

PRODUCT DESIGN

12 Weeks Curriculum

Introduction to UI/UX, Mobile and Web Design,
Wireframing and Prototyping

PREREQUISITE

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- Willingness to learn
- Laptop (4GB RAM minimum)
- Basic Computer Knowledge

WHAT YOU WILL LEARN

You will gain knowledge on how to build products with a user-centric perspective that satisfy user needs.

By the end of this course you will have;

- Develop your understanding of the design processes
- Mastered conducting user research, interview
- Generate ideas and developed concepts
- Completed a range of practical tasks that apply the concept of product design
- Mastered designing for Mobile and Web
- Received personal feedback on your work from industry expert
- Build a project for your portfolio



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Phase 1 – UX Foundations & Research (Weeks 1–3)

Week 1 – Introduction to Product Design

- Understanding Product Design: UX, and UI,
- Design Thinking Process
- Overview of industry tools: Figma, FigJam, Miro,
- Setting up accounts and collaborative workspaces

Week 2 – User Research & Empathy

- Types of user research (qualitative vs quantitative)
- Conducting interviews & surveys
- Creating User Personas & Empathy Maps
- Hands-on project: Research for a chosen app idea

Week 3 – User Flows & Information Architecture

- Defining user journeys & task flows
- Information architecture & card sorting exercises
- Designing site maps & flow diagrams
- Introduction to accessibility principles (WCAG)



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Phase 2 – UI Design & Visual Communication (Weeks 4–6)

Week 4 – Visual Design Principles

- Typography: hierarchy, pairing, readability
- Color theory & accessibility contrast checks
- Spacing, alignment, and layout grids in Figma
- Style guides & mood boards

Week 5 – Wireframing

- Low-fidelity vs mid-fidelity wireframes
- Figma components, variants, and auto-layout
- Wireframe best practices for web & mobile

Week 6 – High-Fidelity Design

- Transitioning from wireframe to high-fidelity
- Applying brand guidelines & design systems
- Responsive design: desktop, tablet, mobile
- Collaboration with developers:



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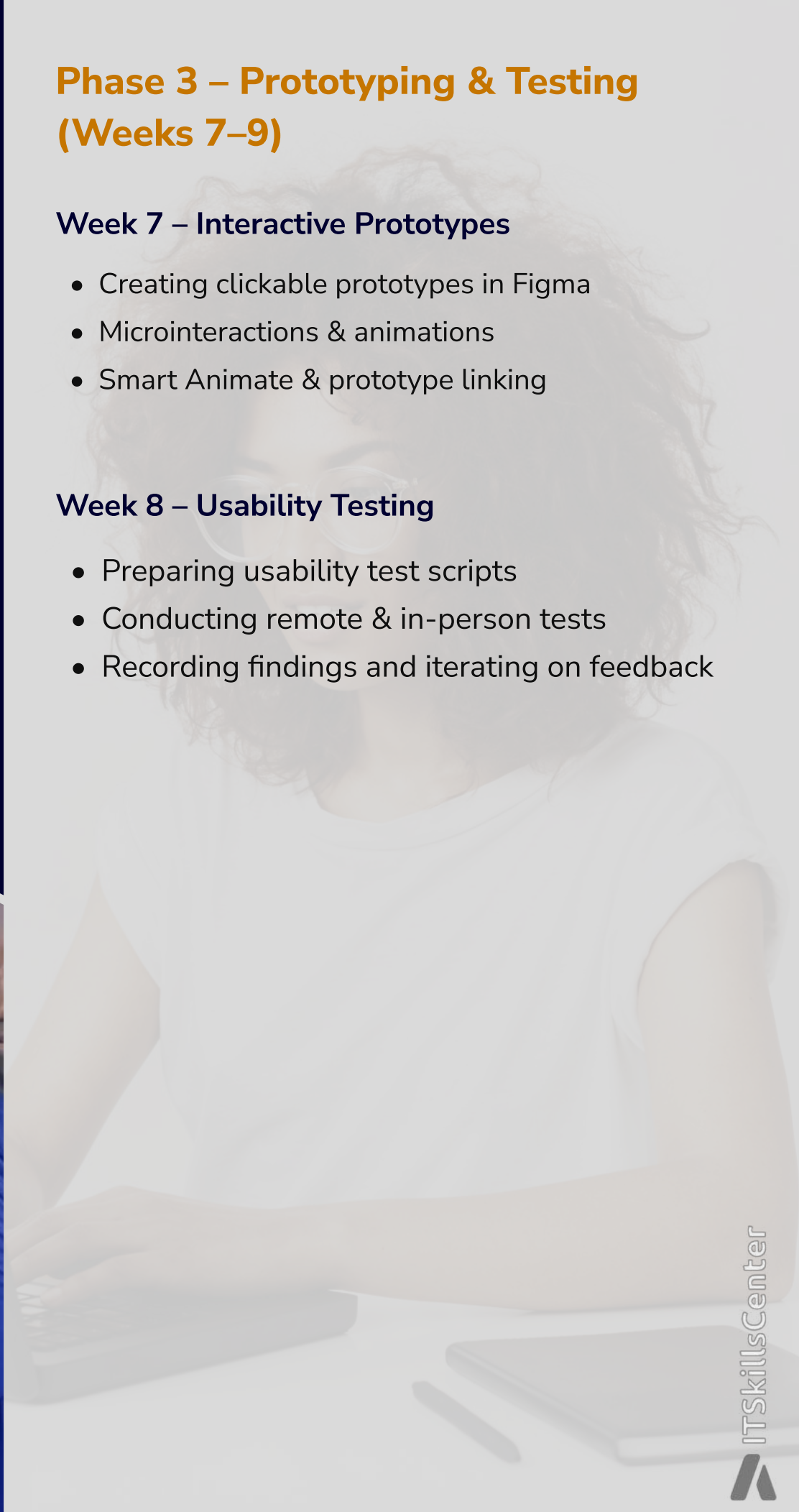
Phase 3 – Prototyping & Testing (Weeks 7–9)

Week 7 – Interactive Prototypes

- Creating clickable prototypes in Figma
- Microinteractions & animations
- Smart Animate & prototype linking

Week 8 – Usability Testing

- Preparing usability test scripts
- Conducting remote & in-person tests
- Recording findings and iterating on feedback



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Phase 4 – Career Readiness & Portfolio (Weeks 10–12)

Week 10 – Portfolio Case Study

- Writing compelling case studies
- Structuring projects for recruiters & hiring managers
- Visual storytelling & presentation skills

Week 11 – Career Preparation

- Revision on design process
- Common interview questions for product designers
- Whiteboard challenge practice

Week 12 – Final Project Presentation

- Students present their capstone project to peers and industry guests
- Peer review & feedback
- Graduation

CONTACT INFORMATION

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