

WEB UX DESIGN MICROCREDENTIAL/ MINOR

Program Director: Jamie M. O'Neil, MFA

Introduction

The Digital Skills: Web UX Design microcredential and minor trains students across all majors to design, build, and optimize digital products for today's economy. Blending user experience (UX) principles with modern web technologies and AI code generation, this program transforms tech consumers into creative problem solvers capable of architecting websites, mobile apps, and graphical user interfaces. Students develop practical mastery in graphic design concepts, interactive coding, typography, and web development—learning how to build digital platforms that are both visually captivating and logical to navigate. Upon completion, students earn a verifiable digital badge for platforms like LinkedIn, paired with an online website portfolio of user-centered prototypes that demonstrate their technical capabilities to employers. Whether paired with Computer Science, Business, Psychology, or Design, this credential provides a high-demand, cross-functional edge in one of the tech industry's fastest-growing career sectors.

Advisement

All students enrolled in the microcredential or minor must have an assigned program advisor and are encouraged to contact Professor Jamie O'Neil, Director of Digital Media Arts, to set up their advising plan. Students will work closely with their advisor in the Digital Skills Zone (Old Main, 4th Floor) to map out cross-functional electives, align project deliverables with their specific career goals, and build a demo reel and/or portfolio website that showcases their unique creative voice.

Minor Curriculum

Minors are an important part of the undergraduate curriculum. If students declare a minor by sophomore year, they can usually complete it in a timely manner. Students should work with their advisor to determine if it is possible that the minor can be completed by graduation.

To receive a minor, a student must complete at least 9 credit hours of coursework distinct from their major(s) and from other minors, and students must complete more than 50% of the coursework required for the minor at Canisius. Please note that "ancillary/supporting" courses required for a major may still count as distinct courses as long as the remaining coursework still meets the 30 credit-hours required for a major. For more information about minor policies, please see the Declaring Majors and Minors (<https://catalog.canisius.edu/undergraduate/academics/student-records/declaring-majors-minors/>) page in the catalog.

Code	Title	Credits
Required Courses		
DMA 214	Digital Design Concepts	3
DMA 217	Interaction Design	3
Advanced Digital Skills Electives		6
Select two of the following:		
DMA 212	Professional Practices	
DMA 342	Introduction to Web Design	

DMA 384	Typography	
Cross Functional Skills Electives		3
Select one of the following:		
COM 205	Media Literacy	
COM 308	Social Media Effects	
DMA 201	Introduction to Digital Media	
DMA 412	Professional Portfolio	
Total Credits		15

Microcredential Curriculum

Code	Title	Credits
Required Courses ¹		
DMA 214	Digital Design Concepts	3
DMA 217	Interaction Design	3
Advanced Digital Skills Electives		6
Select two of the following:		
DMA 212	Professional Practices	
DMA 342	Introduction to Web Design	
DMA 384	Typography	
Cross Functional Skills Electives		3
Select one of the following:		
COM 205	Media Literacy	
COM 308	Social Media Effects	
DMA 201	Introduction to Digital Media	
JRN 201	Advanced Multimedia Storytelling	
Total Credits		15

¹ Students can earn a 6 credit Infographic Nanocredential by completing DMA 214 and DMA 217