March: Introduction to Product Design

- What is Product Design? (UI vs. UX)
- Overview of the Design Process (Research, Ideation, Prototyping, Testing)
- Understanding Design Thinking & UX Laws
- Tools of the Trade: Figma Basics

Activity:

- Simple UI replication (Redesign a login screen of an app)

April: UI Design Fundamentals

- Typography, Colors, Layouts, White Space
- Grids, Spacing & Visual Hierarchy
- Wireframing (Low-fidelity vs. High-fidelity)
- Introduction to Components & Auto Layout in Figma

Activity:

- Design a user profile page
- Create a low-fidelity wireframe of a simple mobile app

May: UX Research & User Experience Design

- Understanding Users: User Research & Personas
- Usability Testing & Feedback Loops
- User Journey Mapping & Empathy Mapping
- Accessibility in Design

Activity:

- Create a user persona for a chosen app
- Conduct a mini usability test & present findings

📌 **June – August: Intermediate Phase (Advanced UI/UX, Research & Prototyping)**

🌟 **Goal:** Improve hands-on skills, introduce advanced topics & industry best practices.

June: Interaction Design & Prototyping

- Prototyping in Figma (Links, Animations, Microinteractions)
- Advanced Auto Layout & Design Systems
- Mobile vs. Web Design Best Practices
- Iconography & Visual Consistency

Activity:

- Create an interactive onboarding flow
- Conduct an accessibility audit on a website

July: UX Strategy & Heuristic Evaluation

- Advanced UX Research & Testing Methods
- Heuristic Evaluation & Cognitive Biases
- Design for Different Platforms (iOS, Android, Web)
- How to Conduct Effective UX Audits

Activity:

- Redesign a mobile or web interface based on UX feedback
- Conduct a heuristic evaluation on an app

August: Design Collaboration & Handoff to Developers

- Working with Developers: Figma to Code Handoff
- Design Tokens & Building a Design System
- Creating a Style Guide for a Project
- Introduction to No-Code Tools (Webflow, Framer)

Activity:

- Convert a UI design into an interactive prototype
- Build a simple landing page using a no-code tool

📌 **September – October: Capstone Phase (Real-world Projects & Portfolio Building)**

🌟 **Goal:** Work on real-world projects, build a portfolio, and prepare for job opportunities.

September: Portfolio & Case Study Development

- How to Create Case Studies
- Writing About Your Design Decisions
- Personal Branding for Designers
- Job Hunting & Networking

Activity:

- Start working on a real-world design problem
- Draft a case study for a past project

October: Final Project & Presentation

- **Final Project:** Solve a real-world problem using UX research & UI design
- Pitching & Presenting Design Work
- Design Review & Feedback Session
- Certifications & Next Steps

Activity:

- Showcase & present final projects to the community
- Get feedback from peers & industry professionals

📌 **Advanced Product Design Curriculum (September – October)**

🌟 **Goal:** Train designers for **real-world challenges, industry best practices, and complex design problems.**

🔹 **Week 1-2: Advanced UX Research & Strategy**

🎯 **Learning Objectives:**

- Advanced UX Research Techniques (Ethnographic Research, Diary Studies)
- A/B Testing, Heatmaps & Data-Driven Design
- Information Architecture & Navigation Design
- Accessibility & Inclusive Design (WCAG Standards)

🛠️ **Tools:**
Figma, Maze, Hotjar, Google Analytics

🎯 **Activities:**
✅ Conduct an **A/B test** on two UI versions and analyze user behavior
✅ Perform an **accessibility audit** on a live website

🔹 **Week 3-4: Interaction Design & Microinteractions**

🎯 **Learning Objectives:**

- Motion UI & Microinteractions (Framer, Lottie, Principle)
- Smart Animations & Conditional Prototyping in Figma
- Designing for Different Screen Sizes & Breakpoints
- State Management in UI (Loading, Error, Success States)

🛠️ **Tools:**
Figma (Smart Animate, Variables), Framer, LottieFiles

🎯 **Activities:**
✅ Create an **interactive prototype with advanced transitions**
✅ Design a **multi-step form with error-handling states**

🔹 **Week 5-6: Design Systems & Component Libraries**

🎯 **Learning Objectives:**

- Building & Maintaining a **Scalable Design System**
- Atomic Design Principles (Atoms, Molecules, Organisms)
- Component Libraries & Reusable UI Elements
- Token-Based Design (Typography, Color, Spacing)

🛠️ **Tools:**
Figma (Variants, Auto Layout), Zeplin, Storybook

🎯 **Activities:**
✅ Build a **mini design system** with reusable components
✅ Document design guidelines for **typography & color systems**

🔹 **Week 7-8: UI Handoff & Developer Collaboration**

🎯 **Learning Objectives:**

- Design Handoff Best Practices (Zeplin, Figma Dev Mode)
- Working with Developers (Design Tokens, Variables, Assets)
- Responsive UI & Grid Systems for Web & Mobile
- Material Design vs. Human Interface Guidelines

🛠️ **Tools:**
Figma Dev Mode, Zeplin, Storybook, Tailwind CSS

🎯 **Activities:**
✅ Prepare a **developer-ready handoff** for a project
✅ Collaborate on a **real-world project** with frontend developers

---

🔹 **Week 9-10: Career Growth & Final Capstone Project**

🎯 **Learning Objectives:**

- Writing a Strong **Case Study & Portfolio Presentation**

- Job-Ready Skills: Resume, LinkedIn & Personal Branding
- Freelancing vs. Full-Time Roles in Product Design
- Pitching & Presenting Design Work

🎯 **Activities:**
✅ Complete a **real-world capstone project** (research, wireframe, UI, prototype)
✅ Present the project in a **design showcase session**

🎯 **Final Outcome of This Curriculum**

✅ **Students will:**

- Be able to **conduct advanced UX research & strategy**
- Build **scalable design systems & UI components**
- Create **high-fidelity interactive prototypes**
- Be **portfolio-ready & job-ready** in **product design**

🔥 **Ongoing Masterclasses (Optional Topics Throughout the Program)**

✔️ **AI & UX** → AI-assisted design workflows (Midjourney, ChatGPT)
✔️ **Design for AR/VR** → Introduction to Spatial Design
✔️ **No-Code Tools for Prototyping** → Webflow, Framer, Bubble
✔️ **Freelancing & Business in Design** → Finding Clients & Getting Paid

🔥 Advanced Product Design Curriculum (March – October 2024)

📌 **Goal:** Equip designers with **high-level design thinking, problem-solving, and technical skills** to create **scalable, user-friendly digital products** and be **job-ready.**

📅 **Duration: March – October (8 months)**

🎯 **Target Audience: Designers with intermediate knowledge looking to master advanced product design.**

📍 March – Advanced UX Research & Strategy

🎯 **Key Topics:**

- Data-Driven Design: **Using Analytics for UX Improvements**
- **Behavioral Psychology in UX** (Cognitive Load, Hick's Law, Fitts' Law)
- Advanced UX Research: **Heatmaps, A/B Testing, User Interviews**
- User Journey Mapping & Service Blueprints

🛠️ **Tools:** Google Analytics, Maze, Hotjar, Figma

🎯 **Activities:**
✅ Conduct an **A/B test on two UI versions**
✅ Perform a **usability test on a live product**

📍 April – Information Architecture & Advanced Wireframing

🎯 **Key Topics:**

- **Complex Information Architecture** (Navigation, Hierarchies, Taxonomies)
- Wireframing for **SaaS, Enterprise, & Mobile Apps**
- **Advanced User Flows & Task Analysis**
- Heuristic Evaluation & Expert Reviews

🛠️ **Tools:** Figma, Whimsical, Miro, Overflow

🎯 **Activities:**
✅ Design **a multi-screen wireframe for a complex app**
✅ Conduct a **heuristic evaluation of a real-world product**

📍 May – Interaction Design & Microinteractions

🎯 **Key Topics:**

- **Advanced Prototyping** in Figma (Variables, Conditional Logic)
- Designing for Different Devices: **Web, Mobile, Smart TVs**
- UI Motion & Microinteractions (Framer Motion, Lottie)
- Accessibility & Inclusive Design (**WCAG Standards**)

🛠️ **Tools:** Figma (Smart Animate), Framer, LottieFiles

🎯 **Activities:**
✅ Create **a prototype with microinteractions & animations**
✅ Build **a fully accessible UI screen**

📍 June – Building & Managing Design Systems

🎯 **Key Topics:**

- **Atomic Design Principles** & Component-Based Design
- **Design Tokens & Theming** for Scalable UI
- Managing Large-Scale **Design Systems** in Teams
- **Material Design vs. Apple HIG**: Industry Standards

🛠️ **Tools:** Figma, Zeplin, Storybook, Tokens Studio

🎯 **Activities:**
✅ Create a **mini design system with reusable components**
✅ Document design guidelines for **typography, color, & UI components**

📌 July – UI Handoff & Developer Collaboration

🎯 **Key Topics:**

- Preparing **Pixel-Perfect UI for Developers**
- **Responsive UI & Breakpoints** for Web & Mobile
- Handoff Best Practices: **Zeplin, Figma Dev Mode, Inspect Tool**
- Working with Dev Teams: **Design Tokens, Tailwind CSS, Storybook**

🛠️ **Tools:** Figma Dev Mode, Zeplin, Storybook, Tailwind CSS

🎯 **Activities:**
✅ Prepare a **developer-friendly handoff**
✅ Collaborate with developers on a **real-world design project**

📌 August – Design for Emerging Technologies

🎯 **Key Topics:**

- **AI & UX:** AI-Powered Design Workflows (Midjourney, ChatGPT)
- **No-Code Prototyping:** Webflow, Framer, Bubble
- **AR/VR & Spatial Design:** Designing for the Future
- **Dark Mode & Theming in UI**

🛠️ **Tools:** Webflow, Framer, Unity (for AR/VR)

🎯 **Activities:**
✅ Prototype a **no-code interactive app**
✅ Explore **AI-generated UI & design enhancements**

📌 September – Portfolio Building & Job Readiness

🎯 **Key Topics:**

- **Writing Impactful Case Studies & Portfolios**
- **Freelancing & Finding Clients** (Upwork, Fiverr, Toptal)
- **Landing UX/UI Jobs:** Resume, LinkedIn & Personal Branding
- **Design Challenges & Whiteboard Exercises**

🛠️ **Tools:** Notion, Medium, Behance, Dribbble

🎯 **Activities:**
✅ **Optimize LinkedIn & Behance profiles**
✅ Participate in **real-world design challenges**

📍 October – Capstone Project & Final Showcase

🎯 **Final Project:**

- Solve a **real-world design problem**
- Conduct **end-to-end UX research, UI design, prototyping**
- Build & document a **full case study**

🎤 **Final Design Showcase:**
✅ Present projects to **mentors, industry professionals & guest reviewers**

✨ Outcome of This Curriculum

✅ Students will be **job-ready & portfolio-ready**
✅ They will **master advanced UX/UI design techniques**
✅ They will understand **real-world design workflows & developer collaboration**