**Brief Program Description**

Through BrainStation’s UX Design Immersive program, students will create user-centric digital products within a comprehensive design project cycle. They will conceptualize, wireframe, design, and prototype responsive website designs with leading industry professionals. Additionally, students will learn to formulate their own user experience research and strategies, as well as apply design thinking methodologies towards their final project.

At the end of the 10-week program, students will have an in-depth understanding of visual design fundamentals, as well as hard-skills required to create beautiful user experience and user interface designs using software, such as Sketch, Photoshop, and Invision.

**Career Opportunities**

User Experience Designer

User Interface / Visual Designer

Interaction Designer

User Research

Product Designer

**Admission Requirements**

A Student seeking enrolment into a BrainStation Full-Time Course must complete the following four (4) procedures:

1. Preliminary screening of skill level in subject matter by a BrainStation admissions staff member:
   1. Staff assessment current knowledge in field of prospective study,
   2. Experience with accelerated learning environments or perception and cognition of demands required for completion,
   3. Subjective feasibility of completion based on prior education and or work experiences.
2. Completion of a prerequisite digital preparatory course.
3. Completion and submission of preparatory assignments evaluated by the education  team.
4. If English is a second language, then a minimum overall score of 50 is required from the Canadian Academic English Language Assessment (CAEL).

**Equipment required for this Program**

Laptop

**Other Materials**

N/A

**Program Duration**

400hrs, 10 weeks

**Homework Hours**

It is expected that students will have around 6-10 hours of homework each week.

**Delivery Method**

On-site delivery

**Instructional Methods**

Classroom (Instructor Led) –

Supervised Lab –

**Learning Objectives/Outcomes**

* Theory: Educate students on the history and evolution of software design approaches from the inception of personal computers to mobile devices.
* Theory: Introduce students to the research methodologies, management frameworks, and development processes involved in the creation of human-centred experiences
* Theory: Educate students on the problem solving mindsets required for the program
* Applied: Develop an understanding of ideation, prototyping, and testing involved in architecting, and structuring digital experiences.
* Applied: A core understanding of the user interface technologies such as Sketch and Invision, and of concepts such as app design (iOS and Android) and responsive website design.
* Applied: Conceptualize, design and style mobile and desktop application design with considerations of best practices and design trends.

**Student Progress/Assessment Methods**

BrainStation uses a “four P” approach to mimic the real-world digital lifecycle as much as possible. A typical class looks like this:

* Present - Students present what they accomplished since the last class, incorporating the new skill/topic they learned last class. Educators and fellow students are able to constructively critique and provide feedback. Once students are done, Educators then present a real-world example of the topic they are learning/discussing for the current class and review any lecture slides needed to introduce the new skill/topic.
* Produce - Educators guide the students through an example of how to incorporate the new learning topic into their portfolio piece.
* Practice - Educators and students work together through the “lab time” to refine their skills in a low student to teacher ratio. This hands-on component is where the majority of the learning is done.
* Prepare - Educators inform students how they can take their learning to the next level with external readings and resources. Students leave class empowered to direct themselves and prepare to present their findings at the beginning of the next class.

By incorporating the four P approach into every class, BrainStation Educators are given the maximum amount of visibility into the student’s progression. This empowers them to change the educational structure to flow with the class’s individual goals as much as possible and operate in an adaptable model. This cycle continues throughout the duration of the course and as the student’s progress with their skills and portfolio pieces, the final presentation is refined leading up to the last class. Students leave with the skills, and mindset, to keep learning since technology is so rapidly changing. The most important outcome is for our students to learn how to learn using the internet.

The program has been designed to be cumulative in the sense that each concept, class, or week builds on previous ones. Students will spend time diving deep into each topic and ensure that they truly understand before moving forward. It’s important that BrainStation students move at a pace that is right for them. When the students approach learning with the intention of mastering each topic, they will go a long way.

**Attendance Expectations**

70% of all lecture components.

**Graduation Requirements**

Without exception, a Student must attend 70% of all the lecture components and submit at least a final project prior to the last day of class in order to be deemed as having completed the course. Failure to do so will consider the student has having not completed the course.

**Program Organization**

Unit 1: The Fundamental Principles of Design – 30 hours

Unit 2: Intro to UX Design and Design Thinking – 20 hours

Unit 3: UX Research & Strategy – 30 hours

Unit 4: Information Architecture – 10 hours

Unit 5: Interaction Design – 10 hours

Unit 6: Photoshop Fundamentals – 5 hours

Unit 7: UI Design – 10 hours

Unit 8: Responsive Design – 15 hours

Unit 9: Wireframes – 20 hours

Unit 10: Prototyping - 30 hours

Unit 11: Usability Testing – 40 hours

Unit 12: Interactive Design – 40 hours

Unit 13: Website Design – 40 hours

Unit 14: App Design – 40 hours

Unit 15: Presentation/Portfolio Prep – 30 hours

Unit 16: Development Handoff – 20 hours

Unit 17: Career Development – 5 hours