

Curriculum

<https://www.ettevotluskeskus.ee/vUXen-google-ux-design-professional-certificate>

Curriculum approval time	09.08.24
Training Institution Name	Ettevõtluskeskus OÜ
Curriculum Title	Online Training User Experience (UX) Design Skills Development Program for Beginners with Mentoring and Pathway to Google Professional Certificate Curriculum Title in Estonian UX ja kasutajakogemuse disaini oskuste arendamise programm algajatele mentortoega koos võimalusega saada Google Professional sertifikaat
Curriculum Code	vUXien
Curriculum Group	Informatsiooni- ja kommunikatsioonitehnoloogia - Tarkvara ja rakenduste arendus ning analüüs
Target Learners	This course is designed to equip learners with the skills and knowledge needed to start a career in UX design, appealing to a wide range of individuals seeking to break into or advance in this dynamic field: Individuals looking to transition into the UX design field, regardless of their previous experience or educational background. This includes professionals seeking a career shift or advancement in a rapidly growing and lucrative field. Aspiring UX designers needing to develop or enhance their professional portfolios. The course guides learners through creating comprehensive UX design projects, culminating in a polished portfolio to present to potential employers. Those with a keen interest in technology, websites, apps, and digital products, and who are passionate about improving user experience and interaction. New graduates or job seekers interested in tapping into the high-demand UX design job market. The course is especially beneficial for those looking to understand and meet the current needs of employers in the tech industry. Participants aiming to apply for jobs with international tech companies. The course provides an opportunity to connect with a network of global employers, including Google.
Purpose of Learning	The Google UX Design Professional Certificate course aims to equip learners with essential UX design skills and practical experience, enabling them to build a professional portfolio for a successful career transition into UX design. The course is designed for a wide range of learners, regardless of their previous experience, and offers a pathway to enter the growing

	field of UX design with the potential for job opportunities at leading companies.
Curriculum Development Basis	OSKA studies Classification of general working life skills and future need
Learning Outcomes	Upon completing the Google UX Design Professional Certificate course, students: 1. Understand Core UX Principles: know foundational UX design concepts, including user-centered design, accessibility, and equity-focused design, and understand the role and importance of design sprints. 2. Empathize and Define User Needs: can empathize with users to identify their needs and pain points, and are adept at formulating problem statements to address these issues. 3. Design and Prototyping: students possess the skills to create storyboards, wireframes, and prototypes, both on paper and digitally using tools like Figma, allowing them to effectively visualize and test design solutions. 4. Conduct and Analyze Usability Studies: students are capable of conducting usability studies and adept at synthesizing and communicating the findings to guide design decisions. 5. Apply Iterative Design and Visual Principles: can refine designs based on feedback, effectively use visual design principles, and utilize design systems for organizing and enhancing their work. 6. Complete Projects and Develop a Portfolio: have the ability to complete comprehensive UX design projects using the design thinking framework, including for web and app designs, and have created a professional portfolio showcasing these projects. 7. Career Preparation: possess the skills required for entry-level UX design job interviews and can assess the viability of freelance design work as a career option.
Preconditions for enrollment to the training	Skills required to start studying: • No specific educational degree is required, making the course accessible to a diverse range of learners, including those with non-traditional backgrounds. • A good understanding of English is essential, as the course materials, instructions, and interactions are conducted in English. Those interested in the training can receive initial feedback on the suitability of this particular training. During this process, it will become clear how realistic it is to attend real-time online seminars and whether it is necessary to participate in on-site training sessions with more trainer support. The course is designed to follow a specific pace and must be completed within the allocated time frame.
Estimated time for studies, including online	Total training volume: 230 academic hours.

group meetings and independent learning	Independent work: 204 hours of independent learning, including independent study and preparation of homework for group meetings. Mentor sessions: 26 hours of online group meetings.
Independent learning	Independent work tasks are: 1. Going through materials in the online learning environment 2. Optional case study submitted to the online learning platform. 3. Tasks provided by the mentor coach, which the learner completes before individual and group mentoring sessions. For the Google UX Design Professional Certificate course, feedback is provided by the mentor coach and/or peer learners on a wide range of deliverables and skills. This includes critical evaluation and suggestions for improvement on UX design projects, which cover user research, problem identification, and designing solutions. Learners receive feedback on their wireframes and prototypes created in Figma, focusing on aspects like usability, aesthetic appeal, and functionality. Additionally, guidance is offered on conducting and synthesizing usability studies, improving design iterations based on user feedback, and effectively presenting research findings and design solutions. There's also a focus on the development and refinement of a professional UX portfolio, highlighting learners' skills and projects. Lastly, learners receive advice on enhancing their presentation skills and preparing for UX design job interviews, including tips for optimizing their LinkedIn profiles to attract potential employers in the UX industry. The weekly estimated workload of independent learning varies from 15-25 academic hours depending on the learner's previous exposure to the UX field. The learner will be given access to the online learning platform learning environment on the training start date. Those who finish the course in the expected time will be granted additional access for two months to revisit and consolidate what they have learned.
Topics and learning content	Key topics: User Experience (UX), Prototype, Wireframe, User Experience Design (UXD), UX Research, Mockup, Figma, Usability Testing, UX design jobs Learner 1. Plans their learning with the support of the program manager. 2. Completes the project management path in the online environment. Attends real-time online meetings with mentor coaches, presentations, and guidance for independent learning. Sample course plan:  [vUX24en] -Google UX Design Professional Certificate plan
Training methods	Various active learning methods are used in the training, including case studies, practical work, and independent work.

	Work in small groups and peer to peer feedback is used.
Description of the learning environment	Independent learning takes place in the online learning platform learning environment, access is granted to accepted learners. An internet-connected mobile device is required. Meetings with the mentor and group work are online real time activities.
List of learning materials	The learner completes the online learning platform "UX Design" learning path. • Self-Study assignments • Group-study practical assignments provided by mentor • Presentations provided by mentor • Projects for demonstration purposes
Completion conditions and issued documents	To complete the training, the learner must achieve learning outcomes and submit a thesis. The certificate is issued if the learner achieves the learning outcomes and submits the thesis. If the learner did not achieve all learning outcomes or did not want an assessment, a certificate will be issued.
Description of the Qualifications, Learning, or Work Experience Required to Conduct the Training	All trainers have higher education, work experience in the field they teach, and experience in training adults. Short introductions of trainers can be read on the specific training page.