

Module Guide

Product Design

Once upon a time, technology wasn't as ubiquitous as it is now.

Not everyone had a phone, not everyone knew what email was. The last of those generations will fade out slowly and we'll know a world where everybody alive on the planet is a digital native. For technology to have become as pervasive, addictive and dangerous as it is, it needs to be accessible to the masses.

Digital product design as a discipline is very new, but deeply rooted in design academia. We'll look at the discipline from a different angle, and try to apply design thinking to the problem spaces you're most concerned with.

TLDR: How do you make something people will actually use?

Module Leader: Shad Gibran

Shad is a design professional of ten years. He's worked in billion dollar companies and social enterprises to help them ideate, test and design the right things for their users.

- email: shad@newspeak.house
- WhatsApp/Signal: 07930264902
- or leave a comment on this doc

How do I take part in this module?

Book a 1-to-1 meeting with Shad

In our 1-to-1 meeting we'll get to know each other and talk about how we can best support you in your design ventures.

- <https://cal.com/systemantix/quick-chat>

Sign up for Sessions

Introduction to Digital Product Design

Overview of the subject area and how to get started, good books to read and just getting to know each other.

Add your name here to attend:

- *E.g Jeff Bezos*
- Yung-Hsuan Wu
- David Norton
- Paulina
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Tristan

How to use Figma like a Pro

Figma is the leading collaborative design tool for building digital products. An interactive session to work through different elements of Figma and how to use it like a speed demon.

Add your name here to attend:

- Simon Wisdom
- Casimir Wanot
- Paulina
- David Norton
- Ilya Mouzykantskii
- Jyo
- Dorcas Nyamwaya
- Tristan

Introduction to Visual Design

Learn the basics of typography, grid systems and generally how to make stuff look nice.

Add your name here to attend:

- Simon Wisdom
- Casimir Wanot
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya

- Richard Kemp
- Tristan

Prototyping

Learn how to make your static screens work together to create convincing prototypes for developer handover or for research

Add your name here to attend:

- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Tristan

Introduction to Design Research

Different kinds of research methodology, and how and when to use each

Add your name here to attend:

- Yung-Hsuan Wu
- Casmir Wanot
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

Deep-dive into Qualitative Research Methodology

How to get the most out of user interviews and high quality research

Add your name here to attend:

- Yung-Hsuan Wu
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Simon
- Richard Kemp
- Tristan

Design Ethics

Design ethics and the morality of designing addictive products.

Add your name here to attend:

- Alex Papadopoulos
- Yung-Hsuan Wu
- Paulina
- David Norton
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

Designing Natural Language Interfaces

Add your name here to attend:

- Alex Papadopoulos
- Simon Wisdom
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

Running Effective Design Sprints

Not just for digital products!

Add your name here to attend:

- Alex Papadopoulos
- Paulina
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan