GENERAL ASSEMBLY

CATALOG

Texas

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Volume 1, Version 4

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

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

FACILITY AND EQUIPMENT

General Assembly's facilities meet ADA accessibility standards. All Campuses are equipped with dedicated classrooms, student lounge space, private conference rooms for group work and 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.

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 chose to reschedule class on the following dates with advance notice to students: Day After New Year's Day, Martin Luther King Day, Presidents Day, Columbus Day, Veterans Day, Day after Thanksgiving. 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

ADMINISTRATION HOURS

Monday – Friday 9:00 am – 6:00 pm

ENROLLMENT PERIOD

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

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.

COURSES OFFERED

There are two categories of courses offered at GA: full-time immersive (program) courses and part-time (seminar) 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, User Experience Design Circuit, and Web Development Immersive Remote are taught online and all projects are submitted and evaluated electronically. HTML, CSS & Web Design Circuit and Data Analysis Circuit are taught over a period of 10 weeks. Digital Marketing Circuit is taught over a period of 5 weeks. Web Development Immersive Remote is taught over a period of 13 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	Type of Course	
		Seminar	Program
Android Development Immersive	420 hours / 12 weeks		✔
Data Analytics	60 hours / 10 weeks	✔	
Data Analysis Circuit (Online)	60 hours / 10 weeks	✔	
Data Science	60 hours / 10 weeks	✔	
Digital Marketing	60 hours / 10 weeks	✔	
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	✔	
JavaScript Development	60 hours / 10 weeks	✔	
Product Management	40 hours / 10 weeks	✔	
User Experience Design	48 hours / 10 weeks	✔	
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		✔

CLASS SCHEDULE

Immersive course hours run from 9:00 AM to 5:30 PM with an hour break for lunch. Part-time courses run from one to two days a week and course hours run from two to six hours a day. For all courses, a ten minute break is provided for every three hours of course instruction.O*ne hour of instructional time is defined as a sixty-minute period.*

ADMISSION POLICY AND PROCEDURE

ENTRANCE REQUIREMENTS AND ENROLLMENT DATES

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

In addition, following are specific course requirements for admission:

Courses Offered	Admissions Requirements
Data Science	Basic Statistics Experience
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

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 and Web Development Immersive Remote and iOS Development 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 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
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

- User Experience Design Immersive
- Web Development Immersive and Web Development Immersive Remote

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

If a student is unable to complete the work prior to the first day of the 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.

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.

ANDROID DEVELOPMENT IMMERSIVE (PROGRAM)

Subject Hours: 420 hours / 12 weeks

Course Description: 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.

Course Descriptions

Subject	Subject Title	Lecture	Lab*	Ext.	Total
ADI101	Android Fundamentals	25	10		35
ADI102	Java, SQL, and Material Design	75	30		105

ADI103	HTTP, REST, and Networking	80	60		140
ADI104	Capstone Project	40	100		140
TOTAL					**420**

**Lab consists of project workshop time to work with peers or meet individually with instructors*

ADI101
Android Fundamentals

Subject Hours: 35 hours (25 lecture hours, 10 lab hours)
Prerequisites: None
Subject Description: Dive into Android by creating a simple "to-do" list app, which will introduce you to core Android concepts including activities, views, intents, UI components, layouts, git, debugging, and prototyping.

ADI102
Java, SQL, and Material Design

Subject Hours: 105 hours (75 lecture hours, 30 lab hours)
Prerequisites: ADI101
Subject Description: 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.

ADI103
HTTP, REST, and Networking

Subject Hours: 140 hours (80 lecture hours, 60 lab hours)
Prerequisites: ADI102
Subject Description: 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.

ADI104
Capstone Project

Subject Hours: 140 hours (40 lecture hours, 100 lab hours)
Prerequisites: ADI103
Subject Description: 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 (SEMINAR)

Subject Hours: 60 hours / 10 weeks (60 hours consist of lecture time)
Prerequisites: None

Course Description: Data is now an integral part of every business. To be successful in today's business landscape, all companies need to learn how to leverage data to make critical business decisions. It is a requirement for every employee to know how to analyze data. In this course, you will learn how to use large amounts of data to help your company make those critical decisions about strategy.

This course was created for digital marketers, sales manager, 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. This course will culminate in a presentation of your data analysis and insights to your classmates and instructional team.

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

- Use large data sets to make critical business decisions by collecting, cleaning and analyzing data.
- Use industry standard tools, Excel and SQL, to perform a variety of analytics.
- Create dashboards and presentations to communicate data driven insights.

DATA ANALYSIS CIRCUIT (SEMINAR)

Subject Hours: 60 hours / 10 weeks (60 hours consist of online education)
Prerequisites: None

Course Description: 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.

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 (SEMINAR)

Subject Hours: 60 hours / 10 weeks (60 hours consist of lecture time)
Prerequisites: Basic statistics experience

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

Course Description: 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 the programming languages, tools, and technologies to help you acquire, clean, parse, and filter 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 about 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 (think recommendations systems or targeted ads).By the end of this course students will be able to:

- Acquire, clean, and parse large sets of data using R and/or Python
- Choose the appropriate modeling technique to apply to your data
- Programmatically create predictive data models using machine learning techniques
- Apply probability and statistics concepts to create and validate predictions about your data
- Communicate your results to an appropriate audience

DIGITAL MARKETING (SEMINAR)

Subject Hours: 60 hours / 10 weeks (60 hours consist of lecture time)
Prerequisites: None

Course Description: 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.

By the end of this 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 (SEMINAR)

Subject Hours: 30 hours / 5 weeks (30 hours consist of online education)
Prerequisites: None

Course Description: 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.

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 (SEMINAR)

Subject Hours: 60 hours / 10 weeks (60 hours consist of lecture time)
Prerequisites: None

Course Description: 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.

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 (SEMINAR)

Subject Hours: 100 hours / 10 weeks (100 hours consist of online education)
Prerequisites: None

Course Description: 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.

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.

JAVASCRIPT DEVELOPMENT (SEMINAR)

Subject Hours: 60 Hours / 10 weeks (60 hours consist of lecture time)
Prerequisites: Exposure to HTML and CSS

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.

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

PRODUCT MANAGEMENT (SEMINAR)

Subject Hours: 40 hours / 10 weeks (40 hours consist of lecture time)
Prerequisites: None

Course Description: 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 learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics.

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
- Identify different business models in order to determine which one is more effective for a given product
- 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 (SEMINAR)

Subject Hours: 48 hours / 10 weeks (40 hours consist of lecture time, 8 hours consist of online education)
Prerequisites: None

Course Description: What is user experience design? In simple terms, user experience design shapes how you feel while interacting with something. You can affect it by changing the look, language and feedback of a system across platforms.

Take the experience of getting a ride, for example. There is a huge difference between how it feels to try to hail a taxi 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.

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 DESIGN CIRCUIT (SEMINAR)

Subject Hours: 48 hours / 6 weeks (48 hours consist of online education)
Prerequisites: None

Course Description: 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.

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 (PROGRAM)

Course Description: We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences has been designed, with a great deal of thought 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.

Course Outline:

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

**Lab consists of project workshop time to work with peers or meet individually with instructors*

UXDI101
Building a Minimal Viable Product

Subject Hours: 40 hours (25 lecture hours, 15 lab hours)
Prerequisites: Prescribed pre-work*
Subject Description: In this unit, students dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

UXDI102
Discovery & User Experience Design

Subject Hours: 105 hours (75 lecture hours, 30 lab hours)
Prerequisites: UXDI101
Subject Description: In this unit, students apply the building blocks of user experience design to ecommerce websites through information architecture, wireframing, prototyping, and testing.

UXDI 103
Interaction & Interface Design

Subject Hours: 80 hours (50 lecture hours, 30 lab hours)
Prerequisites: UXDI102
Subject Description: In this unit, students will 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.

UXDI104
Mobile & Future of UX

Subject Hours: 80 hours (60 lecture hours, 20 lab hours)
Prerequisites: UXDI103
Subject Description: In this unit, students will 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.

UXDI105
Working in the Real World

Subject Hours: 95 hours (55 lecture hours, 40 lab hours)
Prerequisites: UXDI104
Subject Description: 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

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

VISUAL DESIGN (SEMINAR)

Subject Hours: 32 hours / 8 weeks (32 hours consist of lecture time)
Prerequisites: None

Course Description: This 8-week course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products. This course was created for Developers, User Experience Designers, Product Managers, Digital Marketers, and anyone else looking to learn the essentials of visual design. You'll learn how to use layout, typography, color theory, and design thinking to create various elements of an identity system including a company logo, an email marketing template, a landing page, a responsive website, a presentation template, and a mobile app.

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 (PROGRAM)

Course Description: 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.

Course Outline:

Subject	Subject Title	Lecture	Lab*	Ext.	Total
WDI101	Web Development Fundamentals	70	50		120
WDI102	JavaScript & APIs	60	60		120
WDI 103	Ruby on Rails and MVC Concepts	70	80		150
WDI 104	Computer Science Fundamentals	30	60		90
TOTAL		**230**	**250**	**0**	**480**

**Lab consists of project workshop time to work with peers or meet individually with instructors*

WDI101
Web Development Fundamentals

Subject Hours: 120 hours (70 lecture hours, 50 lab hours)
Prerequisites: Prescribed pre-work*
Subject Description: 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.

WDI102
JavaScript & APIs

Subject Hours: 120 hours (60 lecture hours, 60 lab hours)
Prerequisites: WDI101
Subject Description: Build secure, well-documented APIs using a Node.js framework, and interact efficiently with a database. Keep developing skills in more complex JavaScript frameworks that let you add more interactivity to your app.

WDI 103
Ruby on Rails and MVC Concepts

Subject Hours:150 hours (70 lecture hours, 80 lab hours)
Prerequisites: WDI102
Subject Description: 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.

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

- 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

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

WEB DEVELOPMENT IMMERSIVE REMOTE (PROGRAM)

Course Description: 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 13-week online 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 Remote 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.

Course Outline:

Subject	Subject Title	Lecture	Lab*	Ext.	Total
WDR101	Web Development Fundamentals	70	45		115
WDR102	JavaScript & APIs	60	50		110
WDR 103	Ruby on Rails and MVC Concepts	80	70		150
WDR 104	Computer Science Fundamentals	30	50		80
TOTAL		**240**	**215**	**0**	**455**

**Lab consists of project workshop time to work with peers or meet individually with instructors*

WDR101
Web Development Fundamentals

Subject Hours: 115 hours (70 lecture hours, 45 lab hours)
Prerequisites: Prescribed pre-work*
Subject Description: 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.

WDR102
JavaScript & APIs

Subject Hours: 110 hours (60 lecture hours, 50 lab hours)
Prerequisites: WDR101
Subject Description: 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.

WDR103
Ruby on Rails and MVC Concepts

Subject Hours:150 hours (80 lecture hours, 70 lab hours)
Prerequisites: WDI102
Subject Description: 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..

WDR104
Computer Science Fundamentals

Subject Hours: 80 hours (30 lecture hours, 50 lab hours)
Prerequisites: WDR103
Subject Description: 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 interests.

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

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

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

Academic credit 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 maintain satisfactory progress as follows:

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 two or four 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
32 hours / 8 weeks	16 hours / 4 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 6 weeks	24 hours / 3 weeks
48 hours / 10 weeks	24 hours / 6 weeks
60 hours / 10 weeks	30 hours / 5 weeks
66 hours / 11 weeks	33 hours / 5.5 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
455 hours / 13 weeks	227.5 hours / 7.5 weeks
480 hours / 12 weeks	240 hours / 6 weeks

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

**Students are informally evaluated by instructors every two weeks. Students in HTML, CSS & Web Design Circuit, Data Analysis Circuit ,Digital Marketing 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

For immersive courses, the following shall apply:

1. General Assembly shall place a student making unsatisfactory progress for the program at the end of a progress evaluation period (two weeks) on academic probation for the next progress evaluation period. If the student on

academic probation achieves satisfactory progress for the subsequent progress evaluation period, but does not achieve the required grades to meet overall satisfactory progress for the program, the student may be continued on academic probation for one more progress evaluation period.

2. If a student on academic probation fails to achieve satisfactory progress for the first probationary progress evaluation period, the student's enrollment shall be terminated.
3. The enrollment of a student who fails to achieve overall satisfactory progress for the program at the end of two successive probationary progress evaluation periods shall be terminated.

For part-time courses, the following shall apply:

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

ATTENDANCE

With prior approval from General Assembly, students in full-time programs are permitted to miss up to 3 class meetings and students in part-time programs are permitted to miss up to the lesser of 3 class meetings—or 10% of the total number of course hours. A class meeting is defined as the instructional hours provided on one calendar day. Any student that has failed to attend the lesser of 3 class meetings—or 10% of the total number of course hours—without advanced approval from General Assembly may be withdrawn. Please refer to the Withdrawal Policy, below. General Assembly may allow a greater number of excused absences in its discretion.

At each GA campus, attendance is taken at every class meeting.

MAKE-UP WORK

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

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 with their instructors, schedule timely 1:1 meetings with instructors to review missed content, and utilize the provided resources library (see "LIBRARY" section below).

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

COMPLETION

A Certificate of Completion is issued within 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.

STUDENT RIGHTS

1. Students have the right to equal opportunity education and an educational experience free from discrimination or harassment based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation or other categories protected by law of the states in which we operate.
2. Students have the right to view their own academic records.

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

STUDENT CONDUCT AND DISMISSAL

General Assembly is a community of learners. Should a student be disruptive to the community, he or she may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats towards other students, instructors, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by instructors or staff; or other behavior identified as disruptive to the learning environment of other students by instructors or staff. Students may also be withdrawn for academic violations, per General Assembly's withdrawal policy below.

Students are to treat all members of the staff and other students with respect and dignity. A student who is caught cheating; willfully destroying school property; attending school under the influence of illegal drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from re-enrollment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be re-admitted to General Assembly.

EQUAL OPPORTUNITY

General Assembly is an equal opportunity organization and does not discriminate based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate. General Assembly strictly prohibits and does not tolerate sexual harassment or other unlawful harassment (including verbal, physical, or visual conduct) based on protected status. Individuals who believe they have been subject to or witnessed conduct that violates this policy should immediately notify the Regional Director. All complaints will be investigated and prompt corrective action will be taken, as appropriate. Interim measures may be taken, as appropriate, when a complaint is made. General Assembly prohibits retaliation against any individual who raises concerns under this policy or participates in an investigation. General Assembly will conduct its 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.

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 or course Producer who will attempt to resolve the situation. If a resolution does not occur, the student, faculty member, or course Producer should provide a written description of the concern to the Regional Director who will investigate the complaint and provide a prompt written response. General Assembly attempts to resolve all complaints within 30 days. The Regional Director's decision is final.

EXTERNAL GRIEVANCE PROCEDURES

Unresolved grievances may be directed to Texas Workforce Commission, Career Schools and Colleges, Room 226T, 101 East 15th Street, Austin, Texas 78778-0001, (512) 936-3100, texasworkforce.org/careerschools

CANCELLATION, WITHDRAWAL AND REFUND POLICY

CANCELLATION

1. Part-time courses (seminars) only, including HTML, CSS & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, and User Experience Design Circuit: 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). 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.
2. Immersive (residence) courses only: A full refund will be made to any student who cancels the enrollment contract within 72 hours (and until midnight of the third day excluding Saturdays, Sundays, and legal holidays) after the enrollment contract is signed. A full refund will be made to any student who cancels enrollment within the student's first three scheduled class days, except that the school may retain not more than $100 in any administrative fees charged, as well as items of extra expense that are necessary for the portion of the program attended and stated separately on the enrollment agreement.
3. 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.
4. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
5. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.

WITHDRAWAL

You may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below.

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

» The student notifies the institution in writing of the student's withdrawal and does not subsequently attend a class. 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 3 class meetings without prior approval.

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

If a student has been withdrawn for failure to maintain satisfactory progress or for violations of the institution's attendance policy, the student can only be readmitted with the approval of the Regional Director into a future instance of the course after final grades have been issued for the original course. 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.

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.

IMMERSIVE (RESIDENCE) COURSES & HTML, CSS & WEB DESIGN CIRCUIT, DATA ANALYSIS CIRCUIT, DIGITAL MARKETING CIRCUIT, AND USER EXPERIENCE DESIGN CIRCUIT

1. Refund computations will be based on scheduled course time of class attendance through the last date of attendance. Leaves of absence, suspensions and school holidays will not be counted as part of the scheduled class attendance.
2. The effective date of termination for refund purposes will be the earliest of the following:
   - The last day of attendance, if the student is terminated by the school;
   - The date of receipt of written notice from the student; or
   - Ten school days following the last date of attendance.
3. If tuition and fees are collected in advance of entrance, and if after expiration of the 72 hour cancellation privilege the student does not enter school, not more than $100 in any administrative fees charged shall be retained by the school for the entire residence program or synchronous distance education course.
4. If a student enters a residence or synchronous distance education program and withdraws or is otherwise terminated after the cancellation period, the school or college may retain not more than $100 in any administrative fees charged for the entire program. The minimum refund of the remaining tuition and fees will be the pro rata portion of tuition, fees, and other charges that the number of hours remaining in the portion of the course or program for which the student has been charged after the

effective date of termination bears to the total number of hours in the portion of the course or program for which the student has been charged, except that a student may not collect a refund if the student has completed 75 percent or more of the total number of hours in the portion of the program for which the student has been charged on the effective date of termination.[1]

5. Refunds for items of extra expense to the student, such as books, tools, or other supplies are to be handled separately from refund of tuition and other academic fees. The student will not be required to purchase instructional supplies, books and tools until such time as these materials are required. Once these materials are purchased, no refund will be made. For full refunds, the school can withhold costs for these types of items from the refund as long as they were necessary for the portion of the program attended and separately stated in the enrollment agreement. Any such items not required for the portion of the program attended must be included in the refund.
6. A student who withdraws for a reason unrelated to the student's academic status after the 75 percent completion mark and requests a grade at the time of withdrawal shall be given a grade of "incomplete" and permitted to re-enroll in the course or program during the 12-month period following the date the student withdrew without payment of additional tuition for that portion of the course or program.

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

PART TIME COURSES (SEMINARS)

1. Refund computations will be based on the period of enrollment computed on basis of course time (clock hours).
2. The effective date of termination for refund purposes will be the earliest of the following:
   - the last date of attendance; or
   - the date of receipt of written notice from the student.
3. If tuition and fees are collected in advance of entrance, and the student does not enter school, not more than $100 shall be retained by the school.
4. If the student fails to enter the program, withdraws, or is discontinued at any time before completion of the program, the student will be refunded the pro rata portion of tuition, fees, and other charges that the number of class hours remaining in the program after the effective date of termination bears to the total number of class hours in the program.

ALL COURSES

1. A full refund of all tuition and fees is due and refundable in each of the following cases:
   - An enrollee is not accepted by the school;
   - If the course of instruction is discontinued by the school and this prevents the student from completing the course; or
   - If the student's enrollment was procured as a result of any misrepresentation in advertising, promotional materials of the school, or representations by the owner or representatives of the school.

   A full or partial refund may also be due in other circumstances of program deficiencies or violations of requirements for career schools and colleges.
2. The payment of refunds will be totally completed such that the refund instrument has been negotiated or credited into the proper account(s), within 30 days after the effective date of termination.
3. REFUND POLICY FOR STUDENTS CALLED TO ACTIVE MILITARY SERVICE. A student of the school or college who withdraws from the school or college as a result of the student being called to active duty in a military service of the United States or the Texas National Guard may elect one of the following options for each program in which the student is enrolled:
   - If tuition and fees are collected in advance of the withdrawal, a pro rata refund of any tuition, fees, or other charges paid by the student for the program and a cancellation of any unpaid tuition, fees, or other

charges owed by the student for the portion of the program the student does not complete following withdrawal;

- A grade of incomplete with the designation "withdrawn-military" for the courses in the program, other than courses for which the student has previously received a grade on the student's transcript, and the right to re-enroll in the program, or a substantially equivalent program if that program is no longer available, not later than the first anniversary of the date the student is discharged from active military duty without payment of additional tuition, fees, or other charges for the program other than any previously unpaid balance of the original tuition, fees, and charges for books for the program; or
- The assignment of an appropriate final grade or credit for the courses in the program, but only if the instructor or instructors of the program determine that the student has:
  a. satisfactorily completed at least 90 percent of the required coursework for the program; and
  b. demonstrated sufficient mastery of the program material to receive credit for completing the program.

TUITION AND FEES

Unless otherwise agreed to in a private lending agreement and as approved by General Assembly, 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 select Option 2 or 3 will be required to sign up for recurring payments using General Assembly's Recurring Payment Authorization Form.

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 $500 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 with 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 $500 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 4 is not available for programs less than 4 weeks. Students enrolled in such programs must use Option 1.

Course	Registration / Application Fee Non-Refundable ***	Course Material Non-refundable Upon Receipt**	Tuition	Total Cost*
Android Development Immersive	$100.00	$0	$13,400.00	$13,500.00
Data Analyis Circuit (Online)	$0	$0	$1,250.00	$1,250.00
Data Analytics	$100.00	$0	$3,400.00	$3,500.00
Digital Marketing	$100.00	$0	$3,400.00	$3,500.00
Digital Marketing Circuit (Online)	$0	$0	$750.00	$750.00
Data Science	$100.00	$0	$3,900.00	$4,000.00
Front-End Web Development	$100.00	$0	$3,400.00	$3,500.00
HTML, CSS & Web Design Circuit (Online)	$0	$0	$1,250.00	$1,250.00
JavaScript Development	$100.00	$0	$3,900.00	$4,000.00
Product Management	$100.00	$0	$3,150.00	$3,250.00
User Experience Design	$100.00	$0	$3,900.00	$4,000.00
User Experience Design Circuit (Online)	$0	$0	$850.00	$850.00
User Experience Design Immersive	$100.00	$50.00	$9,350.00	$9,500.00
Visual Design	$100.00	$0	$2,700.00	$2,800.00
Web Development Immersive	$100.00	$100.00	$13,300.00	$13,500.00
Web Development Immersive Remote (Online)	$100.00	$0	$13,400.00	$13,500.00

* Charges for the period of attendance and the entire course.
**If cancellation occurs before the student completes 50 percent of the course.

FINANCIAL ASSISTANCE

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

LOANS

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

CONSUMER INFORMATION

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

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

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

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

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

APPENDIX A

BOARD OF DIRECTORS

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

Joe Jensen, Los Angeles

John Madigan, San Francisco

Shanaz Chowdhery, Washington, D.C.

Sarah Tilton, New York

Sarah Hanley, Seattle

Peter Franconi, Atlanta

Julia Bennett, Boston

John Donahue, Chicago

Danielle Barnes, Austin

MANAGEMENT

Jake Schwartz, Chief Executive Officer

Scott Kirkpatrick, President, Chief Operating Officer

John Rucker, Chief Financial Officer

Anna Lindow, Director and GM of Campus Education & Operations

Liz Simon, VP of Legal and External Affairs

FACULTY

See Appendix B (Texas).

APPENDIX B

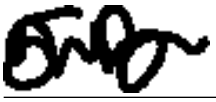
TEXAS FACULTY

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

Instructor	Course	Degree	Institution	# of years experience
Austin				
Sean Shannon	WDI	Bachelor of Arts	George Washington University	4 years
Britney Jo Ludkowski	FEWD	Bachelor of Arts	Southern Methodist University	2 years
Diana Turner	UXDI	Master's	Pratt Institute	6 years
Elias Carlston	WDI	N/A	Northeastern University	14 years
Jim McCoy	FEWD	Bachelor of Arts	University of Houston	10 years
Johnathan Gilliard	DAN	Bachelor of Arts	United States Air Force Academy	12 years
Maureen Eibeler	VIS	Bachelor of Arts	Fordham University	7 years
Mike Dang	WDI	Bachelor of Arts	University of Texas	11 years
Nate Jaffee	DGM	MBA	Duke University	11 years
Ray Hernandez	PDM	MBA	University of Virginia	7 years
Tyler Pugh	FEWD	Bachelor of Arts	St. Edward's University	4 years
Kathy Hlavac	UXD	Bachelor of Fine Art	Savannah College of Art and Design	3 years
Dan Corbin	PDM	Bachelor of Arts Poli Sci	University of Mary Washington	2 years
Kevin Safford	DAT	BS Physics	University of Texas at Austin	4 years
Michelle Lee	DAT (TA)	Masters of Science (Biostatistics)	University of Michigan	1 year
Wei Liao	UXDI	Masters in Chemical Engineering	Stevens Institute of Technology	6 years
Matthew Duncan	WDI	Bachelor of Business Administration	University of Arizona	1 year
Richard Anderson	UXDI	PHD in Educational Psychology	University of Illinois at Urbana-Champaign	10+ Years

STATEMENT

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



Danielle Barnes, Director