



UX Design

New student admissions for
summer 2023 are open.



Academic Program Overview

With so many different platforms on which audiences are able to view websites, it's important for aspiring web designers to consider how to create responsive and accessible websites. In this course, students will use a variety of web development production tools and processes, following the best practices in the industry, to build websites that can be used for as many people as possible, using as many devices as possible without modification.

Students in this course will work collaboratively to examine important considerations for web design/development. Some of the group activities students will tackle include: Accessible Design, Search Engine Optimization, UX/UI, and Web Design Analysis. Their week will culminate in an individually designed and developed simple website following best practices and presenting their work to other students in the course.



Excursions

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



Program Highlights

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2023 Dates

- June 25 - 07, 2023

Instructors

Instructor for Cal Poly - Dr. Xiaoying Rong

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

Tuition Information:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop-off service (available for an additional fee)
- **Price:** \$4,998

Supplements:

- Application fee: \$99 (mandatory, nonrefundable)

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

Course Structure

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

Typical Schedule

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

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