

# Digital Product Design

IDEA258Z

Spring 2019  
Tuesdays: 5-6:30pm

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## About the Course

Welcome to Digital Product Design! In this course you'll be introduced and immersed into user-centric design experiences for mobile and web products. You'll get to apply your learnings to real startup companies and use your design and product-thinking skills to design your own digital product. This class is for all level of designers/builders - from newbie to pro!

## Key Takeaways

By the end of this course you will be able to:

- Understand fundamental principles of design and product strategy
- Apply human-centered design practices to create solutions for modern problems
- Utilize tools and resources necessary to design and talk about digital products.

## Required Tools/Materials

We'll be using a couple of key tools in this class along with some useful resources:

- Sketch (MAC users) or Figma (PC) - Interface Design
- Adobe Illustrator and Photoshop - Vector Illustration/ Image manipulation
- Dribbble/Behance Account - Post + Share work!
- Invision or Adobe XD, Origami (optional) - Prototyping

## Grade Distribution

Participation is key to this class! This will make your homework assignments much easier as you'll often get to follow along in class. The midterm will be an evaluation of how you are understanding the content, and the final will be an evaluation on not only the quality of your work but also your overall growth in thinking, creating and communicating as a designer.

30% **Participation**      20% **Homework**

25% **Midterm**      25% **Final Presentation**

## Course Schedule

Each week consists of two different types of classes - a Topic-Based Discussion and a Workshop. Topic-Based Discussions are opportunities to learn product concepts through content/teams while workshops are hands-on learning of technical concepts. Assignments of the previous week are due the beginning of each week (graded more on effort, not perfection).

Date	Topic	Assignment
1/29	Course Intro: What is product design?	Problem Exploration
2/5	Scoping a Project	Problem Definition
2/12	User Research	Begin Research
2/19	User Flows + Wireframing	Sketches
2/26	Design Tools	Daily UI
3/5	Studio Time	Wireframes
3/12	Midpoint Presentations + Critiques	Iterations
3/19	Spring Break	N/A
3/26	Visuals + Design Systems	Style Guide
4/2	Studio Time	Iterations
4/9	Prototyping + Studio Time	Prototype
4/16	User Testing	Iterations + Prototype
4/23	Studio Time	Iterations + Prototype
4/30	Presentation Prep + Studio Time	Final Presentation
5/7	Final Presentations + Critiques	Reflections
5/14	Course Wrap-up	N/A

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## Growing as a Designer

For you to get the most out of this experience, it's recommended that you attend all classes, ask questions, participate in discussions and go beyond the requirements of assignments. There will be several opportunities to leave your comfort zone, meet new people and explore beyond the classroom - keep an eye out for event announcements + design opportunities!

## Recommended Materials

The learning never stops! Check the course website for suggested reading materials or design resources/tools. Join Terp Designers on Facebook if you'd like a community to help you grow.

## Academic Integrity + Designer Transparency

Be honest. Don't copy or steal the work of others, and give credit to other creators where it's due. Outright dishonesty will be graded as such. For other policies, see the section titled "Attendance, Absences, or Missed Assignments" available at Course Related Policies.

## Disability Support

See the section "Accessibility" in Course Related Policies, or reach out to one of us!