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**FALL/WINTER 2016/17 COURSE CATALOG**

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# SUBJECTS



- 2D Drawing
- 3D + Animation
- 3D Drawing
- 3D Printing

## SUBJECT: 3D + ANIMATION Unreal Essential Training 7 hours 32 minutes; Beginner



Unreal Engine is a complete suite of game development tools made by game developers for game developers. From 2D mobile games to console blockbusters, indie experiments and virtual reality, Unreal Engine can power it all. In this course, Craig Barr covers the essentials of level design, lighting, effects, Visual Scripting, cinematics and game packaging with Unreal. He covers creating your first project, building a base landscape, blocking out levels, and exporting and importing assets for use in the design. Want to find out how to craft a unique look? Learn about applying materials and creating special effects with Unreal's particle systems. Plus, get a thorough introduction to Blueprints, the visual scripting language, and optimizing performance for great gameplay with Unreal.



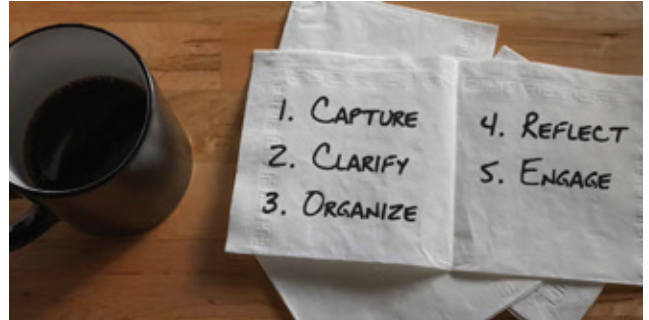
- Accessibility
- Accounting
- Acoustics
- Advertising
- Analytics
- Animation
- Architecture



- Audio + Music
- Audio Effects
- Audio Engineering
- Audio for Video
- Audio Foundations
- Audio Plug-Ins
- Automotive Design

## SUBJECT: BUSINESS Getting Things Done

1 hour 32 minutes; Appropriate for all



Join author and world-renowned productivity and time management expert David Allen as he walks you through his five-step process for Getting Things Done. He'll show you how to stay on top of your work and avoid feeling buried by it, while carving out space in your life to do more meaningful things. Learn how to capture, clarify, organize, reflect and engage with tasks that are demanding your attention, and come away with a clear head and a clear focus. In an exclusive bonus chapter, David Allen answers some of the most frequently asked questions he receives about Getting Things Done, including why GTD is different and how it can scale for larger teams and organizations.

- Branding
- Business
- Business Intelligence
- Business Skills

- Design Techniques
- Desktop Apps
- Developer
- Development Tools
- Digital Planning
- Digital Publishing
- Documentaries
- Drawing
- DSLR Video
- DVD Authoring

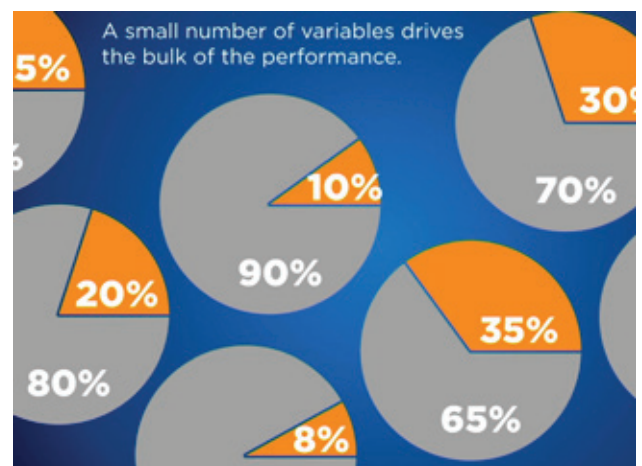


- CAD
- Cameras + Gear
- Career Development
- Character Animation
- Charts + Graphs
- Civil Engineering
- Classroom Management
- Cloud Computing
- CMS
- CNC + CAM
- Collaboration
- Color
- Color Correction
- Communication
- Compositing
- Computer Skills (Mac)
- Computer Skills (Windows)
- Construction
- Content Marketing
- Content Strategy
- Creative Insights
- Creative Inspirations
- Creative Spark
- Creativity

## SUBJECT: DESIGN

# Universal Principles of Design

2 hours 2 minutes; Appropriate for all



Design is full of unspoken rules and obscure theories that, when applied, can dramatically improve one's own design. For the first time, we are documenting them all in one place. Universal Principles of Design, based on William Lidwell's award-winning books, illustrates one design principle every other week, ranging from the tried and true (the 80/20 rule) to concepts that you may not have ever heard in a design context (Ockham's razor or crowd intelligence). These principles are critical to successful design - no matter what the discipline. Anyone who creates, designs, engineers or illustrates will learn invaluable lessons that will take their work to the next level.



- Data Analysis
- Databases
- DAWs
- Design
- Design Business
- Design Foundations
- Design Patterns
- Design Skills

**SUBJECT: FINANCE**

# Financial Wellness: Managing Personal Cash Flow

**1 hour 2 minutes; Beginner**



Even if you're normally level headed, "your brain on money" is different, and it can keep you financially stuck. In this course, financial therapist Amanda Clayman reveals ways you can adjust your financial habits and manage your cash flow in a positive way. Amanda helps you evaluate your current stress level and understand how your financial attitudes developed in the first place. She further helps you break down the stressful stimulus response behavior, separate your emotions from the noise, and gain a clear understanding of your situation and your options—and the consequences of past decisions. Last, she presents her framework for change, in a four-step model for managing your personal cash flow.



- Ebooks
- Ecommerce
- Education + Elearning
- Educational Technology
- Elearning
- Email
- Email Marketing
- Enterprise Content Management
- Enterprise Marketing



- Film Scoring
- Filmmaking
- Finance
- Flash Photography
- Forms
- Freelancing



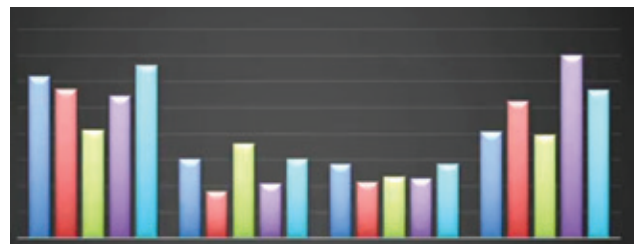
- Game Design
- Game Development
- Games
- GIS



- HDR
- Higher Education
- Hillman Curtis Artist Series
- Home + Small Office

**SUBJECT:**  
**HOME + SMALL OFFICE**  
**Office 365: Excel**  
**Essential Training**

**8 hours 54 minutes; Beginner**



Start mastering Excel, the world's most popular and powerful spreadsheet program, with Excel expert Dennis Taylor. Learn how to best enter and organize data, perform calculations with simple functions, work with multiple worksheets, format the appearance of your data and cells, and build charts and PivotTables. Other lessons cover the powerful IF, VLOOKUP and COUNTIF family of functions; the Goal Seek, Solver and other data analysis tools; and automating tasks with macros.



- Illustration
- Infographics
- Instructional Design
- Interaction Design
- Interior Design
- iPad Music Production
- iPhone, iPod, iPad
- IT
- IT and Hardware
- IT Help Desk



- K-12 Education
- Keying



- Languages
- Lead Generation
- Leadership
- Lighting
- Live Performance
- LMS
- Logo Design
- lynda.com Presents



- Management
- Manufacturing
- Marketing
- Masking + Compositing
- Mastering
- Materials
- MEP
- Microphones
- Mixing
- Mobile Apps
- Mobile Marketing
- Mobile Web
- Modeling
- Motion Graphics

- Music Business
- Music Composition
- Music Editing
- Music Notation
- Music Production
- Music Theory

**SUBJECT: IT**

**Techniques and Concepts of Big Data**

**2 hours 12 minutes; Beginner**



Big data is big news. But what is big data, and how do we use it? Simply put, big data is data that, by virtue of its velocity, volume or variety (the three Vs), cannot be easily stored or analyzed with traditional methods. Spreadsheets and relational databases just don't cut it with big data. In this course, Barton Poulson tells you the methods that do work, introducing all the techniques and concepts involved in capturing, storing, manipulating and analyzing big data, including data mining and predictive analytics. He explains big data's relationship to data science, statistics and programming; its uses in marketing, scientific research and tools like Amazon's recommendation engine; and the ethical issues that lie behind its use. This course qualifies for 2 Category A professional development units (PDUs) through lynda.com, PMI Registered Education Provider #4101.



- Network Administration
- Night + Low Light
- Note Taking



- Online Marketing
- Operating Systems



- Page Layout
- Particles + Dynamics
- PDF
- Photo Management
- Photography
- Photography Foundations
- Plugin
- Podcasting
- Portraits
- Post Production
- PPC

- Presentations
- Previsualization
- Print Design
- Print Production
- Printing Photos
- Product Design
- Productivity
- Productivity and Cloud Apps
- Programming Foundations
- Programming Languages
- Project Management
- Projects
- Prototyping
- Public Relations

## SUBJECT: MARKETING Innovative Customer Service Techniques

44 minutes 53 seconds;  
Appropriate for all



Companies often want their employees to think outside the box when it comes to great customer service. Managers and frontline employees, in turn, often want to learn new techniques to boost customer service ratings. This course delivers new and cutting-edge research that can be used to take customer service to new levels. Jeff Toister shows how to influence customer perceptions, enhance your “service sense” and build teamwork in order to exceed customer expectations.



- Raw Processing
- Recording Techniques
- Remixing
- Rendering
- Responsive Design
- Restoration
- Retouching
- Rigging



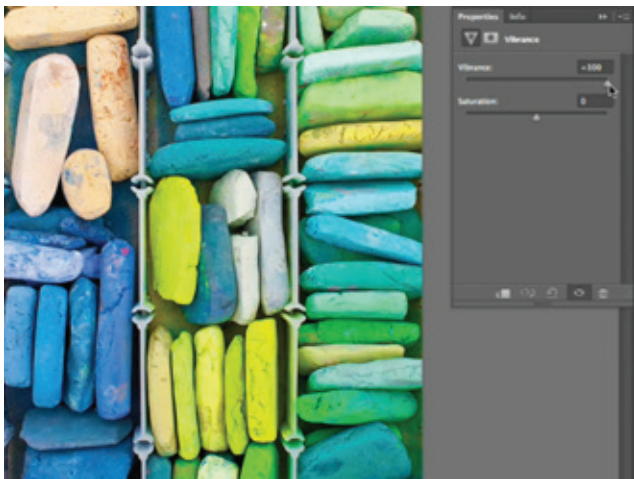
- Santa Barbara Film Festival
- Scanning
- Screenwriting
- Security
- SEM
- SEO
- Servers
- Sharing Photos
- Sharpening
- Shooting Video
- Site-planning
- Small Business Marketing
- Social Media Advertising
- Social Media Marketing



## SUBJECT: PHOTOGRAPHY

# Photoshop CS6 for Photographers

12 hours 20 minutes; Beginner



In Photoshop CS6 for Photographers, author, photographer and teacher Chris Orwig explores Photoshop from the perspective of the photographer. The course details the features and techniques behind enhancing and retouching photos, preparing them for print and online publishing, and much more. Chris demonstrates how to make basic edits in Camera Raw, develop and save color profiles, work with layers and selections, tone and sharpen, and retouch images while retaining their natural character. Chris also shares some creative tips and project ideas, such as converting a photo to black-and-white and enhancing a portrait with hand-painted masks. The course covers workflow details, such as organizing images in Bridge and Mini Bridge, optimizing Photoshop preferences and calibrating your monitor.

- Social Networks
- Songwriting
- Spreadsheets
- Start to Finish
- Structural
- Student Tools
- Studio Setup

# T

- Teacher Professional Development
- Teacher Tools
- Textures
- Time Management
- Tuning
- Typography

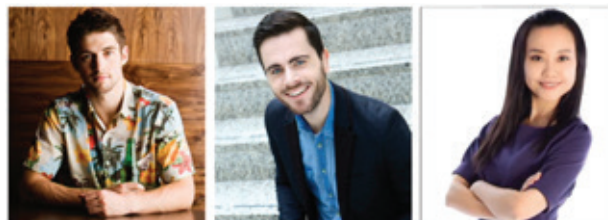
# U

- User Experience

## SUBJECT: SOCIAL MEDIA MARKETING

# Personal Branding on Social Media

1 hour 8 minutes; Appropriate for all



1

Surf Shop

2

Start-Up

3

CEO

Everyone – CEOs, business owners, entrepreneurs, authors, professionals and job seekers – needs a strong personal brand. In today's online environment, a personal brand is more than a clever tagline, pithy elevator speech and professional profile pic. Instead, a deeper, more developed and consistent narrative is required across multiple social media sites. This course shows how to authentically and powerfully present your brand online. Branding expert Karen Leland reveals the important differences between the four main social media sites – LinkedIn, Facebook, Twitter and Pinterest – and how to use them for career advancement and networking.



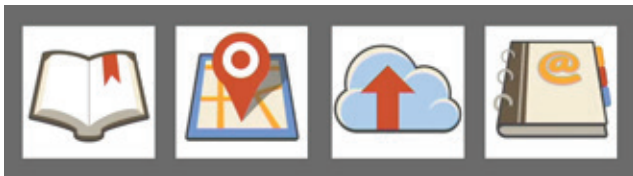
- Video
- Video Cameras
- Video Delivery
- Video Editing
- Video Foundations
- Video Pre-Production
- Video Production
- video2brain
- Virtual Instruments
- Virtualization
- Visual Effects



- Web
- Web Conferencing
- Web Design
- Web Development
- Web Fonts

## SUBJECT: WEB Designing Icons for the Web

**2 hours 50 minutes; Intermediate**



Learn techniques and best practices for designing smart, visually interesting Web icons in any software, in this guide with senior author James Williamson. First, find out what makes icons most effective and how to plan your design right from the start. Then review the best practices for brainstorming, sketching your ideas and finding the right visual metaphors. James shows how to build your designs at high resolutions and create variations that will work at smaller sizes. Finally, learn how to export your work to multiple file types and optimize SVGs, one of the most popular formats for icons.

## SUBJECT: RECORDING TECHNIQUES

### Audio Recording Techniques

**5 hours 17 minutes; Beginner**



Discover the industry secrets to recording crisp, rich instrument tracks and vocals in any type of recording environment. Join renowned audio engineer Bobby Owsinski as he walks through the process of miking and tracking a complete song by Underground Sun recording artist Iyeoka and A-list session musicians in a top-of-the-line studio—in a way that is applicable to any recording space and musical genre. Learn how to select the correct microphone and polar pattern for each instrument, with hundreds of revealing listening examples for drums, acoustic and electric guitar, piano, keyboards and more. These professional techniques offer critical insights for those just getting started in the recording process, and a trustworthy reference guide for more seasoned engineers. Bobby also demonstrates how to monitor and sculpt EQ settings, why and when to process your input signal, and how to choose the right outboard gear for the track. This course employs 360-degree, 3-D visualizations that provide an unprecedented perspective of the equipment, players and microphone placements discussed. Plus, with the raw audio files provided, you can critically listen to every recorded example at home with your DAW of choice at full 24-bit resolution.

- Web Foundations
- Web Graphics
- Web Video
- Wireframing
- Word Processing
- Writing