



VNICOM
TECH HUB

UI/UX / PRODUCT DESIGN

Become a product designer
with FIGMA

4 MONTH Curriculum (MICRO DIPLOMA)



SYLLABUS

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COURSE TITLE: PRODUCT DESIGN / GRAPHIC DESIGN

DURATION: 4 MONTHS

PRODUCT DESIGN

WHAT YOU WILL LEARN

- You would learn how to create a product that meets the need of the user and eliminates inconsistencies and glitches.
- **COURSE OBJECTIVES**
- Developed your understanding of the design processes
- Mastered conducting user research, interview, testing, etc
- Undertaken relevant research and set a design strategy
- Generated ideas and developed concepts
- Enhanced your drawing skills for both sketching and technical drawing
- Collaborated with other students
- Received personal feedback on your work from an industry expert
- Communicated and presented your ideas through drawing and three-dimensional form
- Completed a range of practical tasks that apply the concepts of product design
- An understanding of the fundamentals of design and the processes used by professional designers,
- and know-how to apply similar techniques to your own work
- Mastered designing for Mobile and Web
- Build a project for your portfolio.

WEEK 1 Welcome & Introduction

- Beginners guide to product design
- Introduction to product design and other related courses.
- Introduction To User Experience
- What is User Experience?
- Why is Ux design so important
- Seven factors that influences user experience
- Design thinking as part of Ux
- Usability as part of Ux
- Human - centered design as part of Ux

WEEK 2 & 3 Understanding User Experience

- Basic process of Ux
- Understanding the user through user research
- Getting into the mind of users through user interview
- How to recruit for user interview
- How to conduct user interview
- Persona
- Understanding persona and use case
- Creating persona from research
- Generating user requirement from user research
- Creating user flow and user journey

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WEEK 4 Wireframing & Prototyping

- Coming up with Low-fidelity Wireframe from user (pen & paper)
- Coming up with High-fidelity
- Linking of pages (prototyping)
- User Testing

WEEK 5 User Interface Design

- Introduction to UI
- Understanding the components of UI
- Typography
- Classification and types of fonts
- Kerning, Line width and Line height
- Typographical hierarchy
- Rules for great typography
- Colour
- Importance of colour on product
- How to use colour correctly
- Cultural differences of colour
- Understanding colour format
- Colour accessibility
- Defining colour hierarchy
- Understanding the 60%, 30%, 10% rule of colour
- Principles of Design

WEEK 6 & 7 Application Of Design Tool & Principle

- Introduction to UI/UX designing tools
- Applying the principles of design

WEEK 8 & 9 Designing For Mobile

- Seven guide principle for mobile device
- Designing for Android (Material Design Guidelines)
- Designing for iOS (Human Interface Design)

WEEK 10 & 11 Designing For Web

- Introduction to responsive design
- Grid system
- Introduction to bootstrap grid system and components
- Web layout and structure
- Designing a website screen with bootstrap grid system

WEEK 12 Feedback & Project

- Revision of design process
- Getting feedback from students
- Final project