applications, creating a portfolio of their work, and embarking on the career path of a web developer. This program will give aspiring Ruby on Rails developers the confidence to build projects from start to finish at a professional level.

The focus of this program is learning to program in Ruby and creating Rails web applications. However, WDI as a whole focuses on teaching students how to be professional full-stack developers capable of building a scalable product with a team of developers. Therefore, in addition to teaching Rails, this program also includes lessons on computer science, JavaScript, command line basics, Git, GitHub, and database schemas.

**WDI-1: Web Development Fundamentals**

Master browser technologies like HTML, CSS, Canvas, and JS and learn to layout and design quality user

interfaces. Understand the basics of how web apps work, and use this knowledge to begin to explore APIs and full-stack applications

**WDI-2: JavaScript & APIs**

Build secure, well-documented APIs using a Node.js framework, and interact efficiently with a database. Keep developing skills in more complex JavaScript frameworks that let you add more interactivity to your app

**WDI-3: Ruby on Rails and MVC Concepts**

Learn the fundamentals of Ruby on Rails and understand the MVC design patterns that underlie much of the web. Dive even deeper into JavaScript browser frameworks

**WDI-4: Computer Science Fundamentals**

Tie everything together and take time to solidify the core concepts you've learned. Dive into computer science fundamentals and attend advanced sessions based on your interest

By the end of this program students will be able to:

- » Apply push and pull commands in Github
- » Describe and experiment with various relational database solutions (i.e. Postgres, MySQL, SQL)
- » Apply CSS to HTML sites to separate content from presentation/style
- » Build custom apps by integrating routing, controllers, views, and databases using Ruby on Rails
- » Describe how the integration of JavaScript and Rails works to make your application interactive
- » Write JavaScript that allows the browser to communicate with the server without reloading the current page, to do things like validate or save form input and refresh images
- » Build functionality based on tests by applying test driven development techniques (TDD/BDD) using RSpec
- » Describe what an API is and how to retrieve data from various third party APIs
- » Create more efficient and elegant solutions to problems by applying fundamental computer science concepts to applications
- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)
- » Make sure your application is secure by applying best practices to avoid site crashes and service attacks

**WDIR: WEB DEVELOPMENT IMMERSIVE REMOTE**

*Immersive, Online (455 Hours / 13 Weeks)*

This 13-week program provides students with a breadth of web development skills, enabling them to build full stack web applications. Our program is built around the broader history of web development. This means that our students graduate with a solid base of fundamental programming knowledge, experience with specific languages and frameworks that are popular today, and a flexible outlook that is comfortable and eager to tackle new technologies in a fast-moving and ever-changing industry.

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

**WDIR-1: Front-End Development**

Learn how to use technologies like HTML, CSS, JavaScript, and jQuery to build a front-end game. Apply foundational programming skills to game logic

**WDIR-2: Server Side Applications**

Build a full-stack MVC web application in JavaScript and implement basic sign up/login of users with passwords. Store application data in a MongoDB database and deploy your application online so it's publicly accessible

**WDIR-3: Mean Stack/Angular.js**

Craft thoughtful user stories and implement CRUD functionality in a RESTful Node.js API. Store application data in a NoSQL database and layout and style an application with well-formatted CSS

**WDIR-4: Ruby on Rails**

Build a full-stack MVC web application in Ruby and implement basic sign up/login of users with passwords. Store application data in a SQL database and utilize an ORM to create a database table structure and interact with data stored in a relational database. Deploy your application online so it's publicly accessible

By the end of this program students will be able to:

- » Apply push and pull commands in Github
- » Describe and experiment with various relational database solutions (i.e. Postgres, MySQL, SQL)
- » Apply CSS to HTML sites to separate content from presentation/style
- » Build custom apps by integrating routing, controllers, views, and databases using Ruby on Rails
- » Describe how the integration of JavaScript and Rails works to make your application interactive
- » Write JavaScript that allows the browser to communicate with the server without reloading the current page, to do things like validate or save form input and refresh images
- » Build functionality based on tests by applying test driven development techniques (TDD/BDD) using RSpec
- » Describe what an API is and how to retrieve data from various third party APIs
- » Create more efficient and elegant solutions to problems by applying fundamental computer science concepts to applications
- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)
- » Create more structured and maintainable code by applying JavaScript frameworks such as Backbone.js, Node.js, etc. to your applications
- » Make sure your application is secure by applying best practices to avoid site crashes and service attacks

## ACADEMIC POLICIES

### HOMEWORK

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

### HOURS

Program length is measured in clock hours. Clock Hour means a period of 60 minutes with a minimum of 50 minutes of instruction in the presence of an instructor.

### 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 all in-program projects and complete 80% of all deliverable homework that is assigned by your instructional team. To receive a passing grade on all projects, students must complete 100% of the minimum tasks specified in the project requirements. Pass/Fail for projects is ultimately determined by your instructor.
2. Maintain consistent attendance as outlined in the Attendance section below. A passing grade in attendance will be given to students with no more than allowed absences, depending on the program.
3. Tuition must be paid in full by the end of the program to receive a letter of completion, unless other arrangements have been made with your Admissions Producer before the program starts.

Students are formally evaluated\* for progress towards completion at the following point

Program Length	Evaluation Point
40 hours / 1 week	20 hours / .5 weeks
30 hours / 5 weeks	15 hours / 2.5 weeks
32 hours / 8 weeks	16 hours / 4 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
100 hours / 10 weeks	50 hours / 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
480 hours / 12 weeks	240 hours / 6 weeks
455 hours / 13 weeks	227.5 hours / 6.5 weeks

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

*\*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

General Assembly does not issue letter grades. Students are graded on the following system:

Grade	Definition
4.0	Exceeds Expectations (passing)
3.0	Meets Expectations (passing)
2.0	Does Not Meet Expectations
1.0	Incomplete

## PROBATION

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, he or she is dismissed from the program. Students dismissed for unsatisfactory academic progress may re-enter General Assembly subject to approval by the Regional Director.

## ATTENDANCE

With prior approval from General Assembly, students in full-time programs are permitted to miss up to 3 excused class meetings and students in part-time programs are permitted to miss up to 3 excused class meetings. Students in weekend format classes are permitted to miss 1 excused class meeting. Students in one-week programs must attend every class.

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

General Assembly may allow a greater number of excused absences in its discretion. Unexcused absences are not permitted except in exceptional circumstances. Students who have been excessively absent may be withdrawn. Please refer to the Withdrawal Policy as outlined in the catalog.

Attendance is taken at every class meeting. Attendance is taken by teachers fifteen (15) minutes after class begins and fifteen (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.

General Assembly does not provide an interruption option.

## 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 re-apply for, and enroll in, the program of their choosing. Should a student elect to withdraw and then re-apply for enrollment in another program more than one time, Regional Director approval is required for acceptance.

## MAKE-UP WORK

Students who miss programwork due to an absence approved prior to the absence are responsible for making up missed programwork by the last day of class to receive a passing grade.

Students are encouraged to attend weekly Office Hours and schedule timely 1:1 meetings with instructors to review missed content.

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

## COMPLETION

A Certificate of Completion is issued within 7 days of the end of the program to each student who has successfully fulfilled the General Assembly requirements of obtaining a “Pass” in a program.

## 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 program, 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, he or she may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats towards 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.

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 drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from re-enrollment in another program. Students dismissed due to disruptive and/or disrespectful conduct will not be re-admitted to General Assembly.

If a student is dismissed for academic or disciplinary actions, there is no internal appeals process. Students may file an external grievance per the External Grievance Procedure below.

## EQUAL OPPORTUNITY

General Assembly is an equal opportunity organization and does not discriminate 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. 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 programs, 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.

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## STUDENT SERVICES

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### ADVISING

Academic advising, personal advising or financial aid advising may be initiated by school personnel or the student when the need is identified. General Assembly's Florida campus does not participate in federal or state financial aid programs.

### HOUSING

General Assembly does not provide student housing.

### LIBRARY

The Florida campus has a library which contains relevant reading and program materials for the school's classes. The library also includes a dictionary and thesaurus. The library is accessible at the same hours as the campus.

### 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 programs. 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 program:

- » Resume
- » Digital Presence (GA Profile and LinkedIn)
- » Professional project/portfolio
- » Shareable way of tracking the job search
- » Attendance & participation in all Outcomes Programming

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

- » Hiring events
- » Employer referrals
- » GA Profiles & Job Board

- » Career development events & exposure to industry professionals such as: mock interviews, portfolio reviews, studio tours & panels
- » 1:1 support & office hours

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

## STUDENT RECORDS

Student transcripts and descriptions of programs 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 School Director.

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

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## GRIEVANCE PROCEDURE

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### INTERNAL GRIEVANCE PROCEDURE

When a concern occurs, the student is asked to discuss the concern directly with his/her faculty member or program Producer who will attempt to resolve the situation. If a resolution does not occur, the student, faculty member, or program Producer should provide a written description of the concern to the Regional Director within one week 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

Complaints against General Assembly may be filed with the Commission for Independent Education, Department of Education, 325 West Gaines Street 1414, Tallahassee, Florida 32399-0400, toll-free telephone number (888) 224-6684.

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## CANCELLATION, WITHDRAWAL AND REFUND POLICY

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### CANCELLATION

General Assembly reserves the right to cancel or reschedule a program prior to the program start date as conditions demand. If GA cancels a program, the student will be refunded any money he/she paid, including application fees and program materials.

1. You have the right to cancel your program of instruction, without any penalty or obligation, through attendance at the first class session or seven days after enrollment, whichever comes later. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less an application fee and program

materials received by the student within 30 days after the notice of cancellation is received. Florida students will be refunded the application fee if cancellation occurs within three business days (excluding Sundays and holidays) after the enrollment agreement is signed.

2. Cancellation is effective when the student provides a written notice of cancellation at the address of attendance stated on his or her enrollment agreement. This can be done by email or by hand delivery.
3. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
4. 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.

## WITHDRAWAL

You may withdraw from the school 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 program of instruction when any of the following occurs:

- » The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when General Assembly receives notice, or the date the notice is mailed, whichever is sooner. The failure of a student to immediately notify the school in writing of the student's intent to withdraw may delay a refund of tuition to the student pursuant to state laws.
- » The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School.
- » The student has failed to attend class for 4 class meetings without prior approval.

The official termination date of enrollment shall be the student's last day in class.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another General Assembly program following approval by the Regional Director.

## REFUNDS

All refunds will be paid within 30 days of withdrawal. Refunds will be less an application fee and any program materials that you have received.

If you withdraw, you will receive a pro rata refund if you have completed 40% or less of your program through the last day of attendance. You will be responsible for 100% of the tuition for your program if you complete more than 40% of the program, even if you do not complete the entire program.

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the program (total institutional charge, minus non-refundable fees, divided by the number of days in the program), multiplied by the number of days scheduled to attend, prior to withdrawal.

## TUITION AND FEES

The following payment options are available to students. For each plan, the last payment date is always prior to the end of the program. Students who choose Options 2, 3 or 4 will be required to sign GA's Payment Authorization Form. Option 1 is required for students who are participating in approved private lending, scholarship or employer pay programs that cover the full tuition amount. If an employer, loan, or scholarship does not cover the full tuition amount, Option 4 is required to settle the remaining balance.

Payment Option	Deposit	Payment Schedule	Fees
OPTION 1 Full payment collected before program start date	<b>Part-time students</b> pay a deposit of \$250 within 24 hours of enrollment. <b>Full-time students</b> pay a deposit of \$500 within 24 hours of enrollment	Students pay balance of charges at least 7 days prior to the program start date or upon enrollment, whichever is later.	Student will incur a \$25 fee for declined transactions.
OPTION 2 1/4 Payment Option	All students pay a deposit of 1/4 of the total tuition within 24 hours of enrollment.	1/4 due 7 days after program start date 1/4 due 30 days after program start date 1/4 due 60 days after program start date	If student holds an outstanding balance after the program 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. Student will incur a \$25 fee for declined transactions.
OPTION 3 1/3 Payment Option	<b>Part-time students</b> pay a deposit of \$250 within 24 hours of enrollment. <b>Full-time students</b> pay a deposit of \$500 within 24 hours of enrollment	1/3 due 7 days <b>before</b> program start date 1/3 due 30 days after program start date 1/3 due 60 days after program start date	If student holds an outstanding balance after the program 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. Student will incur a \$25 fee for declined transactions.
OPTION 4 <sup>‡</sup> Installment option for Circuits and for programs less than 10 weeks in length	All students pay a \$250 deposit within 24 hours of enrollment	1/2 due 7 days after program start date 1/2 due 30 days after program start date	If student holds an outstanding balance after the program 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. Student will incur a \$25 fee for declined transactions.

<sup>‡</sup> Option 4 is not available for programs less than 4 weeks. Students enrolled in such programs must use Option 1.

**TUITION AND FEES**

Program	Application Fee Non-Refundable	Program Material Non-refundable Upon Receipt	Tuition	Total Cost*
Data Analysis Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
Data Analytics	\$100.00	\$0	\$3,850.00	\$3,950.00
Digital Marketing	\$100.00	\$0	\$3,850.00	\$3,950.00
Digital Marketing Circuit (Online)	\$0	\$0	\$750.00	\$750.00
Data Science	\$100.00	\$0	\$3,850.00	\$3,950.00
Data Science Immersive	\$100.00	\$0	\$14,400.00	\$14,500.00
Front-End Web Development	\$100.00	\$0	\$3,850.00	\$3,950.00
HTML, CSS & Web Design Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
JavaScript Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
Product Management	\$100.00	\$0	\$3,850.00	\$3,950.00
User Experience Design	\$100.00	\$0	\$3,850.00	\$3,950.00
User Experience Design Circuit (Online)	\$0	\$0	\$850.00	\$850.00
User Experience Design Immersive	\$100.00	\$50.00	\$13,350.00	\$13,500.00
Visual Design	\$100.00	\$0	\$3,850.00	\$3,950.00
Web Development Immersive	\$100.00	\$100.00	\$13,300.00	\$13,500.00
Web Development Immersive Remote (Online)	\$100.00	\$0	\$13,400.00	\$13,500.00

\* Charges for the period of attendance and the entire program.

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## FINANCIAL ASSISTANCE

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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.

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## CONSUMER INFORMATION

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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 aid programs in Florida.**

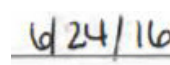
**General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and students are not eligible for federal financial aid programs.**

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.

Additional consumer information, including student data disclosures required by state law in California and Illinois, can be found on General Assembly's website at <https://generalassemb.ly/regulatory-information>, as available.

Catalog certified as true and correct for content and policy.

  
Liz Simon, VP of Legal & External Affairs

  
Date

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## APPENDIX A

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### BOARD OF DIRECTORS

Adam Pritzker

Richard Barth

Todd Chaffee

Jason Stoffer

Jacob Schwartz

David Bradley

Steven Newhouse

### OWNERSHIP

The following entities own 10% or more of General Assembly, corporate name: General Assembly Space, Inc.: El Farolito, LLC, Maveron Equity Partners IV, L.P., and Institutional Venture Partners.

Each of the aforementioned entities owns less than 25% of General Assembly.

No other persons or business entities have a 10% or more ownership interest in the school.

### REGIONAL DIRECTORS

John Madigan, Los Angeles

Scott Zaloom, San Francisco

Shanaz Chowdhery, Washington, D.C.

Sarah Tilton, New York

Sarah Hanley, Seattle

Peter Franconi, Atlanta

Anne Bosman, Boston

John Donahue, Chicago

Danielle Barnes, Austin

Brooke Smith, Denver

Anna Lindow, Miami (Interim)

### MANAGEMENT

Jake Schwartz, Chief Executive Officer

Scott Kirkpatrick, President & Chief Operating Officer

John Rucker, Chief Financial Officer

Anna Lindow, School Director, General Manager, Campus Education + Operations

Liz Simon, VP of Legal & External Affairs

Shiren Vijisangham, Chief Product Officer

## APPENDIX B

### FACULTY

General Assembly employs both full-time and part-time faculty. Biographies for all faculty teaching upcoming programs are available under the program description on GA's website.

The following faculty will be teaching programs in January 2017. Additional faculty will be hired throughout the year.

Instructor	Program	Degree	Institution
Winston Featherly-Bean	AN DAC DS DSI	Bachelor of Arts, Politics and Economics	University of Oxford
Heiwad Osman	DGM DMC PDM	Bachelor of Science, Computer Science	University of California, Los Angeles
Aaron Neeley	UXD UXC UXDI VIS	Master of Fine Arts, Fine Arts	University of Washington, School of Art and Design
		Bachelor of Fine Arts, Fine Arts	James Madison University
Andrew Madden	FEWD HCD JSC WDI WDIR	Master of Music, Music Technology	New York University
		Bachelor of Arts, Music Production	Ramapo College of New Jersey

## APPENDIX C

### TUITION DISCOUNT AND SCHOLARSHIP CHART

	Alumni Discount	Partner Tuition Discount	Staff Tuition Discount	Faculty Tuition Discount	Community Tuition Discount	Need-based Scholarships
Tuition Discount or Scholarship Amount	<p>\$100 for part-time online programs</p> <p>\$200 for part-time on-campus programs</p> <p>\$500 for full-time programs</p>	<p>\$100 for part-time online programs</p> <p>\$200 for part-time on-campus programs</p> <p>\$500 for full-time programs</p>	<p>\$3,500 toward any part-time or full-time program</p>	<p>\$150 for part-time online programs</p> <p>\$350 for part-time on-campus programs</p> <p>\$1,500 for full-time programs</p>	<p>\$100 for part-time online programs</p> <p>\$200 for part-time on-campus programs</p> <p>\$500 for full-time programs</p>	<p>Covers full costs of eligible programs</p>
Eligibility Criteria	<p>Apply for a different, additional General Assembly program after graduating from one in the past</p>	<p>Belong to a partner organization, <b>or</b> be employed by an Employee Benefits Program member organization through the duration of your program</p>	<p>All full-time staff are eligible for this benefit after 6 months of employment with General Assembly</p>	<p>All Program faculty are eligible for this benefit after 6 month of employment with General Assembly</p>	<p>Nomination by a member of General Assembly's full-time staff or Program faculty</p>	<p>Admitted students who fulfill all scholarship requirements, and are selected by a committee using an assessment rubric</p>
Application Instructions	<p>Provide copy of Certificate of Completion to Admissions Agent</p>	<p>Confirm membership or employment status with partner organization with Admissions Agent</p>	<p>Employment verified through internal HRIS</p>	<p>Employment verified through Regional or School Director</p>	<p>Referral by a GA employee or teacher to Admissions Agent</p>	<p>Visit the Opportunity Fund website to access the application: <a href="http://generalassembly.gov/opportunity-fund">generalassembly.gov/opportunity-fund</a></p>

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## APPENDIX D

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### NEED-BASED SCHOLARSHIP ELIGIBILITY STANDARDS

**Name of the Scholarship Program**

Opportunity Fund

**Number of Scholarships to be Distributed**

25 to 50 annually, dependent upon funding

**Amount or Range of Each Scholarship**

\$11,500 to \$14,500

**Period of Time Covered by the Scholarship**

Scholarships are awarded on a rolling basis throughout the calendar year. All scholarships cover student tuition for the full duration of their full-time program at General Assembly, typically 10 to 12 weeks of study.

**Student Eligibility Criteria**

In order to be eligible for a scholarship students must:

- » Have been admitted to a full-time program at General Assembly
- » Have work authorization to work in the United States
- » Identify as low-income (typically making under 30K per year) or be a member of an underrepresented group within the tech and design industries, including, but not limited to women, people of color, veterans, opportunity youth, persons with disabilities, and LGBTQ individuals. While there is no hard cap on an applicant's income level, we prioritize directing funds to those showing the greatest mix of need and potential to benefit from the scholarship

**Student Application Criteria**

The application for a scholarship consists of a combination of demographic questions and short answer questions designed to help the committee understand student's trajectories until the point of application and the potential impact of the scholarship on their lives, their careers, and their communities. Application questions are as follows:

**Demographic**

- » What is the highest level of education you've completed?
- » Are you currently employed full-time?
- » Are you a veteran?
- » What is your race/ethnicity?
  - How old are you?
  - What is your current annual income, before taxes?
  - Have you participated in programs with any of our nonprofit partners? (A list of organizations is provided for students to select from.)
- » Feel free to provide additional demographic data, including detail on the above questions or additional context (disability status, LGBTQ identification, etc.)

**Personal Story**

- » Why Opportunity Fund? Opportunity Fund exists to serve two goals: 1) To help individuals who would not otherwise be able to access GA programs do so, 2) Contribute meaningfully to increasing diversity within the tech industry. Why do you deserve or want this fellowship? What will this scholarship enable you to do for yourself and your community?
- » Your Career: How have your identity and personal life experiences affected your career trajectory within the tech and design industries?
- » Goals: Discuss why this program is the right program for you at this time and what you hope to accomplish in the first two years of your career following your GA program.
- » Giving Back: All Opportunity Fund fellows are asked to give back to their communities through volunteer projects with nonprofits. Are you willing to apply your skills to a volunteer project, and if so, why is giving back important to you?
- » Interest: If you do not receive the scholarship, are you still interested in taking this program? If not, tell us why.
- » Anything else? Is there anything else that we should know about you?

**Student Academic Criteria**

All scholarship students must meet the same academic requirements as any other student in a full-time program at General Assembly.

**Student Award Criteria**

Award decisions are based on a combination of merit, need, and funding availability. Once students have proven that they meet the eligibility and academic requirements of the scholarship the scholarship committee will make an award determination based on the compelling nature of a student's personal story and the potential of the scholarship to impact a student's life.

**Source of Scholarship Funds**

Scholarships are funded through grants from corporate benefactors and General Assembly's budget.

**Manner in Which Scholarships are Awarded/Paid to Students**

Scholarships are paid to General Assembly on behalf of the recipient. In the case of scholarships funded by General Assembly scholarships are treated as an in-kind donation made by General Assembly.

**Provisions for Awarding Scholarships to Alternate Candidates**

Since scholarships are awarded on a rolling basis any scholarship offers that are not accepted by the original winner will be returned to the pool of funds to be awarded to another candidate at a later date.

**Standards for Continued Scholarship Eligibility**

Students must continue to meet the academic standards established for their program. If a student does not meet the academic standards of the program they will be dismissed from the program. When circumstances such as illness, death in the family, childcare, or other similar factors impede a student's progress in the program, scholarship awards can be transferred to another program instance at the discretion of the award committee and educational staff.

**Names and Affiliation of All Award Committee Members**

The award committee is composed of the following persons:  
Tom Ogletree, *Director of Social Impact, General Assembly*  
Anna Lindow, *School Director, General Assembly*  
Liz Simon, *VP Legal & External Affairs, General Assembly*



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## APPENDIX E

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### SCHEDULE OF PROGRAMS

For the first quarter and second quarter of the year only.

Program	Start Date	End Date
FEWD	2/27/2016	3/5/2017
WDI	2/27/2017	5/19/2017
VIS	3/6/2017	4/28/2017
UXDC	3/6/2017	4/14/2017
DS	3/13/2017	5/19/2017
PDM	3/13/2017	5/19/2017