GENERAL ASSEMBLY

CATALOG

United States Campuses

January 1, 2017 – December 24, 2017

Volume 3, Version 2

CONTENTS

OUR STORY

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.

MISSION / OBJECTIVES

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.

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 a private institution 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, 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 to operate by the California Bureau for Private Postsecondary Education, and approved and regulated by the Colorado Department of Higher Education, Private Occupational School Board. Additional disclosures required by the California Bureau for Private Postsecondary Education are attached as Appendix C. Additional disclosures required by the Washington Workforce Training and Education Coordinating Board are attached as Appendix E.

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

FACILITY AND EQUIPMENT

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

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 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 courses as further described in our Admissions Policy.

Equipment at each campus 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.

HOLIDAYS

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.

HOURS

CLASS HOURS*

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

*Hours may vary by location.

ADMINISTRATION HOURS

Monday – Friday 9:00 am – 6:00 pm

COURSES OFFERED

There are two categories of courses offered at GA: full-time immersive courses and part-time courses. GA's full-time immersive courses are designed to prepare students for a new career in their field of study. Part-time courses 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 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. Course 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 courses 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 CircuitJavaScript Circuit and Data Analysis Circuit are taught over a period of ten weeksB. 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 course.

Courses Offered	Course Length (Instructional Hours)	Type of Course	
		Part-time	Immersive
Android Development Immersive	420 hours / 12 weeks		✔
Data Analytics	40 hours / 10 weeks or 1 week	✔	
Data Analysis Circuit (Online)	60 hours / 10 weeks	✔	
Data Science	60 hours / 10 weeks	✔	
Data Science Immersive	480 hours / 12 weeks		✔
Digital Marketing	40 hours / 10 weeks or 1 week*	✔	
Digital Marketing Circuit (Online)	30 hours / 5 weeks	✔	
Front-End Web Development	60 hours / 10 weeks	✔	
HTML, CSS & Web Design Circuit (Online)	100 hours / 10 weeks	✔	
iOS Development Immersive	480 hours / 12 weeks		✔
JavaScript Development	60 hours / 10 weeks	✔	
JavaScript Circuit (Online)	80 hours / 10 weeks	✔	
Product Management*	40 hours / 10 weeks or 1 week*	✔	
User Experience Design*	40 hours / 10 weeks or 1 week*	✔	
User Experience Design Circuit (Online)	48 hours / 6 weeks	✔	
User Experience Design Immersive	400 hours / 10 weeks		✔
Visual Design	32 hours / 8 weeks	✔	
Web Development Immersive	480 hours / 12 weeks		✔
Web Development Immersive Remote (Online)	455 hours / 13 weeks		✔

*One week version is offered both in-person and remotely.

ADMISSION 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. Admission into any General Assembly course in Georgia requires that the student be 18 years or older. General Assembly does not admit ability-to-benefit students.

In addition, following are specific course requirements for admission:

Courses Offered	Admissions Requirements
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
JavaScript Development	Exposure to HTML and CSS
iOS Development Immersive	Swift & Object-Oriented Programming Fundamentals
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 courses, Mac laptops are preferred but not required as instructors will be using Mac laptops and may not be able to provide as much support with certain technical issues to students using PCs.

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

There is no one "ideal" developer environment and many skilled developers have different opinions on whether Windows, Mac OS, or Linux 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 course is affected.

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 course choice), and...

Step 4
Set a date to interview with alumni or instructors (if applicable to your course 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 course of interest and, as applicable, documentation of the following experience:

Courses Offered	Admissions Requirements
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
iOS Development Immersive	Swift & Object-Oriented Programming Fundamentals
JavaScript Development	Exposure to HTML and CSS
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 COURSES

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

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 course and seeks to cancel enrollment, he or she should refer to the Cancellation Policy.

ADMISSIONS DEADLINE

For all courses, the admissions deadline is 24 hours before the first meeting of the course. 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.

FOREIGN TRANSCRIPT EVALUATION

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

OTHER COLLEGE OR UNIVERSITY TRANSFER AGREEMENTS

General Assembly has not entered into a transfer or articulation agreements with any other college or university.

TRANSFER OF CREDIT

General Assembly courses 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. Courses taken at General Assembly are unlikely to count as transfer credit at another institution.

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. All course time is comprised of lecture hours.

ANDROID DEVELOPMENT IMMERSIVE

Immersive (420 Hours / 12 Weeks)

Android development is one of the most sought after and hard-to-find skills in the tech world today. As an operating system, Android has grown significantly over the last 5 years. Over 1 billion Android devices shipped in 2014 alone, and it is estimated that there are 76 million Android users in the US (compared to an estimated 63 million iOS users). Because of this, more and more companies have begun to understand the value of having in-house Android development teams, but they have struggled to find Android developers. In their most recent 2015 reports, both GitHub and RedMonk list Java (the foundational language of Android development) as the world's 2nd most popular programming language; General Assembly's own 2015 jobs report (created in conjunction with Burning Glass) lists Java as the highest demand language in the Mobile job market.

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

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

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

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

Unit 4: Capstone Project
Tie everything together and work closely with your peers to design and implement your own Google Play Store-ready app. 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, 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 fellow developers in order to plan out an entire design sprint, from research, ideation, definition, and execution of an app idea.

DATA ANALYTICS

Part-time (40 Hours / 10 Weeks or 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 course, you will learn how to use data to guide and inform your organization when making critical business decisions.

This course 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 course will culminate in a presentation of your own data analysis of a self-selected dataset to your classmates and instructional team.

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

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

Unit 3: Communicating Data Analysis with Tableau
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 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

DATA ANALYSIS CIRCUIT

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

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

Beginning with a primer on effective data analysis workflows, this course 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.

Unit 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

Unit 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

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

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

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

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

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

Unit 8: Design and Data
Students learn about how to use basic design principles maximize the effectiveness of your data visualization

Unit 9: Data and Narrative
Students learn about the use of narrative to tell a compelling story with processed data

Unit 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 Mircosoft Excel to create data 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

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 course 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 course 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.

Unit 1: Research Design and Exploratory Data Analysis
Introduction to Data Exploration and Machine Learning

Unit 2: Foundations of Data Modeling
Linear Regression, Evaluating Model Fit, Introduction to Classification

Unit 3: Data Science in the Real World
Decision Trees and Random Forests, Natural Language Processing, Dimensionality Reduction, 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 scientist to contribute as part of a data scientist team.
- Communicate data driven insights to a non-technical audience.

DATA SCIENCE IMMERSIVE

Immersive (480 Hours / 12 Weeks)

With the current century dubbed as the "Information Age," it's no surprise that Data Science has quickly become one of the most sought after skills in the tech industry. From dating apps, 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 course, 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.

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

Unit 2: Analyzing Data with Python
Perform visual and statistical analysis on data using Python and its associated libraries and tools

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

Unit 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 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 datasets from various industries to gain insight into real-world problems and solutions.

DIGITAL MARKETING

Part-time (40 Hours / 10 Weeks or 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 course will rapidly provide you with the practical skills to create and manage powerful online marketing campaigns.

The course 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 course 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.

Unit 1: Digital Marketing Framework & Strategy
Business and Customer Strategy, Data-Driven Marketing

Unit 2: Digital Marketing & SEO
Digital Marketing Strategy, Channels, SEO

Unit 3: Paid Social & Advertising
Paid Search, Adwords, SEM, Paid Social

Unit 4: Content Marketing & Social
Content Strategy, Content Marketing, Social Media

Unit 5: Marketing Acquisition & Conversion Rate Optimization
Landing Pages, UX, Lead Gen, A/B Testing, Marketing Optimization

Unit 6: Customer Engagement & Retention
CRM, Email Marketing, Retargeting, Referrals, Winbacks

Unit 7: Analytics, Data, & Reporting
Metrics, Sources, KPI's, Google Analytics Deep Dive

Unit 8: Display, Facebook, or Mobile Deep Dives
Facebook Deep Dive, Display Programmatic, and Retargeting, Mobile Marketing Deep Dive

Unit 9: Storytelling & Budget Planning
Storytelling and Persuasion Marketing, Campaign Planning and Budgeting

Unit 10: Presentations & Next Steps
Presentations and Next Steps

By the end of the course, 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 content

DIGITAL MARKETING CIRCUIT

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

Digital Marketing Circuit is a 5-week project-based, mentor-led, 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 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.

Unit 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.

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

Unit 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.

Unit 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.

Unit 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 course 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 course 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

FRONT-END WEB DEVELOPMENT

Part-time (60 Hours / 10 Weeks)

This 10-week course will introduce students to the basics of programming for the web using HTML, CSS, and JavaScript. This is a beginner course 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.

Unit 1: HTML & CSS Basics
An introduction to building static web pages using HTML/CSS

Unit 2: Programming & JavaScript
And intro to programming basics with JavaScript

Unit 3: Building In Concert
Building websites and programming interactive solutions using HTML, CSS & JS 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 & 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

HTML, CSS & WEB DESIGN CIRCUIT

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

This beginner-level, 10-week mentor-driven online course 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 course is split teaching visual design principles, and basic front-end web development. Each unit serves as one lesson.

Unit 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!

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

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

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

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

Unit 6: Navigation & Multi-column Layout
Build multi-column layouts with modern navigation elements.

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

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

Unit 9: Final Project
Design and code a personal project of your choosing and present to your mentor for feedback and support.

Unit 10: Advanced Study: Responsive HTML Emails
Design and code beautiful, 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 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 course is not meant for individuals looking to master the front-end stack such as JavaScript and jQuery, nor is this course for those looking to build interactive and dynamic web applications using advanced programming languages. Our on campus course Front-End Web Development would be better suited for those needs.

IOS DEVELOPMENT IMMERSIVE

Immersive (480 Hours | 12 Weeks)

iOS, first introduced in in 2007, was the breakthrough platform that started it all. Now, almost 9 years later, iOS 9 (the latest version of the platform) continues to push the boundaries of what is possible with innovations in mobile payment, health care, and cloud technology. With 1 billion active devices running iOS worldwide, the future of iOS matters more than ever. iOS Developers are highly in-demand as more and more companies realize the importance of being present in the App Store.

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

Unit 1: Xcode, Storyboards, and Prototyping
It's time to create your very first iOS app - a to-do list app - that runs on a real Apple device! You will learn the basic iOS UI building blocks, and how they fit together to make a fully functional app.

Unit 2: Swift & APIs
Project 2 is your opportunity to really let your creativity shine! You will have the basic app requirements, but it is up to you to design everything. In this project you'll be building a "Google Now"-style feed. Each item in the feed will be a card that the user can scroll through and interact with.

Unit 3: Advanced Swift
Project 3 will begin to challenge your Swift skills. Based on specific app requirements, you will have to build an e-commerce app. This app will involve complex user interactions and original UI components that you'll have to implement from scratch.

Unit 4: Building Advanced Apps for Multiple Devices
You've come a long way, and it's time to show it. This will be your most advanced project to date, and if you put creativity into it, it'll hopefully be the thing you want to show off most prominently in your portfolio. You get to call the shots and invent your own idea, choosing frameworks & tools that are appropriate for what you want to build. Pull from everything you've learned so far, and tackle something that'll push you a little outside of your comfort zone.

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

- Create several of their own iOS apps, the last of which will be App Store ready
- Program with Swift, Apple's new, open-source programming language
- Utilize Xcode as an integrated development environment (IDE) to build their iOS apps
- Develop apps for multiple iOS devices, including phones and tablets
- Integrate iOS frameworks (e.g UIKit, MapKit, Notification Center) into apps
- Utilize Apple's Cocoa Touch 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 fellow developers in order to plan out an entire design sprint, from research, ideation, definition, and execution of an app idea

JAVASCRIPT DEVELOPMENT

Part-Time (60 hours / 10 weeks)

JavaScript has enjoyed tremendous growth over the past few years, both in its utility as a technology and value as a skill in the job market. JavaScript has long been the only programming language that can be run natively in a web browser. It is now also being used to program everything from servers to mobile devices to microcontrollers. In their most recent 2015 reports, GitHub and RedMonk list JavaScript as the world's most popular programming language and 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.

JavaScript Development is a 10-week, part-time course that will teach students a set of intermediate front-end development skills using JavaScript, jQuery, Git and GitHub and the command line. For the final project, students will build a modern, single-page web application that utilizes industry best practices.

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

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

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

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

By the end of this course, students will learn:

- To work with JavaScript, jQuery, the browser and the DOM
- The fundamentals of JavaScript frameworks and libraries
- The fundamentals of object-oriented programming to position students to more easily another object-oriented languages
- How to consume data from APIs and persist data using a back-end-as-a-service provider like Parse or Firebase
- How to build a modern, single-page application using common design patterns

JAVASCRIPT CIRCUIT

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

JavaScript is a popular and powerful programing language for the web that allows developers to create dynamic and interactive user experiences. With JavaScript, developers are able 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 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 showcasing their development skills for their portfolio.

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

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

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

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

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

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

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

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

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

Unit 10: Final Project
Test your knowledge of JavaScript by adding interactivity and functionality to a web page 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 and understand the role of context and the use of the 'this' variable

PRODUCT MANAGEMENT

Part-time (40 Hours / 10 Weeks or 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 course, students will explore the different processes and skills required to guide product development from ideation through execution and iteration in an Agile development environment.

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

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

Unit 3: Defining Product Features
Conduct a competitive analysis for getting product market fit.

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

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

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

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

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

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

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

By the end of this course 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

USER EXPERIENCE DESIGN

Part-time (40 Hours / 10 Weeks or 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 course students learn the tools and techniques to make your digital products delightful for users.

Unit 1: Principles and Process
Intro to UX and UX Analysis

Unit 2: UX Toolkit
Creating Wireframes and Prototypes

Unit 3: Best Practices for Design Patterns
Designing Effective Forms, Designing Search and Results, Designing Navigation, Homepages, email, social media

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

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

This 6-week, mentor guided, online course 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 course 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.

Unit 1: Principles and Process
Intro to UX and UX Analysis

Unit 2: UX Toolkit
Creating Wireframes and Prototypes

Unit 3: Best Practices for Design Patterns
Designing Effective Forms, Designing Search and Results, Designing Navigation, Homepages, email, social media

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)

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 course 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.

Unit 1: The Lean Design Process
Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

Unit 2: Wireframing & Information Architecture
Apply the building blocks of user experience design to ecommerce websites through information architecture, wireframing, prototyping, and testing.

Unit 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.

Unit 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.

Unit 5: Working in the Real World
Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem, while exercising professional design skills like 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 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

VISUAL DESIGN

Part-time (32 Hours / 8 Weeks)

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

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

Unit 2: Composition
Use design principles and grid theory to create effective web page compositions

Unit 3: Color
Make effective color choices for the web

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

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

Unit 6: User Experience Design
Plan and execute designs using a user-centered approach

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

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

WEB DEVELOPMENT IMMERSIVE

Immersive (480 Hours / 12 Weeks)

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 course, 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 course will give aspiring Ruby on Rails developers the confidence to build projects from start to finish at a professional level.

The focus of this course 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 course also includes lessons on computer science, JavaScript, command line basics, Git, GitHub, and database schemas.

Unit 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.

Unit 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.

Unit 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.

Unit 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 course 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

WEB DEVELOPMENT IMMERSIVE REMOTE

Immersive, Online (455 Hours / 13 Weeks)

This 13-week course provides students with a breadth of web development skills, enabling them to build full stack web applications. Our course 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.

Unit 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.

Unit 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.

Unit 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.

Unit 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 course 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 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 clock hours. One hour of instructional time is defined as a sixty-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 than the allowed absences, depending on the program.
3. Receive a passing grade on all course projects. Students are formally evaluated* for progress towards completion at the following point:

Course Length	Evaluation Point
30 hours / 5 weeks	15 hours / 2.5 weeks
30 hours / 10 weeks	15 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**
100 hours / 10 weeks	50 hours / 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 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 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 letter of completion, unless other arrangements have been made with your Admissions Producer 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 grading system:

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

PROBATION

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, 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 courses must attend every class.

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

General Assembly may allow a greater number of excused absences in 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 course of their choosing. Should a student elect to withdraw and then re-apply for enrollment in another course more than one time, Regional Director approval is required for acceptance.

MAKE-UP WORK

Students who miss coursework due to an absence approved prior to the absence 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 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 course to each student who has successfully fulfilled the General Assembly requirements of obtaining a "Pass" in a course and paid their tutition in full.

STUDENT RIGHTS

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

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

Nothing in the policy prevents students in Washington State from contacting the Workforce Board at 360-709-4600 at any time with a concern or complaint.

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

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

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.

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 & 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://generalassemb.ly/regulatory-information, in accordance with state law requirements, if any.

STUDENT RECORDS

Student transcripts 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 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 his/her 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

California

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling 888.370.7589 toll-free or by completing a complaint form, which can be obtained on the bureau's Internet Web site www.bppe.ca.gov.

District of Columbia

Any grievance affecting General Assembly's license issued by the D.C. Education Licensure Commission may be submitted to the Commission if not resolved by the school.

Georgia
Students may appeal final institutional decisions regarding complaints to the Georgia Nonpublic Postsecondary Education Commission, 2082 East Exchange Place, Suite 220, Tucker, GA 30084, (770) 414-3300, www.gnpec.org

Massachusetts
Any student not satisfied with the outcome of their complaint may contact the Division of Professional Licensure's Occupational School Education, 1000 Washington Street, Suite 710, Boston, MA 02118-6100, (617) 727-5811, Occupational.Schools@state.ma.us, www.mass.gov/dpl/schools.

Washington
Inquiries or complaints regarding General Assembly may be made to the Washington Workforce Training and Education Coordinating Board. Nothing in this process prevents a student from contacting the Washington State Workforce Training and Education Coordinating Board at any time. This school is licensed under Chapter 28C.10 RCW. Inquiries or complaints regarding this private vocational school may be made to the: Workforce Board, 128 - 10th Ave. SW, Box 43105, Olympia, Washington 98504, (360) 709-4600, pvsa@wtb.wa.gov, wtb.wa.gov.

Illinois
Complaints against General Assembly may be registered with the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, Illinois 62701-1377 or at www.ibhe.org.

Colorado
Complaints against General Assembly may be filed online with the Division of Private Occupational Schools at highered.colorado.gov/dpos, or by phone at (303) 862-3001. Note that there is a two-year limitation (from the student's last date of attendance) on the Division taking action on student complaints.

CANCELLATION, WITHDRAWAL AND REFUND POLICY

General Assembly's cancellation, withdrawal, and refund policies may vary by state. Please review the following policies and the state specific policies that apply to your campus location. In the event there is any discrepancy between the general policy and the state-specific policy, the state-specific policy will govern.

CANCELLATION

1. GA 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 course materials.
2. GA reserves the right to cancel an enrollment based on conduction violations prior to course start date.
3. You have the right to cancel your course of instruction, without any penalty or obligation, through attendance at the first class session (or as defined below) or seven days after enrollment, whichever comes later.
4. 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.
5. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
6. 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.
7. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less a registration or application fee specified below in the Tuition and Fees chart and course materials received

by the student within 30 days after the notice of cancellation is received. Colorado, Massachusetts, Georgia, and Washington students will be refunded the registration or application fee if cancellation occurs within five business days (excluding Sundays and holidays) after the enrollment agreement is signed or an initial payment is made and the student has not attended the first class session. Georgia students will be refunded course materials. Students receiving educational benefits from the Department of Veterans Affairs will be refunded the amount of the registration fee in excess of $10.

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 course 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.*
  * *Washington rules provide that when a student, without notice, fails to attend classes for thirty days, the date of the student's termination is the last date of recorded attendance.*

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 course following approval by the Regional Director.

REFUND POLICY

All refunds will be paid within 30 days of withdrawal. Refunds will be less a registration or application fee (described in the below Tuition and Fees section) and any course materials that you have received except that, for students who are receiving educational benefits from the Department of Veterans Affairs, the amount of the registration fee or application fee in excess of $10 will be subject to proration per the state-specific refund policies below.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if applicable, to the state or federal agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid programs from which the student received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to the student.

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

Refund policies vary by state as described below:

» **California Students**

If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last day of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course.

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 course (total institutional charge, minus non-refundable fees, divided by the number of days in the course), multiplied by the number of days scheduled to attend, prior to withdrawal.

» **DC Students**

If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last week of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course.

The proration will be determined by the ratio of lessons in series of instruction completed by the student to the total number of lessons of instruction offered.

» **Massachusetts Students**

If you withdraw prior to the fourth quarter of a course, you will receive a pro rata refund. Tuition liability is divided by quarters in the course and determined according to the following schedule:

STUDENT TUITION LIABILITY

Quarter of Instruction	Refund Amount
During the cancellation period (attendance at the first class session or the seventh calendar day after enrollment, whichever is later)	100% of tuition
During Quarter 1, and after the cancellation period	75% of tuition
During Quarter 2	50% of tuition
During Quarter 3	25% of tuition
During Quarter 4	No refund granted

For the purposes of determining the date of withdrawal, the date shall be the earliest of:

- the date on which the student gives written notice to General Assembly **or**
- the date on which the student is deemed to have withdrawn.

REFUND POLICY

M.G.L. Chapter 255, Section 13K provides the following:

1. You may terminate this agreement at any time.
2. If you terminate this agreement within five days you will receive a refund of all monies paid, provided that you have not commenced the program.
3. If you subsequently terminate this agreement prior to the commencement of the program, you will receive a refund of all monies paid, less the actual reasonable administrative costs described in paragraph 7.
4. If you terminate this agreement during the first quarter of the program, you will receive a refund of at least seventy-five per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.

5. If you terminate this agreement during the second quarter of the program, you will receive a refund of at least fifty per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
6. If you terminate this agreement during the third quarter of the program, you will receive a refund of at least twenty-five per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
7. If you terminate this agreement after the initial five day period, you will be responsible for actual reasonable administrative costs incurred by the school to enroll you and to process your application, which administrative costs shall not exceed fifty dollars or five per cent of the contract price, whichever is less. A list of such administrative costs is attached hereto and made a part of this agreement.
8. If you wish to terminate this agreement, you must inform the school in writing of your termination, which will become effective on the day such writing is mailed.
9. The school is not obligated to provide any refund if you terminate this agreement during the fourth quarter of the program.

» **Georgia Students**

Refunds are determined based on the proration of tuition and percentage of program completed at withdrawal, up until 50% of the program.

You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course.

The amount of the refund shall be calculated based on the last day of student attendance.

» **Washington Students**

Offline Courses

1. The school must refund all money paid if the applicant is not accepted. This includes instances where a starting class is canceled by the school.
2. The school must refund all money paid if the applicant cancels within five business days (excluding Sundays and holidays) after the day the contract is signed or an initial payment is made, as long as the applicant has not begun training.
3. The school may retain an established registration fee equal to ten percent of the total tuition cost, or one hundred dollars, whichever is less, if the applicant cancels after the fifth business day after signing the contract or making an initial payment. A "registration fee" is any fee charged by a school to process student applications and establish a student record system.
4. If training is terminated after the student enters classes, the school may retain the registration fee established under (3) of this subsection, plus a percentage of the total tuition as described in the following table:

STUDENT TUITION LIABILITY

Amount of Training	Refund Amount
Prior to or during the 1st week, or less than 10% (whichever is less)	100% of tuition
One week or up to 10% (whichever is less)	90% of tuition

Amount of Training	Refund Amount
More than one week, or between 10% through less than 25% (whichever is less)	75% of tuition
25% through 50%	50% of tuition
More than 50%	No refund granted

5. When calculating refunds, the official date of a student's termination is the last day of recorded attendance:
   - When the school receives notice of the student's intention to discontinue the training program; or,
   - When the student is terminated for a violation of a published school policy which provides for termination; or,
   - When a student, without notice, fails to attend classes for thirty calendar days.
6. All refunds must be paid within thirty calendar days of the student's official termination date.

Online Courses

1. A student may request cancellation in any manner.
2. The following is a minimum refund policy for distance education courses without mandatory resident training:
   - An applicant may cancel up to five business days after signing the enrollment agreement. In the event of a dispute over timely notice, the burden to prove service rests on the applicant.
   - If a student cancels after the fifth calendar day but before the school receives the first completed lesson, the school may keep only a registration fee of either fifty dollars or an amount equal to fifteen percent of the tuition (in no case is the school entitled to keep a registration fee greater than one hundred fifty dollars).
   - After the school receives the student's first completed lesson and until the student completes half the total number of lessons in the program, the school is entitled to keep the registration fee and a percentage of the total tuition as described in the following table:

STUDENT TUITION LIABILITY

Amount of Training	Refund Amount
0% through 10%	90% of tuition
11% through 25%	75% of tuition
26% through 50%	50% of tuition
More than 50%	No refund granted

» **Colorado Students**

Students not accepted to the school are entitled to all moneys paid. Students who cancel their enrollment by notifying the school within three (3) business days are entitled to a full refund of all tuition and fees paid. Students who withdraw after three (3) business days, but before commencement of classes, are entitled to a full refund of all tuition and fees paid except the maximum cancellation charge of $100.00 or 25% of the contract price whichever is less.

In the case of students withdrawing after commencement of classes, the school will retain the cancellation charge plus a percentage of tuition and fees, which, as described in the tables below, is based on (i) the percentage of contact hours attended for residential training, or (ii) the percentage of

contact hours attended in the Stand Alone Course. The refund is based on the official date of termination or withdrawal.

Postponement of a starting date, whether at the request of the school or the student, requires a written agreement signed by the student and the school. The agreement must set forth:

a. whether the postponement is for the convenience of the school or the student;

and, b. the deadline for the new start date, beyond which the start date will not be postponed.

If the course is not commenced, or the student fails to attend by the new start date set forth in the agreement, the student will be entitled to an appropriate refund of prepaid tuition and fees within 30 days of the deadline in accordance with the school's refund policy and all applicable laws and Rules concerning the Private Occupational Education Act of 1981. Generally, General Assembly does not permit postponement of start dates. Students must instead withdraw and re-enroll in a course of their choosing.

Classroom Students:

Student is entitled to upon withdrawal/termination*	Refund
Within first 10% of program	90% less cancellation charge
After 10% but within first 25% of program	75% less cancellation charge
After 25% but within first 50% of program	50% less cancellation charge
After 50% but within first 75% of program	25% less cancellation charge
After 75%	NO Refund

Data Analysis Circuit and HTML, CSS & Web Design Circuit Students:

Student is entitled to upon withdrawal/termination*		Refund
Within first 10% of program	(Lessons 0-1)	90% less cancellation charge
After 10% but within first 25% of program	(Lessons 2-3)	75% less cancellation charge
After 25% but within first 50% of program	(Lessons 4-5)	50% less cancellation charge
After 50% but within first 75% of program	(Lessons 6-7)	25% less cancellation charge
After 75% (Lesson 8) [if paid in full, cancellation charge is not applicable]		NO Refund

Digital Marketing Circuit Students:

Student is entitled to upon withdrawal/termination*		Refund
Within first 10% of program	(Before Lesson 1)	90% less cancellation charge
After 10% but within first 25% of program	(Lesson 1)	75% less cancellation charge
After 25% but within first 50% of program	(Lesson 2)	50% less cancellation charge
After 50% but within first 75% of program	(Lessons 2-3)	25% less cancellation charge
After 75% (Lesson 4) [if paid in full, cancellation charge is not applicable]		NO Refund

1. The student may cancel this contract at any time prior to midnight of the third business day after signing this contract.

2. All refunds will be made within 30 days from the date of termination. The official date of termination or withdrawal of a student shall be determined in the following manner:

    a. The date on which the school receives notice of the student's intention to discontinue the training program; or

b. The date on which the student violates published school policy, which provides for termination.

c. Should a student fail to return from an excused leave of absence, the effective date of termination for a student on an extended leave of absence or a leave of absence is the earlier of the date the school determines the student is not returning or the day following the expected return date.

4. The student will receive a full refund of tuition & fees paid if the school discontinues a Stand Alone course within a period of time a student could have reasonably completed it, except that this provision shall not apply in the event the school ceases operation.

5. The policy for granting credit for previous training shall not impact the refund policy.

STUDENT TUITION LIABILITY

Amount of Training	Refund Amount
0% through 10%	90% of tuition
11% through 25%	75% of tuition
26% through 50%	50% of tuition
More than 50%	No refund granted

» **Illinois Students**

If you withdraw, you will receive a pro rata refund of tuition if you have completed four weeks or less of your course through the last day of attendance. Tuition liability is determined according to the following schedule:

STUDENT TUITION LIABILITY

Amount of Training	Refund Amount
Through the cancellation period (including first class session)	100% of tuition
More than first class session through the second week	75% of tuition
More than two weeks through the fourth week	50% of tuition
More than four weeks	No refund granted

The amount of the refund shall be calculated based on the last day of student attendance. Registration fees and materials are not refundable.

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 course. 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	**Part-time students** pay a deposit of $250 within 24 hours of enrollment. **Full-time students** pay a deposit of $250 within 24 hours of enrollment	Students pay balance of charges at least 7 days prior to the course 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 course start date 1/4 due 30 days after course start date 1/4 due 60 days after course start date	If 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. Student will incur a $25 fee for declined transactions.
OPTION 3 † 1/3 Payment Option	**Part-time students** pay a deposit of $250 within 24 hours of enrollment. **Full-time students** pay a deposit of $250 within 24 hours of enrollment	1/3 due 7 days **before** course start date 1/3 due 30 days after course start date 1/3 due 60 days after course start date	If 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. Student will incur a $25 fee for declined transactions.
OPTION 4 ‡ 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 course start date 1/2 due 30 days after course start date	If 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. Student will incur a $25 fee for declined transactions.

* Option 1 is not available to students based in Singapore.
* † Options 1 & 3 are not available to students based in Washington D.C.
‡ Option 4 is not available for programs less than 4 weeks. Students enrolled in such programs must use Option 1.

CALIFORNIA STUDENTS

Course	Registration Fee Non-Refundable	Student Tuition Recovery Fund* (STRF) Non-Refundable	Tuition	Total Cost **
Android Development Immersive	$100.00	$0	$13,400.00	$13,500.00
Data Analytics	$100.00	$0	$3,850.00	$3,950.00
Data Analysis Circuit (Online)	$0	$0	$1,250.00	$ 1,250.00
Data Science	$100.00	$0	$3,850.00	$3,950.00
Data Science Immersive	$100.00	$0	$14,400.00	$14,500.00
Digital Marketing	$100.00	$0	$3,850.00	$3,950.00
Digital Marketing Circuit (Online)	$0	$0	$750.00	$750.00
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
iOS Development Immersive	$100	$0	$13,400.00	$13,500.00
JavaScript Circuit (Online)	$0	$0	$1,250.00	$1,250.00
JavaScript Development	$100.00	$0	$3,850.00	$3,950.00
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	$0	$13,400.00	$13,500.00
Visual Design	$100.00	$0	$2,700.00	$2,800.00
Web Development Immersive	$100.00	$0	$13,400.00	$13,500.00
Web Development Immersive Remote (Online)	$100.00	$0	$13,400.00	$13,500.00

*STRF: $0.00 for every $1,000 of tuition rounded to the nearest $1,000.
**Charges for the period of attendance and the entire course.

Please see Appendix C for information regarding the Student Tuition Recovery Fund.

COLORADO, DC, GEORGIA, WASHINGTON, AND ILLINOIS STUDENTS

Course	Application Fee Non-Refundable ***	Tuition	Total Cost*
Android Development Immersive	$100.00	$13,400.00	$13,500.00
Data Analyis Circuit (Online)	$0	$1,250.00	$1,250.00
Data Analytics	$100.00	$3,850.00	$3,950.00
Digital Marketing	$100.00	$3,850.00	$3,950.00
Digital Marketing Circuit (Online)	$0	$750.00	$750.00
Data Science	$100.00	$3,850.00	$3,950.00
Data Science Immersive	$100.00	$14,400.00	$14,500.00
Front-End Web Development	$100.00	$3,850.00	$3,950.00
HTML, CSS & Web Design Circuit (Online)	$0	$1,250.00	$1,250.00
iOS Development Immersive	$100.00	$13,400.00	$13,500.00
JavaScript Development	$100.00	$3,850.00	$3,950.00
JavaScript Circuit (Online)	$0	$1,250.00	$1,250.00
Product Management	$100.00	$3,850.00	$3,950.00
User Experience Design	$100.00	$3,850.00	$3,950.00
User Experience Design Circuit (Online)	$0	$850.00	$850.00
User Experience Design Immersive	$100.00	$13,400.00	$13,500.00
Visual Design	$100.00	$2,700.00	$2,800.00
Web Development Immersive	$100.00	$13,400.00	$13,500.00
Web Development Immersive Remote (Online)	$100.00	$13,400.00	$13,500.00

*Charges for the period of attendance and the entire course.
**Except in Georgia, if cancellation occurs before the student completes 50 percent of the course.
***Registration Fee may be refundable under the terms of Washington State's refund policy. Please see page 34-35.

MASSACHUSETTS STUDENTS

Course	Registration / Application Fee Non-Refundable**	Tuition	Total Cost*
Android Development Immersive	$50.00	$13,450.00	$13,500.00
Data Analyis Circuit (Online)	$0	$1,250.00	$1,250.00
Data Analytics	$50.00	$3,900.00	$3,950.00
Digital Marketing	$50.00	$3,900.00	$3,950.00
Digital Marketing Circuit (Online)	$0	$750.00	$750.00
Data Science	$50.00	$3,900.00	$3,950.00
Data Science Immersive	$50.00	$14,450.00	$14,500.00
Front-End Web Development	$50.00	$3,900.00	$3,950.00
HTML, CSS & Web Design Circuit (Online)	$0	$1,250.00	$1,250.00
iOS Development Immersive	$50.00	$13,450.00	$13,500.00
JavaScript Development	$50.00	$3,900.00	$3,950.00
JavaScript Circuit (Online)	$0	$1,250.00	$1,250.00
Product Management	$50.00	$3,900.00	$3,950.00
User Experience Design	$50.00	$3,900.00	$3,950.00
User Experience Design Circuit (Online)	$0	$850.00	$850.00
User Experience Design Immersive	$50.00	$13,450.00	$13,500.00
Visual Design	$50.00	$2,750.00	$2,800.00
Web Development Immersive	$50.00	$13,450.00	$13,500.00
Web Development Immersive Remote (Online)	$50.00	$13,450.00	$13,500.00

*Charges for the period of attendance and the entire course.
**The registration fee is refundable if the cancellation is effective within five days after enrollment and the student has not attended the first class session.

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.

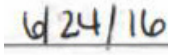
General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and General Assembly does not participate in federal or state financial student financial aid programs.

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

APPENDIX A

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: El Farolito, LLC, Maveron Equity Partners IV, L.P., and Institutional Venture Partners.

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

MANAGEMENT

Jake Schwartz, Chief Executive Officer

Scott Kirkpatrick, President & Chief Operating Officer

John Rucker, Chief Financial Officer

Shiren Vijisangham, Chief Product Officer

Liz Simon, VP of Legal & External Affairs

FACULTY

See Appendix C (California).

Faculty Biographies can be found on our website: https://generalassemb.ly/locations

APPENDIX B

LOCATIONS

New York

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hello@generalassemb.ly
1-917-722-0237

DC

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1-202-517-1777

Massachusetts

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Texas

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Los Angeles, CA 90012
la@generalassemb.ly
1-213-263-4147

1520 2nd St.
Santa Monica, CA 90401
la@generalassemb.ly
1-213-263-4147

75 E Santa Clara St. 6th Floor
San Jose, CA 95113
sf@ generalassemb.ly
1-213-263-4147

APPENDIX C: SPECIFIC DISCLOSURES REQUIRED BY THE CALIFORNIA BUREAU FOR PRIVATE POSTSECONDARY EDUCATION

FACULTY

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

The following faculty will be teaching courses in January 2016. Additional faculty will be hired throughout the year.

Instructor	Course	Degree	Institution	# of years experience
San Francisco				
Alyssa Ackerman	DMC		U of Michigan	5 years' of industry experience
Sophia Aladenoye	DMC		University of Pennsylvania	18 years' of industry experience
Nathan Allen	WDI	Bachelor of Arts, English Literature	Kenyon College	3 years' experience in Web Development
Avand Amiri	FEWD	Bachelor's Degree, Computer Science	DePaul University	4 years' experience in Web Development
Joe Anastasio	UXC		Marymount & Stanford	20 years' of industry experience
Joe Anhalt	DMC		DePaul University	5 years' of industry experience
Alexis Baum	UXD	Bachelor of Arts, Logic	Smith College	5 years' experience in User Experience Design
Joe Bliss	JSC		Colgate	6 years' of industry experience
Jennifer Bricker	DAC		George Washington University	10 years' experience in industry
Carly Bruce	UXC		The Art Institute of California-San Diego	2 years' of industry experience
Stephany Cardet	HCD		Academy of Art University	6 years' of industry experience
Justin Castilla	WDI	-	University of San Francisco	5 years' experience in Web Development
Ravi Chandrasekaran	ANA	Bachelor of Science, Biology, Mathematical and Computational Sciences	Stanford University	15 years' experience in Analytics
Barbara Donnini	DAC		Penn State	5 years' of industry experience
Leslie Douglas	DGM	B.S., Marketing	University of Maryland	8 years' experience in Digital Marketing
Jennifer Dumpert	UXD	Bachelor of Arts, Humanities	York University	10 years' experience in User Experience Design
Jason Early	UXC		Illinois State University	15 years' experience in industry
Cory Fauver	WDI	Master of Science, Education	University of Pennsylvania	1 years' experience in Web Development
Alexis Finch	UXD	Bachelor of Arts, Anthropology and Masters in Advertising	University of Chicago, DePaul University	9 years' experience in User Experience Design
Josh Hamilton	ANA	Masters, Applied Statistics	University of Alabama	9 years' experience in Analytics
Sarah Holden	FEWD			4 years' experience in Web Development
Jessica Huang	UXD	Bachelor of Arts, Foreign Language, Creative Writing	Sarah Lawrence College	5 years' experience in User Experience Design

Margaret Huang	HCD		NYU	2 years' of industry experience
John Humbracht	HCD		Robert Morris College	5 years' of industry experience
Thomas Johnson	DAC		North Carolina State	5 years' of industry experience
Kiefer Katovich	DSI	Masters of Science, Psychology	Stanford University	5 years' experience in Data Science
Arthur Law	UXD	Bachelor of Applied Science, Systems Design Engineering	University of Waterloo	12 years' experience in User Experience Design
Daniel Léon	DAC		Lehigh University	10 years' experience in industry
Billie Mae	UXDI	Bachelor of Arts, International Relations	Stanford University	14 years' experience in User Experience Design
Kiri Martin	UXC		Pratt Institute	9 years' of industry experience
Beverly May	PDM	Bachelor of Arts, English	University of Toronto	10 years' experience in User Experience Design
John McSwain	JSC		Georgia Institute of Technology	6 years' of industry experience
Timm Michaud	JS	-	Bradley University	15 years' experience in Web Development
Rob Montrone	DAC		Columbia	15 years' experience in industry
Carrie Murray	DMC		Villanova University	15 years' experience in industry
Carey Nadeau	DAC		MIT	8 years' of industry experience
Sonyl Nagale	JSC		Iowa State	10 years' experience in industry
Clay Newton	UXD	Bachelor of Arts, Studio Art	University of California, Davis	11 years' experience in User Experience Design
Anthony Ng	JSC		Baruch College	1 year experience in industry
Madeline O'Moore	HCD		NYU	3 years' of industry experience
Brad Radle	UXC		Western Carolina University	4 years' of industry experience
Jonathan Remulla	UXD	Bachelor of Fine Arts, Graphic Design and New Media	University of San Francisco	14 years' experience in User Experience Design
Steve Ryan	UXC		Penn State	2 years' of industry experience
Julian Scharman	DGM	Bachelor of Science, College of Media	University of Illinois at Urbana-Champaign	8 years' experience in Digital Marketing
Angela Schmidt	UXC		University of Michigan	5 years' of industry experience
Briana Severson	DMC		NYU	9 years' of industry experience
Arun Sood	FEWD	Bachelor of Science, Biology	University of California, Santa Barbara	5 years' experience in Web Development
Shawn Sprockett	VIS	BA, International Relations, Film Studies, Art	Flordia International University	7 years' experience in Visual Design
Semhal Tekeste	DMC		George Mason University	6 years' of industry experience
Ilias Tsangaris	WDI	Degree in Finance and Marketing	McGill University	3 years' experience in Web Development
Brianna Veenstra	WDI	Bachelor of Science, Digital Media	MIT	1 years' experience in Web Development
Vivek Venkatraman	VIS	Bachelors of Business Administration, Marketing; advertising coursework	Texas A&M Universtiy	4 years' experience in Visual Design
Sasha Vodnik	JS	B.A., French Language & Literature, English	Boston University	6 years' experience in Web Development
Jessica Wallner	DMC		Emerson & NYU	3 years' of industry experience

Dylan Watt	JSC		University of Maine	5 years' of industry experience
Jean Weatherwax	"WDI	Master of Science, Analogue and Digital Integrated Circuit Design	Imperial College, London	1 years' experience in Web Development and Android Development
ADI"		Bachelor of Science, Multimedia Studies: Graphic Design	Northeastern University	6 years' experience in User Experience Design
Sarah Wohl	UXD	Masters of Science, Experimental Psychology	University of San Francisco State	24 years' experience in User Experience Design
Susan Wolfe	UXDI	Bachelor of Arts, Modern Music/Music Performance	University of Alaska, Anchorage	4 years' experience in Data Science
David Yerrington	DSI	Master of Science, Theoretical Physics	National Research Nuclear University	16 years' experience in Data Science
Leonid Zhukov	DAT	Bachelor of Arts, Computer Science	University of California, Santa Cruz	16 years' experience in Data Science
Alessandro Gagliardi	DAT	Masters of Science, Physics	University of Padua	10 years' experience in Data Science
Francesco Mosconi	DAT			
Santa Monica				
Jill DaSilva	UXDI	Bachelor of Arts, Sociology	Kentucy Weslyan College	15 years experience in user experience design
Julian Scaff	UXDI	Bachelor of Arts, Media Studies	Pitzer College	15 years experience in user experience design
Grant Roy	WDI	Bachelor of Science, Applied Math	California State University, Fullerton	3 years experience in web development
Lorin Thwait	WDI	Bachelor of Science, Electrical Engineering	University of Arizona	10 years experience in web development
Zach Johnson	WDI	Bachelor of Arts, Economics	University of Utah	3 years experience in web development
Skot Carruth	UXD	Bachelor of Arts, Communications and Media Studies	UCLA	10 years experience in user experience design
Ethan Tabor	FEWD	Bachelor of Arts, Motion Pictures / Film	Academy of Art University	14 years experience in web development
Kameron Zach	FEWD	Bachelor of Arts, Video Production	Webster University	5 years experience in web development
Daniel Wilhelm	WDI	Bachelor of Science, Computer Engineering	Purdue University	3 years experience in web development
Micah Rich	WDI	Bachelor of Arts, Digital Media and Graphic Design	Otis College of Art and Design	3 years experience in web development
Stanley Yang	WDI	Bachelor of Arts, Business Administration	UC Riverside	3 years experience in web development
Jimmy Garzon	WDI	Bachelor of Science, Electrical Engineering	University of Illinois at Urbana-Champaign	3 years experience in web development
Downtown LA				
Aaron Davis	WDI	Bachelor of Arts, Graphic Design	Minneapolis College of Art and Design	4 years' experience in Web Development
Greg Buckner	WDI	Bachelor of Business Administration, Finance, Investment, Banking	University of Wisconsin-Madison	3 years experience in web development
Stephanie Boultinghouse	DGM	Bachelor of Arts, Marketing	Baker College	15 years experience in Digital Marketing
Uzair Hussain	PM	Bachelor of Arts, Biological Sciences	Unviersity of Illinois at Chicago	3 years experience in Product Management

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 does not offer English as a Second Language instruction. All instruction occurs in English. English language proficiency is documented by:

1. the admissions interview; and
2. receipt of prior education documentation as stated in the admission policy; and
3. receipt of Test of English as a Foreign Language (TOEFL) examination score of an 80 or better for the Internet-based test and 550 or better for the paper-based test.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at General Assembly is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in the course is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending General Assembly to determine if your certificate will transfer.

ARTICULATION AGREEMENTS

General Assembly has not entered into a transfer or articulation agreements with any other college or university.

LEAVE OF ABSENCE POLICY

General Assembly does not grant leaves of absence.

HOUSING

General Assembly does not assume responsibility for student housing, does not have dormitory facilities under its control, and does not offers student housing assistance. According to rentals.com, in San Francisco, CA and Santa Monica, CA rental properties start at approximately $1,500.00 per month.

STUDENT TUITION RECOVERY FUND

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in an educational program who are California residents, or are enrolled in a residency program attending certain schools regulated by the Bureau for Private Postsecondary Education.

You may be eligible for recovery from the STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

CONSUMER INFORMATION

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

APPENDIX D

	Tutition Discount or Scholarship Amount	Eligibility Criteria	Application Instructions
Alumni Discount	$100 for part-time online programs $200 for part-time on-campus programs $500 for full-time programs	Apply for a different, additional General Assembly program after graduating from one in the past	Provide copy of Certificate of Completion to Admissions Agent
Partner Tuition Discount	$100 for part-time online programs $200 for part-time on-campus programs $500 for full-time programs	Belong to a partner organization, **or** be employed by an Employee Benefits Program member organization through the duration of your course	Confirm membership or employment status with partner organization with Admissions Agent
Staff Discount	$3,950 toward any part-time or full-time program	All full-time staff are eligible for this benefit after 6 months of employment with General Assembly	Employment verified through internal HR
Faculty Discount	$150 for part-time online programs $350 for part-time on-campus programs $1,500 for full-time programs	All Program faculty are eligible for this benefit after 6 month 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 Admissions Agent
Neeed-based Scholarships	Covers full costs of eligible programs	Admitted students who fulfill all scholarship requirements, and are selected by a committee using an assessment rubric	Visit the Opportunity Fund website to access the application: generalassemb.ly/opportunity-fund
Career Tracks Discount	$375 for two 10-week online courses $300 for one 10-week and one 5- or 6-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 website to access the application: https://learn.generalassemb.ly/not-a-school-tracks/

APPENDIX E

This school is licensed under Chapter 28C.10 RCW; Inquiries or complaints regarding this or any other private vocational school may be made to the Workforce Training and Education Coordinating Board at:

Workforce Training and Education Coordinating Board
128 - 10th Avenue Southwest
Olympia, Washington 98504
360-709-4600

Web: wtb.wa.gov.
E-mail address: pvsa@wtb.wa.gov.