

Module Synopses

PDC 1 Certificate in User Experience Design

1. User Experience Design Studio 1

In User Experience Design Studio 1, students will practice methods in rethinking product lifecycle and the user experience of products or services. Using thinking and mapping tools, students are encouraged to introduce shifts in paradigms to help conceive products that improve service offering. Through the process of creating and using personas, customer journey maps, user scenarios and other methods, students will develop a directly applicable User Experience (UX) methodology to developing new ways that enhance the customer experience.

2. User Experience Design Studio 2

In User Experience Design Studio 2, students will learn techniques in understanding the users through the lens of ethnographic studies. Methods in developing and conducting useful research interviews, user testing, studying lifestyles, habits and patterns will be taught to help students develop a comprehensive approach to discovering and anticipating user adoption. Through analysis of user research, students will learn to identify meaningful insights and specify relevant design requirements to optimize user experience.

PDC 2 Certificate in Digital Product Design

1. User Interface Design Studio 1

User Interface Design Studio 1 aims to help students develop techniques to develop better User Interface (UI) design. The module covers a variety of topics like information architecture and interaction design, to be deployed in developing informative mock-ups that are critical to various stages the design process. Through visual design, students will also be taught in the refinement of the visual composition of digital products

2. User Interface Design Studio 2

User Interface Design Studio 2 aims to provide students with essential understanding to front-end development. Students will gain practical experience in creating wireframe prototypes and conduct usability testing. By combining techniques in usability testing, Students can then use these prototypes to ascertain preferences and habits from the user and refine the prototype. Students will understand how these techniques accelerate understanding and resolution of new digital products.