



SYLLABUS & CURRICULUM

PRODUCT DESIGN (UX/UI) COURSE



Overview

WELCOME

If all of your learning explorations have led you here, then you are probably pretty passionate about solving problems through technology and making a positive impact on the world. **No matter what field you're in now or your experience level**, if you're ready to grow into a more mindful and effective product (UI/UX) designer, this program is for you.

OUR PROGRAM

DesignerUp's Product Design (UI/UX) Course is an on-demand, self-paced video course and community to help you learn UI/UX and Product Design. It is based on our **M.I.N.D.F.U.L** design and interaction framework that takes you through the different disciplines, processes, and techniques of UI, UX, Business and Product Strategy, as well as the soft skills of mindful awareness, communication and collaboration to help you advance your knowledge and learn the foundations, shortcuts and terminology used by successful product (UX/UI) designers.

THE OUTCOME

- Understand how to talk to users and gather actionable insights
- Design more humane, beautiful and functional digital products, apps and websites
- Understand business metrics and strategic product thinking
- Communicate more effectively with developers and other team members
- Create a magnetic portfolio and case study
- Master the design tools and techniques needed to optimize your workflow
- Be a part of a community of other amazing designers

OUR DESIGN PHILOSOPHY

We believe that design isn't just something that we do, it's an extension of who we are, how we see the world, how we think through and react to problems, and how we show up to solve them.

Our program is not about pushing yourself to the limit, it's about exploring the reality of the design industry while striving towards the ideal of creating more meaningful and intentional technology.

Learning Framework

The DesignerUp **M.I.N.D.F.U.L** framework was created to help maximize your learning experience. It has been designed using the principles of andragogy (how adults learn) and developed to enhance how well you retain, absorb, and apply the information that you take in.

Mindful

Modules 1 & 2 will help you assess your incoming knowledge so you can focus on your improving your weaknesses and enhancing your strengths.

Inspiration

The beginning of **Module 3** is where you will connect deeply with the types of ideas you are most passionate about pursuing and the products you are uniquely positioned to create. Here you'll choose an idea to begin working with throughout the entirety of the course.

Needs

The rest of **Module 3 and 4** are where you will dive deeply into the problem space, understanding the needs of the users and the business, as well as the solutions and features that you will create.

Disciplines

Throughout the course you will be learning different core disciplines that are integral to the work that you will be doing as a product (UI/UX) designer. Each module aims to give you a well-rounded understanding in both breadth and depth as well as in theory and application.

Fulfillment

Great products and great designers are about outcome fulfillment. As you progress through **Modules 7-10** you will start to understand acutely how you can create an MVP that fulfills the outcome for your users and the business.

Unique value

There is something unique about you as a designer and the products you create; it's at the intersection of your passion, your abilities and your past experiences. The final module will help you present your case study and your skills in the best light possible.

Learn by doing and sharing

By working on challenging exercises and sharing your progress along the way with our supportive, mindful design community, you will be creating accountability, cultivating the skills of communication and inviting feedback from different points of view. We encourage you to share your process and experience throughout the course in various ways.

Our Curriculum

Creating something yourself from scratch and taking it through to fruition is a completely immersive experience and helps us learn in profound ways, our comprehensive curriculum guides you through the process in 11 modules.

MODULE 1

Introduction

Get to know what you'll be learning in this course.

1. What you'll be learning
2. Course breakdown
3. What is product design?
4. Module Quiz

MODULE 2

How To Think And Communicate

Overview of approaches like Design Thinking, Systems Thinking, Marketing Thinking, and Mindful Design and Interaction practices.

1. Design thinking
2. Systems thinking
3. Business thinking
4. Product thinking
5. Marketing thinking
6. Module Quiz

MODULE 3

UX Research and Design

Learn how to apply user-centered design thinking to empathize with your users and understand their problems by conducting qualitative and quantitative research and synthesizing information into deliverables.

1. UX Design and Research
2. Inspiration & Ideation
3. Research & Organization
4. Competitive Analysis
5. Minimum Viable Audience
6. Needs vs Solutions
7. Customer vs User
8. Survey
9. User Interviews
10. Empathy Map
11. Personas
12. Journey Map
13. Problem Statement
14. User Scenario
15. Module Quiz
16. Recap and Module Assignment

MODULE 4

Business and Product Strategy

Understand how business needs play into your product roadmap and how to distill your research into features and a go-to-market strategy.

1. Project Goals
2. Lean Canvas
3. Product Roadmap
4. MVP Features
5. Module Quiz

MODULE 5

Information Architecture and User Interaction Design

Learn to organize, structure, categorize and connect the information and pages contained in your product.

1. What is Information Architecture
2. What is User Interaction Design
3. Site Map
4. Module Quiz

MODULE 6

Design Fundamentals and Branding

Learn about color, typography, visual hierarchy, layouts and grids, proper alignment, and how to apply these things to your user interfaces.

1. Visual Design
2. Inspiration and Mood board
3. Color
4. Typography
5. Imagery
6. Graphics and SVGs
7. Icons
8. Buttons
9. Naming and Logo
10. Style tile
11. Layout, Composition and Grid
12. Visual Hierarchy
13. Module Quiz

MODULE 7

Usability Principles

Learn best practices and psychological laws and principles for improving usability and functionality.

1. Principles of Interface Design
2. Gestalt Principles in UI Design
3. Usability Heuristics in UI Design
4. Module Quiz

MODULE 8

User Interface Design

Dive deep into crafting the user interface components, states, interactions, and flows of your design.

1. User Interface Design
2. Content-First Approach
3. Static vs Dynamic Web Pages
4. Wireframes
5. User and Task Flows
6. Component and Atomic Design
7. Design Patterns
8. Dividers
9. Containers, Boxes and Borders
10. Design Test and Challenge

MODULE 9

Designing the MVP

Take all of the research, flows, and components you've created and turn them into high-fidelity screen designs of your product.

1. Setting Up Our Workflow
2. Homepage Design
3. Login Page Design
4. Defining our Text Styles
5. New User Dashboard Page Design
6. Search Results Page Design
7. Dashboard Page Design
8. Group Page Design

MODULE 10

Optimizing your workflow

Learn how to work more efficiently by understanding, design systems, developer hand-off, and how to create faster, more streamlined workflows.

1. Workflow Efficiency
2. Setting up layout and styles
3. Responsive Design and Hand-Off
4. Prototyping

MODULE 11

Capstone/Final Project

Put the finishing touches on your final product and prepare your case study for your portfolio. You'll also receive your certificate of completion and LinkedIn license badge.

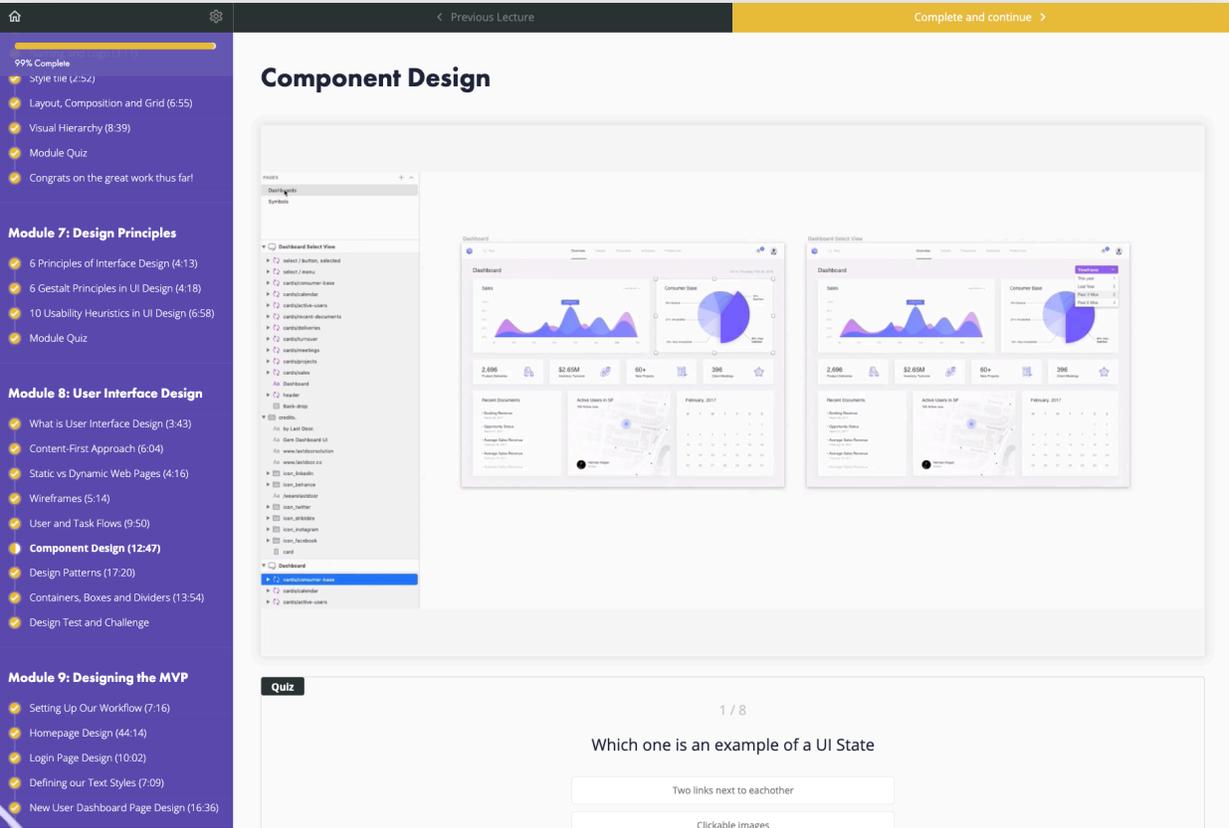
1. Create your portfolio and case study
2. Receive your certificate.

Our Platform

Our platform is a completely immersive virtual experience that helps you learn through 3 components:

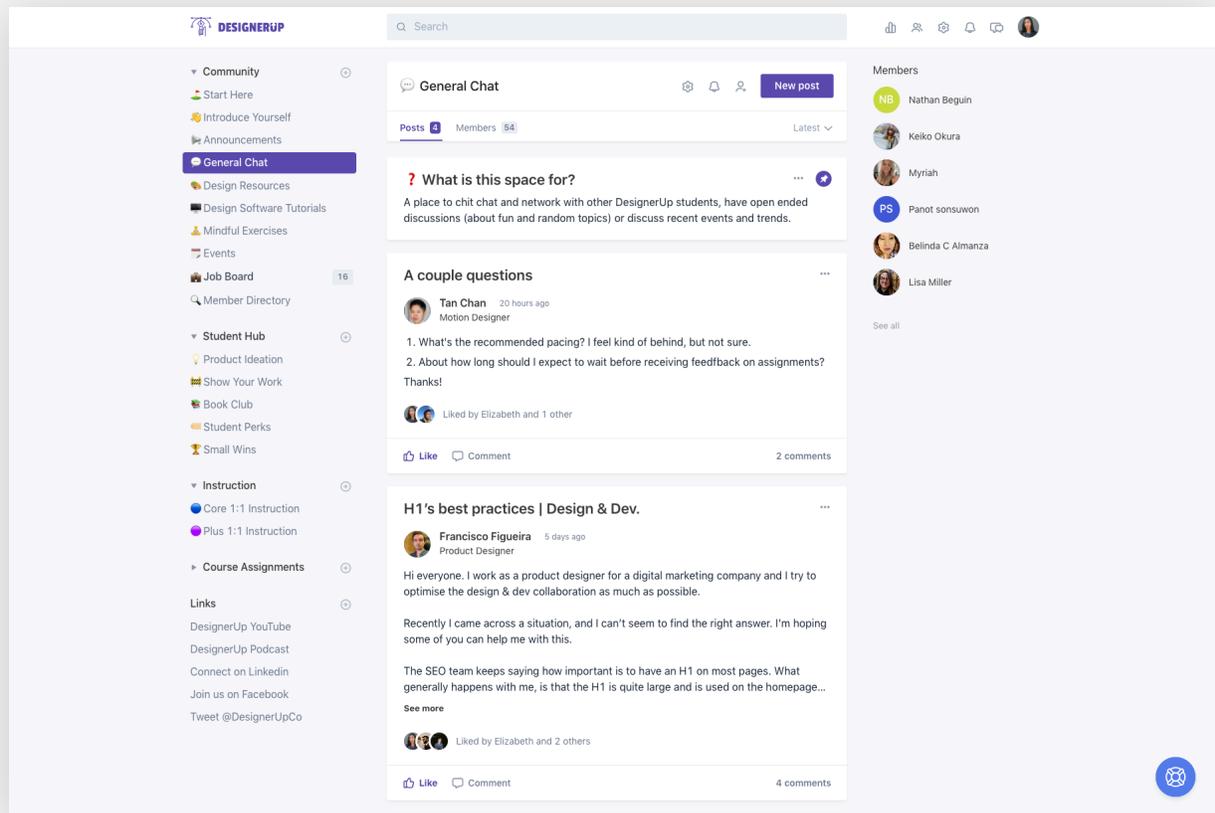
1. THE MATERIAL

Each lesson contains an instructional video lesson, auxiliary reading, design files and resources, a quiz and exercise prompts.



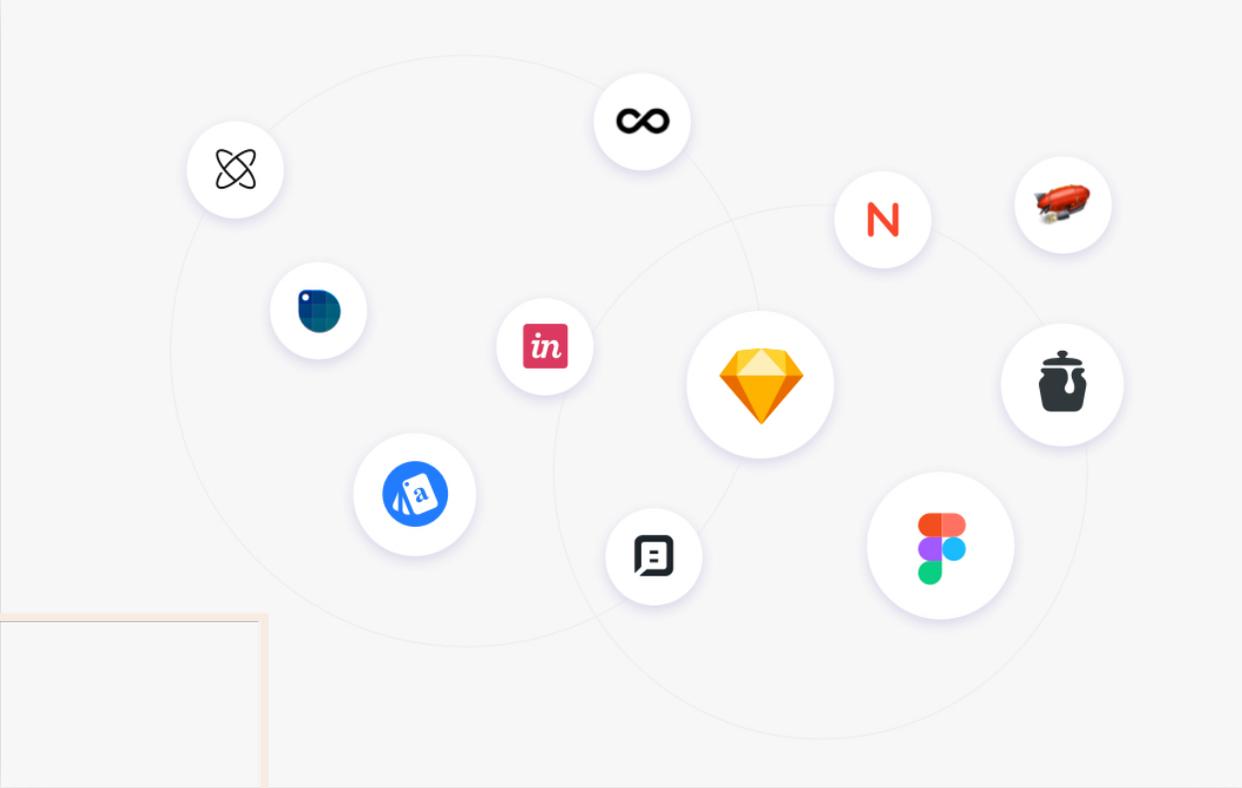
2. THE COMMUNITY

The most exciting part of this program is our exclusive Mindful Design Community. This is where you will have access to our design resource vaults, additional support, discounts and direct contact with your peers!



3. THE PERKS

We give you exclusive discounts to all of the designer tools and resources you'll need to successfully complete the program and take with you into your professional work as a product designer including our resource and software tutorials vault.



Why Choose DesignerUp

ORIGINAL CONTENT AND MATERIAL

Our content and material is **created not curated**, and based on sound principles of how our brains take in and apply complex information.



UNIQUE PORTFOLIO BUILDING

No cookie-cutter case studies here. We avoid pre-defined exercises, challenges, and prompts so our students do not end up with similar-looking projects and portfolios. You will leave our program with a product that you've ideated and designed completely on your own.

LEARN PRODUCT DESIGN (NOT JUST UX/UI)

With more and more businesses implementing UX and striving to find that perfect product/market fit and meet revenue and investor goals, business acumen in a designer has become a sought-after and coveted skill. Training beyond just a 'user-centered' approach helps you understand the reality of working in design while striving towards the ideal and helps **future proof your career** in the ever-growing and saturated field of product design.

LEARN ON YOUR OWN TIME, NOT OURS

Our lessons and exercises on-demand and self-paced so you can access and **complete them on your own time, at your own pace**. You will learn the hard skills, tools, techniques and shortcuts to become a better designer and do your best work.

MINDFUL DESIGN PHILOSOPHY

Our program is grounded in the philosophy and practice of **mindfulness** (non-judgmental observation) and helps inform 'How' we practice design; in a way that nurtures the soft skills of effective communication, self-awareness, empathy, inclusion, and thoughtful leadership.

PRICING THAT PROMOTES ACCESS AND EQUITY

We intent is to keep prices **as affordable as possible**. Our lean, bootstrapped business model allows us to keeps overhead low and focus on reducing the barriers to entry, promoting diversity in tech and expanding access to high-quality design education.

COMMUNITY AND NETWORKING

Our Mindful Design Community is a vibrant, exciting and safe space that provides additional resources and networking opportunities, and keeps you up to date on the latest events and trends. It's a place to **connect and be supported** by your peers and grow your professional network.



Francisco Figueira 4 days ago
Product Designer



Thank you so much for your input guys, everything is clear now. Grateful for being part of this community of talented people. Have a great week! 😊

CERTIFICATION

Upon successful completion of exercises and sharing your portfolio, we provide a **certificate of completion** that can be shown to employers as a reference of the skills and training that you've acquired through DesignerUp. Note however that we are not an accredited program.

 If you're ready to become the product designer you were meant to be, it would be our honor to help you get there. [**ENROLL HERE**](#)

For questions about the program email us at learn@designerup.co.