

We  
**build**  
the web.  
So can you.





*“DigitalCrafts has helped change my life transitioning from work as a chef to a Software Developer. The curriculum was challenging and fast-paced, but our instructor did a fantastic job of breaking down the modules.*

*He empowered us to learn and solve problems on our own while also providing a space to collaborate and seek guidance.”*

**Nick K, Web Development 2022**



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# hello

I'm Max McChesney, co-founder along with my good friend and business partner, Jake Hadden. The DigitalCrafts story began in 2014 with me as a prospective bootcamp student.

Several years into my career, I was working an office job that paid the bills but didn't satisfy my curiosity or desire to build something new—a feeling many of our students have echoed in the years since.



When I first heard about bootcamps, I felt healthy skepticism, considering all that was promised. Could a beginner really learn to code in a few months and pursue a potential career in tech without a degree?

Saving all that time and money compared to going back to college was appealing, so I went through the admissions process for several schools. What I found was not convincing. In one case, the admissions officer boasted about an instructor’s “Silicon Valley” experience, but a quick search revealed they had graduated from the same bootcamp only a few months before. Another school seemed to have more experienced instructors, but the impersonal customer service left a lot to be desired.

The lack of transparency and personal attention I saw from these schools didn’t instill confidence, but it did create a desire to do better. I started thinking more as a competitor than a student, and that’s when Jake came on board. Jake had a successful career in consulting but had always wanted to start a business, so we founded DigitalCrafts together in early 2015.

Today, more than 1,200 students have graduated from our programs. They come from many different backgrounds: teachers, Lyft drivers, project managers, Wall Street traders, oil rig technicians—all of whom have learned alongside one another and graduated to launch new career paths in the tech industry.

Since our founding, DigitalCrafts has been included in the Inc. 5000 three times, winning “Fastest Growing Education Company” in 2019. Course Report and Career Karma have named us among the best coding bootcamps several years running, and our alumni reviews echo the sentiment. We continue to invest heavily in our people, curricula, and student experience to strive to deliver excellent customer service.

When I was considering enrolling in a bootcamp myself, I assumed that my path was already set, and that it was too late for me to shift careers and do I something I enjoy. I could not have been more wrong. So many of our prospective applicants feel the same way, but you *can* change the course you’re on if you invest in yourself and put in the work.

I hope our story resonates with whatever journey brought you here. Read on to learn more about how we can help you pursue something you love. You deserve it.



Max McChesney & Jake Hadden | Co-Founders, DigitalCrafts



# the digitalcrafts difference

Since 2015, we've helped over 1200 students gain new skill sets, polish resumes, build robust portfolios and provided the dedicated support needed to pursue a career path in technology in weeks, not years.

## **A Curriculum for Today's Employers**

At DigitalCrafts, we adapt each program's curriculum to the changing needs of the market. This constant evolution means that you'll study skills that employers value.

Our curriculum is crafted with beginners in mind and combines live instruction with hands-on exercises and projects that effectively cater to all learning styles. While you don't need a tech background or Computer Science degree to attend our bootcamps, we encourage you to prepare for class with one of our free introductory courses. These courses will help you complete your recommended pre-class assignments to ensure you are set up for success from day one.

Make no mistake; our programs will be a challenging educational experience, but nothing worth doing is ever easy.

## **Experienced Instruction**

You'll study with industry practitioners and be supported by staff who genuinely care about your success. Our instructors have years of relevant real-world experience, each providing the unique perspective that can be gained only by time spent in the industry.

## **Benefits for Students & Alumni**

Students and alumni gain access to our elective workshops, which offer introductions to topics complementary to our programs. With these continuing education opportunities, our students and alumni can deepen their tech knowledge, review networking skills, or hear talks from hiring managers and other industry professionals.

When joining DigitalCrafts, you'll also gain access to our active community of students, alumni, and virtual career fairs to connect you with potential employers.

### Support for the Job Search

Career search prep begins early in our programs, and our Student Success team strives to provide top-tier support to aid you in your job search. You can graduate with a polished resume, strong portfolio, and an established online presence. You will have the opportunity to mock interview and receive feedback.

You'll have the opportunity to participate in virtual career fairs gaining access to potential employers. Electives and career talks are held frequently to expand your understanding of the tech career path.



# changing the face of tech

All African American, Latin American, and women students are automatically eligible for a partial scholarship through our \$1MM You Belong in Tech Fund

Tech companies are better with diverse workforces. New and innovative ideas come from different viewpoints, and diverse teams can help build better products.

As an educational institution, we have the privilege and the responsibility to help change the face of tech. Our scholarships and educational alliances are designed to help underrepresented and diverse students access education and pursue a career path in tech-related fields.

## **You Belong in Tech Scholarship**

In 2020, we dedicated \$1MM to our **You Belong in Tech** scholarship program for underrepresented students in tech, including all females, African American, and other underrepresented, diverse groups with no essay required.

Partial scholarships are automatically awarded when eligible students enroll and cannot be combined with other scholarships but may be paired with other grants and reduced tuition offers.

## **City of Refuge Partnership**

We have partnered with City of Refuge, an organization that helps individuals and families transition out of crisis, to create the Tech Transformation Academy. City of Refuge is located in Atlanta's Bankhead community, a majority Black neighborhood facing systemic poverty and high unemployment rates.

Joining WorkSource Atlanta and WorkSource Fulton, along with employers, we will provide web development and workforce training to 140 students from the Bankhead area to pursue career paths in the tech industry.

## **Lesbians Who Tech Partnership | Edie Windsor Scholarship**

Lesbians Who Tech is an organization that works with females, POC, queer and trans people in the technology field. Through our partnership, we are offering 50% off tuition for a select number of seats in our bootcamps, improving access to education that might otherwise be unobtainable without financial support.



# choose how you learn

Our programs are an intense experience! We cover complex curriculum at an accelerated pace, helping you learn skills to pursue a new career path in months, not years. You can get a challenging and rewarding educational experience among a community of peers, with hands-on collaboration, small class sizes, and support.

Our classes are delivered online or in-person with experienced instructors supported by tools to learn & collaborate effectively.



## Learning Experience

### Live Instruction, Available Anywhere

Our instructors teach live, delivering lectures and working through projects as if you're sitting in the same room. You will study on a robust learning platform and use communication tools like Zoom and Slack.

## In-Person, On Campus

### Attend Class in Atlanta

Prefer a classroom setting? DigitalCrafts is part of the American InterContinental University (AIU) System and select classes will be held at our campus in Atlanta.

## WeWork Membership Included

### Online Flexibility + Coworking Space

Don't have an ideal home setup for class? Optionally stream class at your local WeWork with an All Access Membership, included at no additional cost (approximately \$1200 value).

- Over 500 locations across the nation
- High-speed Wi-Fi business class equipment
- Includes common areas, hot desks, and private phone booths
- 24/7 Access (subject to availability and standard business hours)

## Learn Full Time

Our full-time programs have been developed for high-achieving learners with the ability to learn complex materials in a condensed time frame. Requiring motivation and tenacity, this class format is ideal for students who want to explore new skills as quickly as possible. This program is best for you if you're considering a career transition and can make the time commitment needed for this intensive program.

### Consider this option if:

You'd like to explore other career path options as quickly as possible, and you are available during regular business hours.

### Duration:

Duration varies by program. See relevant section for details.

### Class hours:

10AM–6PM ET, Monday through Friday

### Weekly time commitment:

45+ hours (36.25 class hours plus additional time spent studying or working on projects outside of class hours)

## Learn Part Time

Working full time? Study new skills and explore a new career path outside typical business hours. Whether you're looking to upskill at your current position, transition to a different team or company, or pursue launching a startup of your own, our part-time programs are designed for the working professional.

You can expect the same quality education as our full-time programs on a schedule designed for after business hours.

### Consider this option if:

You're a working professional or have other commitments during the workday, and you're comfortable with self-directed study.

### Duration:

Duration varies by program. See relevant section for details.

### Class hours:

Tuesdays & Thursdays, 6:30PM–9:30PM ET  
Saturdays 10AM–2PM ET

### Weekly time commitment:

20–30+ hours (10 class hours plus an additional 10–20 hours of self-directed work and study outside of class hours)



# preparing for bootcamp

Our curriculum is built with beginners in mind. You don't need a technical background or a computer science degree to enroll in our programs, but you will be challenged by the rapid pace and a workload that will require you to work at night and on the weekends. Here's how to set yourself up for success.

## Get Ready to Make a Real Change

We often hear prospective students worry that they're too old or too inexperienced, or that it's simply too late for them to switch careers. Imposter syndrome is real, but it's never too late to pursue a passion. We've seen people from all backgrounds do well in our classes and succeed in new career paths.

### What do they have in common?

**They're committed to working hard towards real change in their lives.**

## Consider the following before attending any bootcamp:

Do you have the time to commit to a bootcamp? You'll need to be present during class, of course, but you will also need additional time to study and work on projects.



Do you learn well in a classroom setting? You'll need to actively participate and follow along while also allowing others to participate in class. If you have a question, you'll need to advocate for yourself and raise your hand, or reach out to a TA during office hours.



Are you prepared to focus and work hard? Browsing the web during class can be a tempting distraction, but remaining focused on the lecture or assignment is critical to your success.



# recommended first steps

## Introductory Courses

Take one of our introductory courses to kick off your learning. Each course is designed to introduce you to commonly used tools and systems and provide an overview of the typical roles in each field.

## Take a Free Course



### Intro to Web Development

- Understand how websites are developed
- Work with files and directories via the command line
- Review core programming concepts using Javascript
- Recognize fundamental data structures their use



### Intro to Cybersecurity

- Learn how Cybersecurity professionals are defending the world every day
- Review the basics of computer hardware and software
- Install and manage a virtualized operating system



### Intro to UX Design

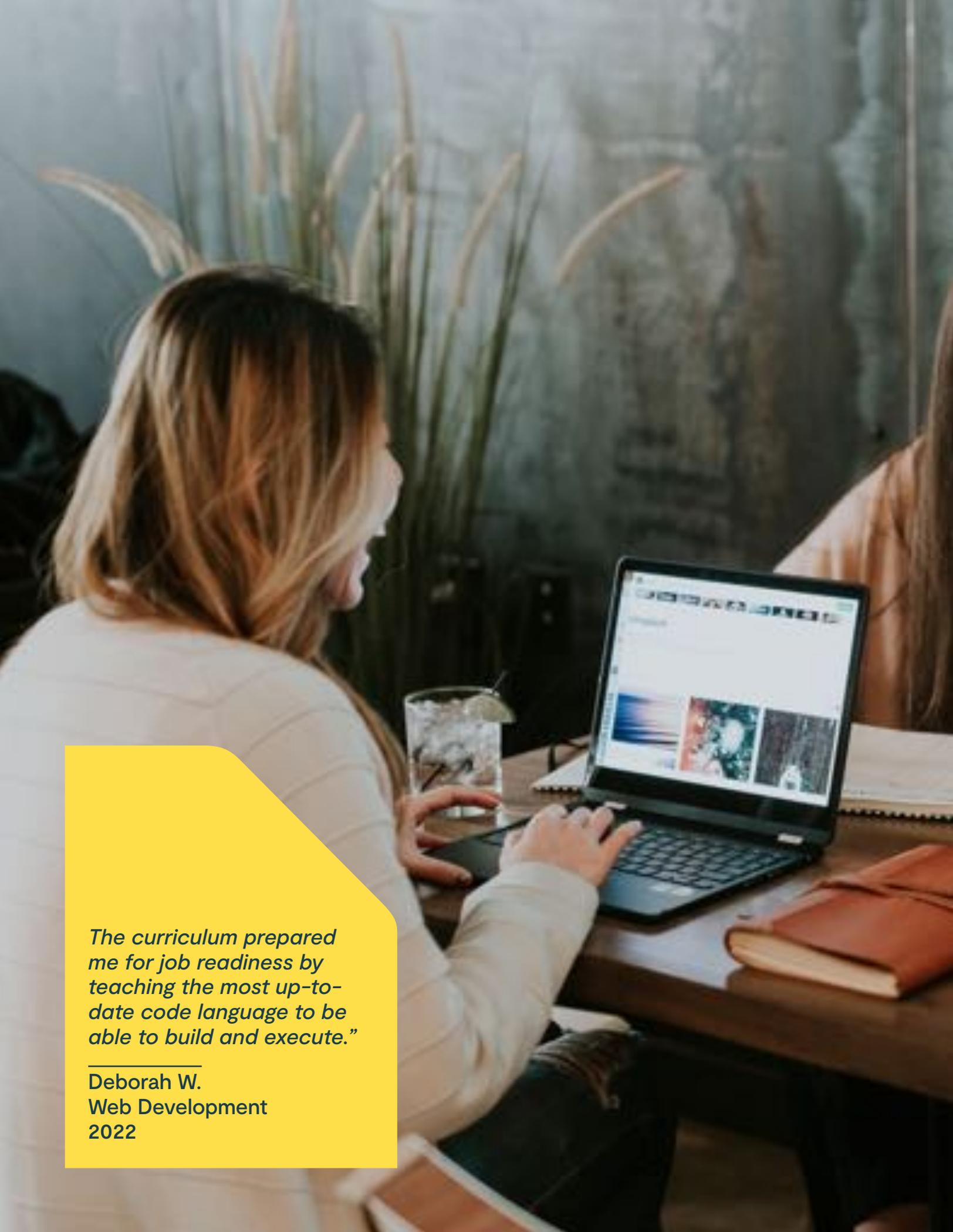
- Use UX design methods to solve a real problem for users
- Explore the fundamentals of information architecture
- Practice using tools such as Miro and Figma
- Understand how developers use code to execute design solutions



### Intro to Data Analytics

- Understand the fundamentals of data analysis
- Review common spreadsheet based data analysis with Excel
- Become familiar with core programming concepts in Python and common data analytics packages like pandas





*The curriculum prepared me for job readiness by teaching the most up-to-date code language to be able to build and execute.”*

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Deborah W.  
Web Development  
2022



*“Coming in with no knowledge of web development, I can say that I now feel confident building and learning to build websites in new languages.”*

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Ciara C.  
Web Development  
2022

# becoming a student

## Admissions Process

### 1. Apply Online << get started

Our online application takes only a few minutes to complete.

### 2. Talk to an Enrollment Coordinator

This informal call typically takes 20 minutes. Bring all of your questions, and we'll work together to make sure your educational goals align with our program.

### 3. Acceptance

After meeting with our team, your application will be reviewed. You'll receive your results shortly after you complete the admissions process. If you are accepted, we'll email you an acceptance letter with the next steps.

### 4. Enroll and Prepare

Your acceptance letter will include a link to enroll in class, allowing you to select your preferred start date and how you'd like to pay for tuition.

We require a \$99 deposit\* at the time of enrollment, and it is fully refundable should you choose to withdraw before class starts.

*\*A deposit is not required for students enrolling through the City of Refuge Partnership.*

## Payment & Financing Options\*

Bootcamps are a significant investment, but we offer a number of tuition payment options.

### Up-front Payment

Paying your tuition upfront is the most straightforward payment option. Payment may be made online and is due two weeks before the start of class.

### 0% Interest Installment Plan

Break up your tuition into manageable payments for any of our programs. 50% before class begins, with four equal payments throughout remainder of the class.

### Financing

Spread the cost of tuition over 3 to 10 years, with low monthly payments and no penalties for early payment through one of our lending partners, Climb Credit or Ascent Funding. They offer easy and affordable financing options with interest-only periods available for full-time students – See additional details on page 17.

*\*We are unable to accept GI Bill® benefits and other VA benefits programs.*



# financing options

Looking to finance your education? Our lending partners offer affordable loan options for DigitalCrafts' students across all financial backgrounds.



## Bootcamp Loans from Ascent

Ascent strives to help provide access to education for millions of underserved students every year.



## Climb Credit Financing

Climb Credit is an innovative student lending platform that provides accessible and affordable payment options for your education.

Comparison	Ascent Funding	Climb Credit
Interest Rates**	10.99% - 15.99%*	5.99% - 17.99%
Origination Fee	5.00%	5.00%
Payment Deferral	Choose interest-only while in school or full deferral to after school	Interest-only while in school + 3 months for full-time students
Repayment Terms	5, 7, or 10 years	~3 - 5 years
Living Expenses	N/A	Available for full-time students
Co-borrowers	Applying with co-borrower may improve interest rate but isn't needed for approval if 18+ with U.S. address	Applying with co-borrower may improve interest rate but isn't needed for approval if 18+ with U.S. address

\* A minimum credit score of 680 is required for approvals, otherwise a co-borrower will be required.

\*\* Borrower must be a U.S. resident and at least 18 years of age. Rates will vary depending on financial standing and credit history.

We do not recommend or endorse any lender, and are providing information on lenders that we know are available to our students. You do not need to select any of these lenders, and we encourage you to look around for additional financing options that maybe available to you. You have the right to choose any private lender you wish, and DigitalCrafts will work with any lender a student chooses to process his or her student loan. See our Tuition & Financing page for more information.

# scholarships, grants & offers\*



## You Belong in Tech Scholarship

### \$250 scholarship

Automatic scholarship to students from backgrounds that are historically underrepresented in tech (e.g. female, African American, Latinx, and veterans').

## The Builder Scholarship

### \$250 scholarship

Awarded to individuals with especially compelling stories, achievements and goals (essay required).



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## Other Tuition Incentives\*

### Decision-Maker Incentive

Save an additional \$250 when you enroll within 5 business days of receiving your acceptance letter.

*Institutional grants or scholarships are based on established criteria as published in the Institution's Catalog or on its website and are awarded after verification that the conditions of eligibility have been met.*



### Alumni Referral Grant

**\$250 scholarship**

Awarded to a student referred to by a DigitalCrafts alumni (referral application required).

### Alumni Re-skill Grant

**\$250 scholarship**

Awarded to DigitalCrafts alumni who attend bootcamp in order to re-skill for their career (application required).



### Educational Partner Grant

**Amount varies by partner**

Awarded to employees of agencies and members of organizations that are in contractual agreement with DigitalCrafts (application required).

*\* Scholarships can be combined with other grants and tuition incentives; however, scholarships cannot be combined with other scholarships. Qualifying students may receive up to 1 scholarship, 1 alumni grant, and 1 tuition incentive. Note: the Educational Partner Grant cannot be combined with any other scholarship, grant, or offer.*

# career services support

It takes more than technical skills to pursue a job in a new industry, and we do everything we can to help you along the way. We can't nail the interview for you, but our Student Success Team will provide you with guidance, including the opportunity for mock interview practice, resume reviews, and online presence training. Our team is consistently searching and sharing relevant job postings and students are given the opportunity to participate in virtual career fairs with potential employers.

Success in the job market will require you to put in significant effort and persistence, so come prepared to work in class *and* after. **You can do it.**

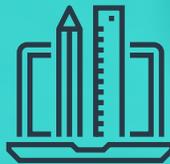
## Showcase Your Skills to Employers

Skills studied throughout bootcamp can be demonstrated to employers. Our programs are designed to help you study industry-relevant skills and tools and participate in hands-on projects. We'll work with you to build a strong online brand and portfolio of work to aid you in your job search and interviews.





# our bootcamps







# web dev bootcamp

Our web development bootcamp is designed to help you prepare to become a full-stack developer capable of both front-end and back-end development. Full-stack developers are the driving force behind websites, web apps, and databases.



## What Is Full-Stack Web Development?

In our bootcamp, we teach full-stack development, covering both front-end and back-end development.

### Front-End Development

Front-end development involves building the user interface of a website or application. It's everything you see and interact with in a browser or app: the buttons, images, menus, content, and animations that help bring web applications to life.

How does this differ from UI and UX Design? A designer creates a polished user interface (UI) design, factoring in user stories and user experience (UX). When the designer is finished, they hand off to the front-end developer for implementation. The developer adds interactivity and functionality, bringing function to the design through code.

### Back-End Development

A back-end developer works with everything behind the scenes that passes information back to the user. Back-end development leverages the power of databases to create, retrieve, update, and delete data. A website would be "static" or simply informational if not for this crucial layer of functionality. If you've booked a flight or reserved a vacation home, the up-to-date information that you saw was powered by the back end.

### Why Study Both?

A full-stack developer can be better equipped as a developer, entrepreneur, or job seeker. A full-stack developer has a diverse skill set and may be better able to tackle new technologies in a constantly evolving industry. Additionally, many of our students don't truly discover their passion or preference until well into class, be it front-end, back-end, or both. You might be surprised by how your interests change.

## Job Market, Potential Roles, & Compensation

^23%

Employment of web developers is projected to grow 23% from 2021 to 2031, faster than the average for all occupations.\*

\$78,300

The median annual wage for web developers is \$78,300 a year, significantly above the average American's wage of \$45,760.\*

Potential job titles in this field may include: Web Developer, Web Administrator, Technology Applications Engineer, Web Designer, and more.\*\*

*\*Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook for Web Developers and Digital Designers (found at <https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm> (visited March 13, 2023). This data represents national figures and is not based on school-specific information. Conditions in your area may vary.*

*\*\*DigitalCrafts cannot guarantee employment, salary, or career advancement. The list of career paths related to this program is based on a subset from the Bureau of Labor Statistics CIP to SOC Crosswalk. Some career paths listed above may require further education or job experience.*

## What It's Like to Be a Web Developer

While it varies widely by employer, junior developers are often responsible for bug fixes, testing and pairing with more experienced developers. As you continue to learn, you may work with internal stakeholders like the marketing team on an internal project or discuss user flows with a design team.

	 <b>Full-time</b>	 <b>Part-time</b>
Duration	17 weeks	26 weeks
Base tuition	\$9,500	\$9,500
Decision-maker incentive	\$250 off tuition	\$250 off tuition
Scholarships*	\$250 towards tuition	\$250 towards tuition
Refundable deposit	\$99	\$99

*\*Institutional grants or scholarships are based on established criteria as published in the Institution's Catalog or on its website and are awarded after verification that the conditions of eligibility have been met.*

# web development syllabus\*

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## 1. Introduction to Software Development

We will begin setting up our computer for an effective development environment. Next, we will review the power of the Command Line Interface to handle basic tasks such as navigating our computer file structure. Last, we will explore version control systems to understand version control and its strengths in our first few projects.

### 🔗 Tools and concepts:

- Set up a Developer Environment
- Using the Command Line Interface
- Version Control and Version Control GUI

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## 3. Programming Fundamentals

In this module, you will review how to make interactive web pages. We'll cover essential programming functions from variables and data types to data structures, classes, and functions. You will also study how to leverage the programming language to access the elements on the web page, reviewing how they can be changed and created.

### 🔗 Tools and concepts:

- Basics of programming
- Submit forms
- Learn what the DOM is and how it can be manipulated
- Handle browser events and understand the order of events
- Basic algorithms and time/space complexity

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## 2. Front End Development Foundations

Front End Development Foundations will review how to place content on a webpage and how to style it. You will use HTML to create a basic webpage structure with paragraphs and images in forms and tables. Then, you will utilize Cascading Stylesheets (CSS 3) to stylize the design for a consistent, clean, and professional look.

### 🔗 Tools and concepts:

- HTML document and application structure
- Using CSS to Style and Position Content
- Using a CSS Framework
- Creating and Styling Forms

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## 4. Databases & Back End Development

Explore how to take user information and store it in a database. You'll review database basics, including creating a database, requesting data through queries, and how data is added, edited, and removed. Then, you will study how to tie the database information to a website, so they can work together. The last part of the module will cover user verification and authentication and how to retrieve specific user information.

### 🔗 Tools and Concepts:

- Database and CRUD
- Basics of SQL
- Routes and Route Parameters
- Server-side javascript
- JSON Web Tokens
- Creating and Importing Modules
- WebSockets and User Authentication

## 5. Front End Frameworks

Now that you've reviewed how to build a web page from scratch, we will revisit the front-end visuals. This module will introduce an easier and more effective way to display content and define which material should be brought forward on a page. You'll explore Application Programming Interfaces (APIs), asynchronous events, routes, and parameters.

### 🔗 Tools and concepts:

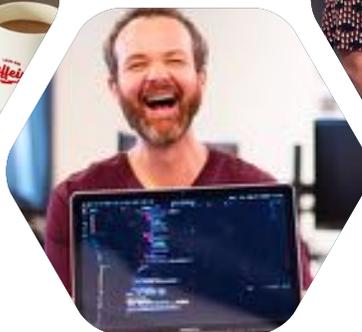
- 3rd Party APIs
- UI Frameworks
- Conditional Rendering
- Creating Styled Components
- Build components using functions and classes
- Manage application data using state, props, and hooks
- Form Events and Controlled Inputs
- Routes and Route Parameters with a Frontend Framework

## 6. Full Stack Ecosystem & Capstone Project

In the final module, you will dig deeper into the utilized front-end framework to implement nested routes and create and use RESTful APIs. You'll revisit authentication and study more efficient strategies to change pages based on a specific user or whether a user is logged in. You will build your Capstone Project, a true culmination of all that you've studied. Your Capstone will be the main project showcased on your portfolio and something to demonstrate your skills to potential employers.

### 🔗 Tools and concepts:

- Full-Stack Development
- Nested routes
- RESTful APIs
- User authentication
- Portfolio & Capstone Project





# cybersecurity bootcamp

Cybersecurity is one of the fastest-growing fields in the technology industry, and the demand for qualified candidates far outpaces the supply.

In this program, you will attend lectures and engage with hands-on lab content, designed to teach you the tools utilized in the field. We will also help you prepare to take the CompTIA Security+ exam. Security+ is a well-known industry certification for security positions, and achieving this certification can be an important milestone in your career path.

## What Is Cybersecurity?

Cybersecurity is the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks.

Chances are, you've heard of a security breach in the news recently. In the past few years, companies have faced security breaches that exposed the user names, passwords, and credit card numbers of their users.

And while the number of security breaches is rapidly increasing so are the associated costs. Cyber crime incidents come with a high price tag to companies—a price tag that many companies can't afford.

That means companies must stay on top of security vulnerabilities, and they need to hire trained security professionals at an ever-increasing rate.

## Job Market, Potential Roles, & Compensation

# ^35%

Demand for security pros is growing. That demand won't go away anytime soon. It's projected that employment of Information Security Analysts' will grow 35% from 2021 to 2031.\*

# \$102,600

The median annual wage for U.S. Information Security Analysts was \$102,600 per year in May 2021 according to the U.S. Bureau of Labor Statistics.\*

Potential entry-level roles in cybersecurity might include Security Analyst, Systems Analyst, Computer Network Specialist, and Database Administrator.\*\*

*\*Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook for Information Security Analysts (found at <https://www.bls.gov/ooh/computer-and-information-technology/information-security-analysts.htm>, visted Dec 14, 2022). This data represents national figures and is not based on school-specific information. Conditions in your area may vary.*

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## What It's Like to Work In Cybersecurity

In the cybersecurity field, work may vary greatly, depending on the role. For example, a Security Operations Center Analyst could expect to work in shifts while monitoring networks for any malicious activity. Any time an alert is triggered, it is their responsibility to determine the authenticity and severity of the issue and bring it to the attention of the appropriate stakeholders and security teams.

A Security Engineer might spend their day configuring firewalls or designing secure network configurations. Whereas a professional working on Vulnerability Assessment may run scans on networks and look for unpatched vulnerabilities in software code or systems so that the configuration and patch management teams can secure the issues.

There are many other job roles that a cybersecurity professional might fill, but the key thing that they all have in common is tremendous impact on the organizations they serve.

	 <b>Full-time</b>	 <b>Part-time</b>
Duration .....	17 weeks .....	26 weeks .....
Base tuition .....	\$9,500 .....	\$9,500 .....
Decision-maker incentive .....	\$250 off tuition .....	\$250 off tuition .....
Scholarships* .....	\$250 towards tuition .....	\$250 towards tuition .....
Refundable deposit .....	\$99 .....	\$99 .....

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# cybersecurity syllabus\*

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## 1. Hardware & Operating Systems

Explore fundamental concepts that are key to understanding system security. You will first examine how hardware interfaces with software and what binary is and how it works. Then, we'll go over how the Windows operating system works and some of its key security features and flaws. Finally, we will get familiar with the Linux operating system, the important ways that it differs from Windows, and how to secure it.

### 🔗 Tools and concepts:

- Overview of operating systems and how they interact with hardware
- Windows security
- Linux security
- Powershell, Bash, SSH

### Project:

- Use a Raspberry Pi to demonstrate understanding of hardware and operating systems

DigitalCrafts is a CompTIA training partner. We help students prepare with Security+ labs and content. Test voucher included.

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## 2. Networking Fundamentals

Study the theory and practical application of how computers communicate. We will cover the OSI model, routing and switching technology, as well as network security models and important network services. We will also take an in-depth look at subnetting. Finally, we will cover how to capture and analyze network traffic with Wireshark.

### 🔗 Tools and concepts:

- OSI and TCP/IP
- Subnetting
- Enterprise-level networking
- VPNs
- Wireshark

### Project:

- Set up a network in Cisco Packet Tracer

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## 3. Programming Literacy

Study how software gets developed and some of the common mistakes that get made along the way. We will go over software security best practices and the different types of programming languages you might encounter. You will also explore basic web development.

### 🔗 Tools and concepts:

- Software development lifecycle
- Interpreted vs. compiled languages
- Introduction to HTML, PHP, and JavaScript

### Project:

- Debug, improve, and redeploy web apps

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## 4. Offensive Security Operations

This module will take a hands-on, lab-based approach to the computer exploitation methodology. You will explore how to think outside the box to gain access to remote systems, studying the tools and techniques that ethical hackers use to get into secure environments.

### 🔗 Tools and concepts:

- History of hacking: types of exploits, vulnerability research and identification, legal implications
- Pen Test Execution Standard (PTES) and Metasploit software
- Passive information gathering: OSINT (Shodan.io, censys, DNSDumpster)
- Active information gathering
- Web enumeration tools (Burp Suite, Nikto, ZAP)
- Kali Linux and other attack platforms, Active directory and pass-the-hash attacks, web exploitation, social engineering, and client-side attacks

### Project:

- Perform a penetration test on a simulated network

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## 5. Defensive Security Operations

You will examine secure cryptography, access control models, the threat landscape, network monitoring, incident response and forensics methodologies, vulnerability scanning, risk and threat assessment, and regulatory compliance auditing.

### 🔗 Tools and concepts:

- Six steps to incident response
- Security Onion, Splunk, Nessus, Wireshark, memory capture tools
- Digital forensics methodology
- Malware testing
- Risk assessment and risk management
- NIST Controls Framework
- Threat assessment
- Contractual, legal, and regulatory compliance

### Project:

- Self-paced digital forensics of an image from Digital Corpora

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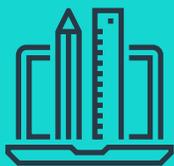
## 6. CompTIA Security+ Exam Preparation

You'll get ready for the CompTIA Security+ certification exam in this module. Security+ is a well-known certification for entry-level security positions. Earning it may be important to potential employers. Our curriculum is aligned with Security+ concepts. You can graduate with your test scheduled and voucher in hand.

### Project:

- Practice test





# ux design bootcamp

UX Design is a broad field that encompasses many functions, all of which support the design of the products, apps, and tools you use probably every day. UX professionals play a key role in the success of modern products and services.

In our program, you will be exposed to the fundamentals of UX design and work on a variety of projects, both individually and in groups.

While you will study the basics of web development and how to communicate with a developer, you do not need coding skills before you enroll in this program.

## What Is UX Design?

UX designers make everyday products, services, and technology as user-friendly and accessible as possible. UX design focuses on the structure behind the elements a user interacts with. For example, a UX designer is responsible for deciding how a button should perform when a user clicks it. Drawing upon user research, psychology, and design, UX designers focus on more than usability. They make products efficient and fun to use.

You might have heard “UX design” and “UI design” used interchangeably. The terms are related, but they are not the same thing. UX design is a broad umbrella that encompasses a number of specialties, including UI. UI design focuses on the look and feel of an interface and focuses on the user experience as a whole. UX design determines whether an app is intuitive, guiding users and helping them accomplish their goals with ease.

## Job Market, Potential Roles, & Compensation

# ^23%

23% Job growth for Digital Designers is expected to grow 23% by the year 2031 according to the Bureau of Labor Statistics\*.

# \$79,890

According to the Bureau of Labor Statistics, the median annual wage for Web and Digital Interface Designers is \$79,890.

Job titles you might expect to see in the field may include UX Designer, Web Developer, and UI/UX Developer\*\*.

\*Source: Link: <https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>. This data represents national figures and is not based on school-specific information. Conditions in your area may vary.

\*\* DigitalCrafts cannot guarantee employment, salary, or career advancement. Some career paths listed above may require further education or job experience.

## What It's Like to Be a UX Designer

UX professionals might work on websites/web apps and enterprise applications, as well as desktop and mobile apps.

They also might work on *discovery* where they perform competitor analysis, define users, and build personas. During *concepting*, they define the user flow, wireframe design, and digital mock-ups; while in *prototyping* and *usability testing*, they will create prototypes and go through usability testing where real users test the product and provide feedback.

	 <b>Full-time</b>	 <b>Part-time</b>
Duration .....	14 weeks .....	24 weeks .....
Base tuition .....	\$9,500 .....	\$9,500 .....
Decision-maker incentive .....	\$250 off tuition .....	\$250 off tuition .....
Scholarships* .....	\$250 towards tuition .....	\$250 towards tuition .....
Refundable deposit .....	\$99 .....	\$99 .....

\*Institutional grants or scholarships are based on established criteria as published in the University Catalog or on its website and are awarded after verification that the conditions of eligibility have been met.

# ux design syllabus\*

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## 1. UX Design Fundamentals

During your first two weeks, you will work to develop a core understanding of UX research. You will study different UX research methods and how to present your findings.

### 🔗 Tools and concepts:

- Conducting and documenting competitive analysis: surveys, discussion guides, documenting interviews, synthesizing data
- Creating user personas and user journeys

### Project:

- User research (Individual project)

---

## 2. Information Architecture

In this module, you will assess the structure of an existing website. You will explore the fundamentals of information architecture and how to apply it to content strategy.

### 🔗 Tools and concepts:

- Sitemaps, mental modeling, tree testing, card sorting, visual hierarchy
- Miro software
- UX writing and content strategy

### Project:

- Analysis of existing website (Group project)

---

## 3. UI Design

You will work to develop an understanding of visual design fundamentals and examine how to apply them in order to create hi-fidelity wireframes for various user interfaces. You will also redesign an existing mobile application to delight and surprise target users.

### 🔗 Tools and concepts:

- Designing user interfaces and creating mobile wireframes
- Human Interface Guidelines (HIG) and Material Design
- UI patterns, affordances, design principles

### Project:

- Redesign of a mobile app (Group & individual)

---

## 4. Interaction Design

Building upon previous lessons in visual hierarchy and journey mapping, you will create interactions that guide users. You will explore how to create micro-interactions and how to measure success.

### 🔗 Tools and concepts:

- User flows
- Prototypes and wireframes
- Accessibility
- Usability testing
- Feature prioritization
- Internet of Things (IoT) and Extended Reality (XR)

### Project:

- Interactive responsive website (Group)

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## 5. UX Engineering

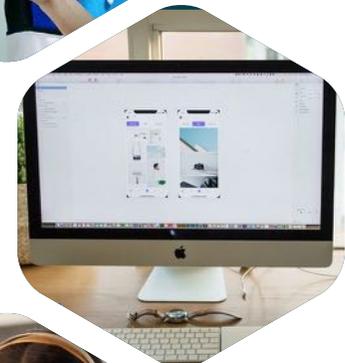
You will study the basics of web development and how to communicate with a developer. Using Webflow, you will begin working on your custom online portfolio.

### 🔗 Tools and concepts:

- Basics of HTML, CSS, JavaScript, React, and jQuery
- Webflow
- Design handoff

### Project:

- Coded website (Individual)




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## 6. Design Leadership

You will build your portfolio, write an article about UX, and practice interviewing to pursue your first job in that field.

### 🔗 Tools and concepts:

- Advanced UX design practices
- UX design in business, agile and sprint planning, design operations
- Building a compelling UX portfolio
- Mock interviews

### Project:

- Independent project (Individual)





*I was really surprised with the career services team. They're really helpful with getting a resume and LinkedIn ready. It's like having someone you can ask for career advice at your fingertips.*

---

Elizabeth K.  
Cybersecurity  
2022

A group of people are sitting around a dark wooden table in a collaborative workspace. Several laptops are open on the table, and people's hands are visible typing on keyboards. In the background, a man with curly hair is looking at a laptop. A tall glass of water sits on the table. The scene is lit with warm, indoor lighting.

*The program definitely  
helped equip me with more  
tangible skills to be able  
to take to an employer.*

Michael C.  
UX Design  
2022



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