You’re going to love our new location!

When you see our new location at The Shipyards in Lower Lonsdale, we think you’ll be as pumped as we are!
One location. Many destinations.

A natural environment for networking
Surrounded by restaurants and coffee shops (not to mention a new brewery district that’s in development), our new campus makes it easy to network with classmates and colleagues.

A career growth area
New courses in leadership and data analysis deliver the expertise you need to excel in your career or even begin a new one.

A place of business
CapU Lonsdale is situated in the heart of a growing business community, which means we’re connected to North Shore business like no one else.

A site for the sights
Waterfront views, mountain scenery, a stunning skyline and vibrant street life combine to add a new dimension to our visual arts courses and programs, including our Award of Achievement in Digital Photography.

A classy classroom setting
The unique interior design of CapU Lonsdale celebrates the natural West Coast environment. The result is a calm space ideal for thought and reflection. Although, we must mention that from certain angles, the hanging ceilings look like Imperial Star Destroyers. You really should come take a Luke.

An ideal community to take root in
Our new campus is virtually next door to a transit hub. All the great routes, including the magnificent 239 and the oft misunderstood 228 stop there. Not to mention the Seabus. That means we’re easy to get to.

It’s good to know …
possibilities are blooming at our new campus in Lower Lonsdale.
Get more traffic than the North Shore

Digital Content Marketing Strategy

Have you ever looked at your social media channels and wondered how or what you should post next? Learn how to create visual, written and other forms of social media content within a consistent strategy. We’ll go beyond theory and get into the practice of creating content to be published on your channels. Examples will be presented from successful local brands, as well as hands-on exercises with real-time feedback. Newcomers to social media are encouraged to attend the Social Media Fundamentals course prior to enrolling in this course. Access to Facebook, Twitter and Instagram accounts is recommended.

4 Thurs. Apr. 9 – 30
6:30 – 9 p.m. G. Williams
91056 $389

Social Media Fundamentals

Gain an in-depth understanding of the social media landscape, how it integrates with offline business and how to develop your own social media plan and strategy. Explore how the best social media brands run, and what you can learn from them for your own business. No social media experience is required, but some knowledge is an asset. Access to Facebook, Twitter and Instagram accounts is recommended.

4 Tues. Feb. 18 – Mar. 10
6:30 – 9:30 p.m. T. Jutras
91027 $389

Get Found Online: Introduction to SEO

Search engine optimization (SEO) is one of the primary ways businesses can increase their web traffic and attain higher rankings in search results, which in turn can lead to more sales. Achieving and maintaining high rankings, however, requires a thoughtful strategy and a variety of tactics, from on-site optimization to off-site marketing campaigns. Geared toward professionals and small businesses, this course gives you an understanding of SEO fundamentals and search engine rankings. It shows you how to conduct an SEO audit of your site, optimize your content and implement Google Ads campaigns and link-building tactics to boost your visibility. You will also have the opportunity to work on real-life examples in a group setting.

4 Thurs. Apr. 9 – 30
6:30 – 9 p.m. G. Williams
91056 $389

Facebook and Instagram for Business

Discover how to harness the two largest social media platforms in today’s business marketplace. Through case studies and hands-on exercises, you gain the knowledge and skills that let you develop and execute a plan, advertise effectively and measure the results of your efforts. Please remember to bring a laptop to class.

2 Sat. Mar. 7 & 14
9:30 a.m. – 3 p.m. TBA
91022 $369

Writing Effective Web Content

Ensure your website or blog is working for you, whether you’re looking to grow your audience, boost your engagement or convert visitors into customers. Crafting compelling web content requires an understanding of the medium, an application of best practices and a commitment to tracking and analyzing results. Geared toward professionals and small businesses, this course gives you an understanding of what readers expect from your copy. You’ll learn how to structure your content, apply web writing best practices, optimize for search, track your success and more. You will have the opportunity to work on real-life examples in a group setting.

5 Wed. Apr. 1 – 29
6:30 – 9:30 p.m. L. Manfield
91023 $415

It's good to know... how to attract traffic to your website

DIGITAL COMMUNICATIONS

AWARD OF ACHIEVEMENT IN APPLIED DIGITAL COMMUNICATIONS AND SOCIAL MEDIA

When this symbol appears beside the course description, it indicates that the course can be applied to an Award of Achievement in Applied Digital Communications and Social Media. See page 5.
Just because we’re a university doesn’t mean we’re opposed to Om schooling

Yoga Break for Kids* (Ages 6 – 8)
Yoga can help improve your child’s concentration, enhance brain development and enrich imagination. Yoga Break for Kids is a playful, hour-long class that keeps kids engaged through yoga and art. It consists of age appropriate yoga postures, yoga dance, yoga games, songs, lectures and meditation. The instructor is a certified B.C. teacher and is also certified in first aid. Please note that kids must bring their own yoga mat.
*Yes, we know it’s a stretch to put Yoga in the Computer section, but sometimes you have to be flexible.

Excel FastTrack: Master the Basics
Learn real-world Excel applications and features that will immediately boost your productivity and increase your efficiency! This one-day, hands-on workshop shows you how to turn raw data into meaningful results to be shared with your co-workers by using basic Excel features. Topics include entering and editing data, applying formulas to compute results and validate data, key functions and how to format data in cells and worksheets.

Excel FastTrack: Intermediate
Move beyond the basics of Excel and increase your productivity and efficiency even more! This one-day, hands-on workshop will help you develop an Excel toolkit of techniques and everyday solutions to create robust spreadsheets that easily adapt to your needs. Topics include analyzing or ranking data, working with text, generating charts, using complex formulas, controlling data input, applying conditional formatting and creating pivot tables.

AWARD OF ACHIEVEMENT IN APPLIED DIGITAL COMMUNICATIONS AND SOCIAL MEDIA
The Award of Achievement in Digital Communications and Social Media is a part-time program for anyone who wants an in-depth understanding of how to develop a social media marketing plan and gain up-to-date and immediately applicable skills within the digital communications landscape.

THE COURSES
The courses that comprise the Award of Achievement in Digital Communications and Social Media are broken down into core courses and electives. You must complete five full courses (all core courses plus two electives) within a specified time frame.

CORE COURSES
- Get Found Online: Introduction to SEO
- Social Media Fundamentals
- Digital Content Marketing Strategy
- Build Your Own Website or Blog with WordPress
- Writing Effective Web Content
- Facebook and Instagram for Business
- Yoga Break for Kids* (Ages 6 – 8)

ELECTIVE COURSES
- Excel FastTrack: Master the Basics
- Excel FastTrack: Intermediate
- Excel FastTrack: Advanced
- Excel FastTrack: Power User

WHO IS THIS AWARD OF ACHIEVEMENT FOR?
The Award of Achievement in Applied Digital Communications and Social Media is open to marketing and communication professionals, business and communication professionals, consultants who wish to raise awareness of their brand and university students and recent grads looking to develop their digital marketing know-how with insight from industry experts.

PREREQUISITES:
- Good computer and file management skills.
- Equivalent experience or skills.

AWARD OF ACHIEVEMENT IN APPLIED DIGITAL COMMUNICATIONS AND SOCIAL MEDIA
When this symbol appears beside the course description, it indicates that the course can be applied to an Award of Achievement in Applied Digital Communications and Social Media.

WEB DEVELOPMENT
Build Your Own Website or Blog with WordPress
Learn the basics of creating a website with WordPress. Discover how to install WordPress to create and edit web pages, including adding images and text. Explore both free and premium themes to change the appearance of your website. Learn how to extend WordPress to suit your needs with a variety of helpful plug-ins.

Basic concepts of e-commerce and search engine optimization will also be discussed. The course is perfect for any small business or individual looking to get a quick start with their website or blog.

PREREQUISITES:
- Good computer and file management skills.
- Equivalent experience or skills.

INTERNATIONAL BUSINESS
Excel FastTrack: Advanced
Move beyond the basics of Excel and increase your productivity and efficiency even more! This one-day, hands-on workshop will help you develop an Excel toolkit of techniques and everyday solutions to create robust spreadsheets that easily adapt to your needs. Topics include analyzing or ranking data, working with text, generating charts, using complex formulas, controlling data input, applying conditional formatting and creating pivot tables.

PREREQUISITES:
- Excel FastTrack: Master the Basics or equivalent.
- Excel FastTrack: Intermediate or equivalent.

INTERNATIONAL BUSINESS
Excel FastTrack: Power User
Move beyond the basics of Excel and increase your productivity and efficiency even more! This one-day, hands-on workshop will help you develop an Excel toolkit of techniques and everyday solutions to create robust spreadsheets that easily adapt to your needs. Topics include analyzing or ranking data, working with text, generating charts, using complex formulas, controlling data input, applying conditional formatting and creating pivot tables.

PREREQUISITES:
- Excel FastTrack: Master the Basics or equivalent.
- Excel FastTrack: Intermediate or equivalent.
- Excel FastTrack: Advanced or equivalent.
It’s good to know ... accounting software can look after the numbers for you.

QuickBooks 1 and 2

Do the math.

ACCOUNTING AND BOOKKEEPING

Bookkeeping Basics P.12
Are you a new bookkeeper or accountant? Or maybe you just need a review of bookkeeping before taking QuickBooks or more advanced accounting courses?
This course covers the basics of practical bookkeeping procedures, including assets and liabilities, equity, revenue and expenses. You learn the double-entry system of debiting and crediting accounts, how to prepare balance sheets and income statements and why accounts are listed on each. Payroll as well as subsidiary ledgers and how they relate to the general ledger are also covered. Please note that basic Excel knowledge is recommended.

QuickBooks 1 for Bookkeepers P.12
Learn how to implement QuickBooks into your business’s day-to-day needs, including options for configuring QuickBooks to suit your type of business, how to enter accounts payable and receivable, reconcile bank accounts and credit cards, prepare cheques and more. Discover how to create sales invoices and manage customer accounts and get an introduction on how to set up payroll. This course is ideal for anyone new to QuickBooks and for those who want to use it as a solution to their financial reporting needs.

QuickBooks 2 for Bookkeepers P.12
Master more advanced functions in QuickBooks, such as dealing with businesses using more than one currency: valuing inventory, making partial payments on vendor bills; handling partial payments on invoices; creating progress billings; generating journal entries to fix errors and much more. Upon successful completion of the course, you will be able to set up a payroll schedule for salaried employees and handle functions such as benefits, vacation and advance pay.

Introduction to Financial Accounting P.12
This course—ideal for small-business owners, managers and entrepreneurs—provides an introduction to the key concepts of financial accounting and covers day-to-day business accounting functions. Through theory, hands-on practice and examples, you learn fundamental tools and analysis (including what questions to ask your bookkeeper), as well as how to identify key trends and indicators of financial health. Develop balance sheets, income and cash flow statements and analyze these statements to set benchmarks for revenue and sales growth. Bring a calculator and be prepared to crunch some numbers!

DATA VISUALIZATION

Introduction to Data-Driven Decision Making
This hands-on course equips you with the fundamental skills you need to start harnessing data to tackle virtually any business or organizational problem. Hypothesis generation, structured analyses, data visualization and compelling storytelling are all covered. The hands-on nature of the course ensures you will walk away feeling confident that you’ve learned useful skills that can be applied the next day. In addition, the breadth of what you learn provides an excellent foundation if you choose to take more advanced data courses in the future.

The Power of Knowing: Power BI Data Visualization and Analysis
This course is ideal for business professionals who need to understand business-related data and extract usable insight from the numbers. By course end, you will be able to create, import, model, transform and visualize data through either standalone reports or information dashboards using Power BI desktop. You will also understand the steps for publishing reports to Microsoft’s powerbi.com cloud platform.

REGISTRATION INFORMATION ON PAGE 21
NORTH VANCOUVER SMALL BUSINESS SERIES

ONLINE STRATEGIES TO HELP YOUR SMALL BUSINESS GROW

This term, our workshops zero in on what your small business can do in the digital space to get the most out of your online channels. Learn to better identify your audience and how to attract them with specific search techniques such as local search, as well as help your small business grow using Instagram.

Sign up now at capilanou.ca/nvsmallbusiness for the three-workshop bundle and pay only $150. Individual workshops are priced at $65 each.

All workshops run from 8–10 a.m. at CapU Lonsdale and will be held between February and April 2020. Hope to see you there!

TO REGISTER, PLEASE VISIT capilanou.ca/nvsmallbusiness

MOTION PICTURE INDUSTRY ORIENTATION

This comprehensive two-day course emphasizes foundational must-know information about the workings of any film set and is required by all film unions and guilds in B.C.

1 Sat.  Feb. 1
9:30 a.m. - 5 p.m.  J. Penhall
91024  $75

1 Sat.  Mar. 28
9:30 a.m. - 5 p.m.  J. Penhall
91025  $75

1 Sat.  Apr. 25
9:30 a.m. - 5 p.m.  J. Penhall
91026  $75

For information and to register, visit capilanou.ca/mpio

UNLESS YOU’RE IN THE COOKIE CUTTER BUSINESS, COOKIE CUTTER SOLUTIONS JUST WON’T CUT IT.

We deliver customized training solutions that target exactly what your organization needs.

Whether your organization needs a workshop, a seminar, an intensive course or a longer, in-depth training program, Capilano University Continuing Studies & Executive Education can provide a learning solution tailored to your firm’s specific needs.

Benefits of a customized solution:

+ You don’t have to invest in a pre-programmed educational solution, so you don’t pay for courses and modules you don’t need.
+ We work with you to develop a learning solution, which means our instructors’ expertise and experience can be brought to bear on the precise areas you need them to. The focus is squarely on your organization’s needs.

Training takes place at one of Capilano University’s campuses or at a location of your choice.

Drawing on a pool of industry experts and experienced instructors from a wide array of fields, we can develop a learning solution in any of these areas:

CONTINUING STUDIES
Computers and Software • Cultural and Educational Exchanges • English Language Enrichment • Labour Studies • Youth Programming... and more

EXECUTIVE EDUCATION
Business Operations Management • Business Planning • Business Writing • Communications • Financial Management • Leadership Development • Negotiation Skills • Presentation Skills • Project Management • Strategic Marketing Management... and more

For more information, visit capilanou.ca/csee or email us at csee@capilanou.ca.

HERE ARE A FEW OF THE CLIENTS WE’VE WORKED WITH:
Atlantic Power Corporation • BC Hydro • British Columbia Government and Service Employees’ Union • British Columbia Maritime Employers Association • Government of Mexico • Grouse Mountain • Neptune Terminals • Tokyo School District

TO REGISTER, PLEASE VISIT capilanou.ca/nvsmallbusiness
AWARD OF ACHIEVEMENT IN DATA ANALYSIS

This is a part-time program for anyone who appreciates the power of data-driven decision making and wants an in-depth understanding of how it is used in a business setting. This program focuses on the science of data and teaches you how to perform inquiries and apply statistically significant information to important business decisions. It also gives you the skills necessary to communicate these results through graphs and text that your fellow employees will understand.

TURN DATA INTO KNOWLEDGE
Add one of the most sought-after skills in the workplace to your portfolio: data analysis. Companies have never had access to so much data, but surprisingly, it is rare for them to have someone with the ability to analyze that data to see trends and make predictions. You can be this person.

WHO IS THIS AWARD OF ACHIEVEMENT FOR?
• employees and managers in large companies who need to leverage data analysis for anticipating trends and making critical business decisions;
• professionals hoping to level up or change careers;
• digital marketers, required to understand what resonates with users and communicate with business stakeholders;
• small business owners who want to make decisions based on meaningful data; and
• product managers who need to rely on user data to determine new features, improvements and changes.

THE PROGRAM
Three online courses and one Capstone Project* must be completed in order to receive the Award of Achievement. The Capstone Project is completed under the guidance of an instructor. If you opt to take the three courses only, you won’t receive an Award of Achievement, but will receive a certificate of acknowledgment that you have completed the three courses.

THE COURSES
Each course is delivered online and is one month in duration:
• Introduction to Data Analysis (page 11)
• Intermediate Data Analysis (page 11)
• Advanced Data Analysis (page 11)

For course descriptions and full details, visit capilanou.ca/aoa-dataanalysis

*DATA ANALYSIS CAPSTONE PROJECT
The Capstone Project is a mandatory component of the Award of Achievement in Data Analysis. The project is pre-approved and evaluated by the instructor and is typically completed within four to six weeks.

WHY A CAPSTONE PROJECT?
• Apply the skills you learned in class to a real-world, practical experience of your choice
• Show them you did it! There is nothing as powerful as proof that you have worked on a real-world problem for a real organization. Skills + experience = a strong resume builder
• Do it even better! Get coaching and feedback on a data project that you were going to do anyway

91028 M. Atapour $449

WHAT IS THE CAPSTONE PROJECT?
• A project in data analysis defined by you, for your own or for another organization, guided by an experienced instructor

THE COURSES
Three online courses and one Capstone Project* must be completed in order to receive the Award of Achievement. The Capstone Project is completed under the guidance of an instructor. If you opt to take the three courses only, you won’t receive an Award of Achievement, but will receive a certificate of acknowledgment that you have completed the three courses.

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AWARD OF ACHIEVEMENT IN DATA ANALYSIS
When this symbol appears beside the course description, it indicates that the course can be applied to an Award of Achievement in Data Analysis.

ADVANCED DATA ANALYSIS

Introduction to Data Analysis P.10
Data analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. This course will give you a basic understanding of how to analyze data in a business setting. Businesses look for candidates with an understanding of how to analyze the data they have been collecting, and this course will help you start on that journey.

Intermediate Data Analysis P.10
Many of your business decisions involve comparing groups for differences. For example, would men and women prefer different product features? In addition, you may look at relationships between variables. Does product recognition relate to subsequent product purchase? This intermediate data analysis course will introduce you to the statistics behind these group differences and relationships. In addition, you’ll learn how to work with ratings, graphs and user-friendly reports of statistical results.

Advanced Data Analysis P.10
After taking this advanced course in data analysis, you will be able to perform inquiries that will be useful to your business or organization and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Take the guesswork out of important company decisions and make decisions based on statistically significant information. Whether your business is home based or a large company, this class will take you to the next level where important decision-making is concerned.

ADVANCED DATA ANALYSIS

Introduction to Data Analysis P.10
Data analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. This course will give you a basic understanding of how to analyze data in a business setting. Businesses look for candidates with an understanding of how to analyze the data they have been collecting, and this course will help you start on that journey.

Intermediate Data Analysis P.10
Many of your business decisions involve comparing groups for differences. For example, would men and women prefer different product features? In addition, you may look at relationships between variables. Does product recognition relate to subsequent product purchase? This intermediate data analysis course will introduce you to the statistics behind these group differences and relationships. In addition, you’ll learn how to work with ratings, graphs and user-friendly reports of statistical results.

Advanced Data Analysis P.10
After taking this advanced course in data analysis, you will be able to perform inquiries that will be useful to your business or organization and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Take the guesswork out of important company decisions and make decisions based on statistically significant information. Whether your business is home based or a large company, this class will take you to the next level where important decision-making is concerned.

UPGRADE TO AN AWARD OF ACHIEVEMENT
You can upgrade your certificate to an Award of Achievement if you add a Capstone project. See page 10.

DATA ANALYSIS

ONLINE CERTIFICATE* IN DATA ANALYSIS
This certificate is delivered 100% online. You can take the courses individually, or take all three to earn a certificate. Prices are $265 per course, or $665 for all three.

HOW TO REGISTER FOR CERTIFICATE
To sign up for the online certificate (all three courses) in Data Analysis, do not register for the courses individually. Instead, use the following course reference number (CRN): 91039 (Feb. 3 – May 1)

Prices are $265 per course if taken individually, or $665 for all three.

*Presented in partnership with the Learning Resources Network, the world’s largest association in continuing education and lifelong learning.

AWARD OF ACHIEVEMENT IN DATA ANALYSIS
When this symbol appears beside the course description, it indicates that the course can be applied to an Award of Achievement in Data Analysis. See page 10.

REGISTRATION INFORMATION ON PAGE 21
GET ORGANIZED

Step into a rewarding and in-demand career in private bookkeeping. Learn fundamental skills that will help you manage your own or your family’s business, or take on bookkeeping tasks in the small-business and non-profit sectors.

WHO IS THIS AWARD OF ACHIEVEMENT FOR?

While the Award of Achievement in Bookkeeping is open to everyone, it will be particularly useful for:

- administrative assistants wishing to expand their skills and grow within their organization;
- experienced bookkeepers wishing to transition from a paper-based system to a computerized accounting software platform;
- family members of small-business owners wishing to take over the books for the family business; and
- people who need flexibility in their schedule, but want to learn new skills and earn part-time income from home.

THE COURSES

You must complete five courses within a specified time frame. Courses are seven to 18 hours in length and vary from one to six sessions:

- Bookkeeping Basics (page 7)
- Introduction to Financial Accounting (page 7)
- QuickBooks 1 for Bookkeepers (page 7)
- QuickBooks 2 for Bookkeepers (page 7)
- Excel FastTrack (Basics OR Intermediate) (page 4)

For course descriptions and full details, visit capilanou.ca/aoa-bookkeeping

AWARD OF ACHIEVEMENT IN BOOKKEEPING

The Continuing Studies Award of Achievement in Bookkeeping is a part-time program for those wanting an understanding of fundamental accounting principles and how to apply them in a practical, computer-based environment. Hands-on courses filled with insights from industry professionals give you the confidence to build your own career or expand your role within your organization.

When this symbol appears beside the course description, it indicates that the course can be applied to an Award of Achievement in Bookkeeping.

AWARD OF ACHIEVEMENT IN BOOKKEEPING

THE FAST TRACK NOW HAS A PASSING LANE

GET YOUR CAREER MOVING

COURSES AND WORKSHOPS FOR INDIVIDUALS

CapU Exec Ed is for managers, professionals and executives who want to advance their career or take on more of a leadership role. Our courses are suitable for a range of learners, from new managers and executives to seasoned professionals and senior leaders.

CORPORATE TRAINING AVAILABLE FOR ORGANIZATIONS

CapU Exec Ed can design and deliver a customized educational program for your team. We work with you to tailor the course materials and learning outcomes that align with your specific requirements. The program can be delivered at your organization or right here at CapU Lonsdale!

For more information on our courses, workshops and custom programs, visit capilanou.ca/execed

CONTINUING STUDIES AND EXECUTIVE EDUCATION
Financial Literacy for the Non-Financial Manager

Understanding financial statements is essential to assuming a leadership role in your organization. In this workshop, you acquire the knowledge and confidence to prepare, read and interpret financial statements. You also learn what questions to ask as well as how to anticipate and answer questions from multiple stakeholders. In addition, you learn the language of financial reporting and discover new insights into how financial information can drive decision-making.

91040 $1,295

*To celebrate the opening of our CapU Lonsdale campus, register before March 31 for a discounted fee of $975.

Better Business Presentations

Business leadership demands the ability to connect with and influence others. Whether you’re speaking to four people in a boardroom or 400 people in a ballroom, this workshop shows you how to engage your audience with clarity, passion and purpose. It also reframes your thinking about what it means to be an effective presenter and explores how to harness storytelling techniques to enhance your persuasiveness. In addition, you receive individual critiques and encouragement on your performance.

91042 $895

Higher Performing Teams Through Coaching

If you manage a hectic work environment with tight deadlines, changing conditions and shifting priorities, this workshop is for you. Learn new leadership skills and discover creative ways of dealing with the people side of your job. Explore new ways of working through challenges and conflicts; and discover how a coaching approach can be used to effectively lead and manage. Experiment with methods designed to help your team be less dependent on you for decisions and to think more strategically for themselves. You will also examine new ways of coaching your team that drives positive and sustainable behavioural change over time.

91041 $1,295*

*To celebrate the opening of our CapU Lonsdale campus, register before March 31 for a discounted fee of $975.

For complete course descriptions and instructor bios, visit capilanou.ca/execed.

WANT TO KNOW IN ADVANCE ABOUT NEW AND UPCOMING COURSES?

Sign up for our e-newsletter Visit capilanou.ca/execed to subscribe

For more details and course descriptions, visit capilanou.ca/execed
Learn professional drawing skills and build your portfolio! These courses are recommended for students interested in applying to the University’s Bachelor of Design in Visual Communication, 2D Animation and Visual Development, or 3D Animation for Film and Games programs, but are open to anyone interested in drawing and design.

**Life Drawing**

Life drawing is a foundational skill needed for all types of visual arts, particularly animation. Using gesture drawing from a live model, you learn the basic principles of observational skills and develop your understanding of volume, form and line. Work on your portfolio and improve your drawing skills under the guidance of an expert instructor. Bring a 2B pencil and 50 sheets of white copy paper or a sketchbook of at least 11” × 14” to the first class. Price includes the weekly model fee.

- **8 Thurs.  Feb. 13 – Apr. 9**
  - 6:30 – 9:30 p.m. M. Ghoreishi
  - 91003 $469

- **8 Wed.  Feb. 12 – Mar. 25**
  - 6:30 – 9:30 p.m. A. McDermott
  - 91019 $439

**Principles of Drawing and Painting**

In this introductory course, you learn how to develop your skills in both drawing and painting. Build your portfolio as you learn basic compositional solutions as well as how to handle a variety of media (pencil, charcoal, pastel, acrylics and ink). You will come away with a better understanding of media and how to apply them on different surfaces. Please note this course is mostly black and white drawing and painting media, with some introductory use of color. Course fee includes supplies.

- **8 Wed.  Jan. 22 – Mar. 11**
  - 6:30 – 8 p.m. A. Arreaga
  - 91021 $369

**Spanish Beginner: Level 1**

This introductory and interactive course is an ideal opportunity to learn a new language for engaging in everyday activities. In an easygoing and supportive class environment, you speak and hear Spanish from the first day. You will quickly gain basic conversational skills, proper pronunciation, enhanced vocabulary and knowledge of popular expressions to communicate information about yourself, your family and friends, your work and your daily life. Textbook required; see website for details.

- **8 Fri.  Jan. 21 – Mar. 10**
  - 6:30 – 8 p.m. A. Arreaga
  - 91020 $369

**Spanish Beginner: Level 2**

If you can ask and answer simple questions about yourself, your interests and your work, this immersive course is an ideal choice to help strengthen your Spanish by refining your pronunciation and intonation. By focusing on oral communication skills and using meaningful scenarios to build your vocabulary and bank of expressions, the course will improve your ability to communicate in everyday situations involving travel, food, shopping, family and business. Textbook required; see website for details.

- **8 Fri.  Jan. 22 – Mar. 11**
  - 6:30 – 8 p.m. A. Arreaga
  - 91021 $369

**Spanish for Travellers**

Get ready for that trip to a Spanish-speaking country with this introduction to Spanish language and culture! You learn the essentials — pronunciation, handy expressions and useful vocabulary — so that you can communicate in basic Spanish. You’ll also gain perspective on Latin American and Spanish cultures. Interactive and practical learning activities are the focus of this engaging course, so you can expect plenty of opportunity to practice speaking and listening with classmates and your instructor.

- **4 Sat.  Apr. 4 – May 2**
  - 9:30 – 11:30 a.m. B. Paniagua
  - 91018 $289

- **3 Sat.  Apr. 5 – May 3**
  - 9:30 – 11:30 a.m. B. Paniagua
  - 91018 $289

**THE PORTFOLIO ADVANTAGE**

Learn professional drawing skills and build your portfolio! These courses are recommended for students interested in applying to the University’s Bachelor of Design in Visual Communication, 2D Animation and Visual Development, or 3D Animation for Film and Games programs, but are open to anyone interested in drawing and design.

**NEW COURSE! Studio Photography: From Food and Family to Products and Portraits, page 20**

Part of our Award of Achievement in Digital Photography

It’s good to know … how to photograph food, products and portraits.
CONTINUING STUDIES AND EXECUTIVE EDUCATION

DIGITAL PHOTOGRAPHY: CAREER MEETS CREATIVE

The ever-expanding world of social media and digital technologies has led to increased demand for visual content, which means photography is now a must-have skill in many industries. It’s also an ideal outlet to unleash your creativity in new and powerful ways.

WHO IS THIS AWARD OF ACHIEVEMENT FOR?

While the Award of Achievement in Digital Photography is open to everyone, it will be particularly useful for:

- Amateur photographers who want a richer understanding of their camera’s settings and capabilities so they can achieve their desired results with every photo they take;
- Professionals whose jobs increasingly require excellent photography skills, including marketers, copywriters, publicists, social media managers and communications professionals;
- People seeking employment in a communications or creative field who need to improve their marketability with relevant, in-demand skills; and
- Passionate enthusiasts who regularly purchased a digital SLR camera and want to say goodbye to the ‘Auto’ setting and enjoy true creative control.

REQUIRED EQUIPMENT

- You must supply your own digital SLR camera.
- You will need a subscription to Adobe Lightroom or Adobe Photoshop (depending on the course you choose) for the duration of the relevant course.
- The cost is roughly $20/month.
- Some elective courses may also require additional equipment. If this is the case, it will be mentioned in the course description.

THE COURSES

The courses include core courses and electives. The core courses are designed to give you a strong foundation in theory and fundamental techniques, while the electives let you apply that knowledge to specific styles. You must complete four core courses and two electives within a specified timeframe with a passing grade to receive the Award of Achievement.

CORE COURSES

There are no prerequisites and courses can be taken in any order.

- Foundations of Photography: Begin with the Basics (page 18)
- Composition: Hit Them with Your Best Shot (page 19)
- Lighting: The Photographer’s Palette (page 19)
- Adobe Photoshop Fundamentals (page 19) OR Enhance Your Photos with Adobe Lightroom (page 19)

ELECTIVE COURSES

Elective courses will vary from term to term, and you will be able to select the courses that best suit your interests. You can register for electives only after you have completed the core courses or obtained permission from the instructor. The electives running in the Spring 2020 term include:

- Studio Photography: From Food and Family to Products and Portraits  (page 20)
- Action Photography: Capturing the Moment (page 20)

For courses and full details on the Award of Achievement in Digital Photography, please visit capilanou.ca/aoa-photography

AWARD OF ACHIEVEMENT IN DIGITAL PHOTOGRAPHY

The Award of Achievement in Digital Photography is a part-time program for anyone who wants to move beyond the “point-and-shoot” approach to photography. The program is designed to give you the in-depth knowledge you need to evaluate any photographic situation and be able to instinctively determine what settings, lenses and techniques to use to capture the image you want.

Foundations of Photography: Begin with the Basics

In this hands-on course, you explore the essentials of photography in depth. You begin by learning what all the controls, buttons and menus on your camera are for and when to use them. After gaining a thorough understanding of your camera and its capabilities, you examine key photographic concepts, including the fundamentals of digital image capture; aperture and shutter priority; exposure and depth of field; lens selection and more.

Upon completion of this course, you will be able to evaluate any photographic situation and know instinctively which settings to use and which lens to go with to achieve the image you want—even in manual mode.

Composition: Hit Them with Your Best Shot

Great photos don’t just happen. A good photographer is able to build a compelling photo by composing the elements in the frame in very particular ways for specific purposes. In this course, you learn the core concepts of how to frame your photos, including applying the rule of thirds; using leading lines to draw the eye; incorporating texture, shadow, contrast and color to add interest and drama; and applying colour theory to capture and hold the attention of the viewer.

Lighting: The Photographer’s Palette

Understanding light and how it behaves is the most essential skill of the photographer. In this course, you will come to recognize the advantages and disadvantages of lighting in different contexts, including how to work with outdoor and artificial light. In addition, you will investigate and practise core lighting concepts such as colour, mood, contrast and temperature.

Adobe Photoshop Fundamentals

Learn basic Photoshop skills and improve your workflow with an overview of essential tools and techniques. Topics include: resizing and cropping images, creating and editing selections, combining images with layers, adjusting colours, basic retouching and working with type to add text images. Resolution and file formats will also be discussed. Advanced topics, including adjustment layers and layer masks, are briefly demonstrated. Time will be provided to work on personal photos. Basic photography experience is an asset but not required. Please note you will need a subscription to Adobe Photoshop for the duration of the course.

PHOTOGRAPHY AND VISUAL ARTS

Enhance and Organize Your Photos with Adobe Lightroom

Discover the power of Adobe Lightroom, one of the most popular programs for enhancing and organizing digital photos. Get creative with your photographs and learn to follow a detailed workflow to vastly improve your photo management skills. Topics include: importing photos; organizing them through keywords; cropping images; colour correction; contrast and brightness; converting colour photos to black and white; sharing your images and more. Please note you will need a subscription to Adobe Lightroom for the duration of the course.

Should you take Photoshop or Lightroom?

If you’re enrolled in the Award of Achievement in Digital Photography program and are trying to decide between Photoshop and Lightroom, bear in mind that Lightroom is the more accessible option in terms of complexity and is also uniquely suited to managing and organizing your photos.

AWARD OF ACHIEVEMENT IN DIGITAL PHOTOGRAPHY

When this symbol appears beside the course description, it indicates the course can be applied to the Award of Achievement in Digital Photography.
Digital Photography in a Snap

You’ll be amazed at how one day can make a world of difference to your photography. In this introductory course, you learn the features, controls and settings on your digital camera and how to navigate the different menus. Then, test your new camera knowledge by experimenting with the concepts you’ve learned under the guidance of a professional photographer and expert teacher. Bring your digital camera to class.

1 Sat. Mar. 14 9:30 a.m.–1:30 p.m. M. Orozco 91004 $215

Mixed Media Painting: Surface, Collage and Photo Transfer

Explore your creativity using acrylic paints, textured mediums, metallics and a huge variety of tantalizing mixed media materials. Join instructor Shary Bartlett to experiment with techniques such as photo transfer, collage, layering and creating lush texture. This class will strengthen your understanding of composition and stimulate the artist within in a fun and supportive environment. A wide range of supplies are included in the $40 (+GST) supply fee to be paid to the instructor at the first class.

1 Sat. & 1 Sun. Apr. 25-26 10 a.m.–4:30 p.m. S. Bartlett 91001 $255

WRITING

Wordwork: The Craft of Creative Writing

Just as carpenters craft wood, you will use writing tools and techniques to craft words. This open-genre course is for beginner to intermediate writers who want to tinker with words in a lively and supportive environment. Through lectures, discussions, exercises and assignments, you’ll sharpen your nuts ‘n’ bolts writing skills (dialogue, point-of-view and revision) as well as hone your literary skills (style, characterization and theme). You leave the workshop with a portfolio of short pieces that have run through the process of peer feedback.

6 Sat. Apr. 18–May 30* 9:30 a.m.–1:30 p.m. R. Fernandez 91002 $389

THREE WAYS TO REGISTER

1 ONLINE

Our online registration system is a shopping cart model, so it’s easy to use. Visit capilanou.ca/continuingstudies, pick the courses you want and add them to your cart.

2 PHONE

Call us at 604 984 4901 and have your Amex, MasterCard or VISA card ready when you call.

3 IN PERSON

Visit us and we can sign you up on the spot. We accept cheque, debit or credit card.

CHECK THE WEB FOR MORE COURSES!

We often put new courses on our website after the catalogue has been mailed. It’s a good idea to visit capilanou.ca/continuingstudies every so often to see what’s new.

AVOID CANCELLATIONS—REGISTER EARLY

Courses that don’t meet the minimum number of participants get cancelled. That’s why we encourage you to register early. Course cancellation decisions are usually made two weeks before the course starts, so it’s a good idea to register before then.

REGULAR OFFICE HOURS

Mon.–Fri. 9 a.m.–4 p.m.

POLICIES AND PROCEDURES

For full details on refunds, withdrawals, instructor substitutions, student conduct, taxes and more, visit capilanou.ca/continuingstudies

TAX INFORMATION

Courses designed primarily for recreational and general interest purposes are subject to applicable taxes.

AN EXAMPLE OF A COURSE LISTING

Number of sessions and location: 5 Thurs. 6:30–9:30 p.m.
Course times: Jan. 2–30
Course reference number: 91002
Cost of course (plus GST, if applicable): $299

Instructor name: B. Smith
Course start and end date: Mon. Mar. 2

WHERE TO FIND US

Our new address is: CapU Lonsdale Continuing Studies & Executive Education
250 - 125 Victory Ship Way, North Vancouver, B.C. Canada V7L 0G5
Tel: 604 984 4901

All spring 2020 classes will be held at CapU Lonsdale unless otherwise indicated.
It's good to know...

SEARCH ENGINE OPTIMIZATION 3
BOOKKEEPING 7
DATA ANALYSIS 10
EXEC ED 13
DIGITAL PHOTOGRAPHY 18
CREATIVE WRITING 20

capilanou.ca/csee

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