

SVC 2022-23 UX DESIGN CERTIFICATE PROGRAM 020922

Prerequisite

Weeks 1-10

Weeks 11-20

Weeks 21-30

Weeks 31-35

Optional: Post-Graduate Electives

Portfolio Deliverables

1 - Individual UX Projects

2 - Group UX Project

Core Topics
5- & 10-Weeks
Weekdays
6:00p - 9:00p PT
9:00p - 12:00a ET

Fundamentals of UX

User Research

Information Architecture

Interaction Design

Prototyping

Usability Testing

Capstone - 1

Capstone - 2

Soft Skills for Designers

Accessibility and Inclusive Design

Visual Design for UX
UX Writing
Portfolio Lab
Presentation Skills
Interviews & Whiteboarding

OR

Workshops
2 Sats./Qtr
10:00a - 1:00p PT
1:00p - 4:00p ET

Intro to User Experience - 1
Intro to User Experience - 2

Figma - 1
Figma - 2

Design Systems - 1
Design Systems - 2

Working on Cross Functional Teams - 1
Working on Cross Functional Teams - 2

Writing Case Studies - 1
Writing Case Studies - 2

Bonus Career Skill Talks
1/Qtr
Weekdays
1.5 hrs each

Career Skills- 1

Career Skills - 2

Career Skills - 3

Career Skills- 4

Topics May Include:

- > Job Search Strategies
- > LinkedIn Profile/Networking
- > Portfolio Reviews
- > Networking Events
- > Alumni Panels
- > Hiring Manager Q&A

Optional Mentorship
By Appointment

Optional Mentorship



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Prerequisite

Fundamentals of User Experience (5x, 15 hours)
> Principles of user-centered design
> Working in an iterative process
> Five stage design process: Empathize, Define, Ideate, Prototype, Test
> Creating personas to better understand the user
> Overview of design thinking problem-solving approach

OR

Intro to User Experience (2x, 6 hours)
> Principles of user-centered design
> Working in an iterative process
> Five stage design process: Empathize, Define, Ideate, Prototype, Test
> Creating personas to better understand the user
> Overview of design thinking problem-solving approach

Weeks 1-10

User Research Fundamentals (5x, 15 hours)
> Class 1 of 5 for multi-class portfolio project
> Research plans, documentation, and presentations
> Qualitative vs quantitative, formative vs generative
> Heuristic evaluations, audits, competitive analyses
> Techniques for interviewing users
> Building and using user journey maps

Information Architecture (5x, 15 hours)
> Class 2 of 5 for multi-class portfolio project
> Understanding structured data and content
> Designing search and taxonomies to guide findability
> Documenting architecture via diagrams, site maps, inventories
> Understanding organization schemes

Soft Skills for Designers (5x, 15 hours)
> Understanding your personal strengths
> Being a great collaborator and team-player
> Giving and receiving a critique with grace
> Becoming an expert time manager
> Presenting your ideas in writing and in presentations

Figma Fundamentals (2x, 6 hours)
> Basic prototype building
> Using auto layout, libraries, and design systems
> Collaboration and reviewing tools
> Importing/exporting files

Weeks 11-20

Interaction Design (5x, 15 hours)
> Class 3 of 5 for multi-class portfolio project
> Idioms and affordances
> Crafting effective flows, navigation & labeling systems
> Findability: labeling and navigation systems
> Elements of "Universal Design"
> Mobile nav, content and control idioms
> Wireframing for responsive design

Prototyping (5x, 15 hours)
> Class 4 of 5 for multi-class portfolio project
> When to use hi vs. low fidelity prototypes
> Paper prototyping
> Building advanced, interactive prototypes in Figma
> Optimizing prototypes for usability testing

Accessibility & Inclusive Design (5x, 15 hours)
> UX design for underrepresented users
> Universal design vs. ability-based design
> Accessibility standards and compliance testing
> Proper use of cultural references, metaphors, and idioms
> Designing for accessibility; screen readers, alt-text, voice commands, etc.

Design Systems (2x, 6 hours)
> Principles of atomic design
> Design systems, pattern libraries and style guides
> Design systems in the public domain
> Contributing to a design system

Weeks 21-30

Capstone Project - 1 (5x, 15 hours)
> How to interpret and seek clarification to client project briefs
> Working collaboratively
> Interviewing and communicating with clients
> Project management and creating a work plan
> Developing a start-to-finish design recommendation

Usability Testing (5x, 15 hours)
> Class 5 of 5 for multi-class portfolio project
> Testing prototypes vs. live products
> Unmoderated vs. moderated testing
> A/B testing, setting testing goals and metrics, reporting results
> Tools for testing usability

Working on Cross-Functional Teams (2x, 6 hours)
> Review of the product development process
> Roles and responsibilities
> Product Management, Design, Research, Engineering
> Understanding each others' priorities and terminology
> The importance of good communication

Weeks 31-35

Capstone Project - 2 (5x, 15 hours)
> Executing a work plan
> Preparing and rehearsing client presentations
> How to document your recommendations
> Accepting and responding to feedback

Writing Case Studies (2x, 6 hours)
> Recommended format for case studies
> Writing for presentation vs. portfolio site
> Integrating visual artifacts and screenshots
> Employing storytelling techniques
> Aiming for brevity, clarity, logic, and emotion

Optional: Post-Graduate Electives

Portfolio Lab (10x, 30 hours)
> Gathering and finessing your writing samples
> Presenting projects in your portfolio site vs. for an interview
> Giving the context for how your work was used
> Evidence of your thinking and decision-making process
> Presentation to panel of professionals

Visual Design for UX (2x, 6 hours)
> Grids and responsive design
> Type and color for digital design
> Common navigation elements and interaction controls
> Native mobile OS design conventions

Interviews and Whiteboarding (2x, 6 hours)
> How whiteboarding challenges are used in interviews
> Avoiding the common mistakes
> How interview loops work at most tech companies
> What your interview panel wants to see and hear
> Do's and don'ts for having a wildly successful interview

Presentations Skills (2x, 6 hours)
> Considering your audience and objectives
> Planning your presentation
> The visual design of your presentation
> Becoming a more confident presenter