

# Designing digital products - UX/UI course

## Course description

Designing a digital product is a complex discipline. Designers have to move beyond the pixels and use varieties of methods in order to explore and address problems of nowadays world. The course is going to help you build a designers craftsmanship. You're going to experience a master class every day. Each day is going to be dedicated to the different design methods and exercises where you'll learn through learning by doing. This course is followed by Design Thinking bootcamp. The bootcamp is dedicated to the use of the Design thinking methodology on a real project to strengthen skills like collaboration, uncertainty, iterations and critical thinking.

## Learning outcomes

- Understanding phases and methods of design thinking
- Being able to turn ideas into a design concept
- Prototyping on different levels of fidelity in order to make ideas tangible
- Validate ideas before proposing a solution

## Daily breakdown

### Day 1

Lecture: What's digital design?

Practice: Defining individual study plan for the following 10 days and experiencing ethnography techniques

### Day 2 & 3

Lecture: Ideation techniques

Practice: Defining insights & challenges, brainstorming techniques & creating concepts

### Day 4 & 5 & 6 & 7 & 8

Lecture: From LoFi to HiFi - Prototyping with user-testing

Practice: Experimenting on various level of fidelity and building paper & video prototypes, wireframes, visually designed prototype and animations

### Day 9

Lecture: Communication and presentation

Practice: Building a sales pitch

## Day 10

Lecture: The role of a portfolio in designers life

Practice: Wrapping up a whole week and creating a case study out of the activities for the portfolio

## Assessment

The maximum number of points is 100. Each day a student can receive maximum 10 points including 2 points for attendance and 8 points based on practice.

## Prerequisites

- Notebook - dotted or squared, pencils, markers, post-its
- Laptop (MAC/PC), smartphone with the Internet connection
- B1-B2 English

## Resources

[Universal Principles of Design](#)

[Thoughtful Interaction Design](#)

[Don't Make Me Think, Revisited](#)

[Designing for the Digital Age](#)

[About Face 3](#)

[The Design of Everyday Things](#)

[Sketching User Experiences](#)