

**UX DESIGN FOUNDATIONS**

**LEARN  
UX DESIGN  
WITH**

**CB CREATIVE BLOQ**

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**YELLOWBRICK**

# LEARN UX DESIGN WITH

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## COURSE OVERVIEW

In today's digital landscape, employers across industries are looking for creative thinkers with the skills to transform businesses through imaginative interfaces and engaging user experiences (UX). UX Design Foundations provides a thorough introduction to the principles and practice of UX design and the diverse career opportunities it offers. Students will explore the critical stages of the UX journey.

The course lessons cover a range of topics from usability research methods, design concepting, wireframing, and UX analytics to the latest technologies shaping the future of modern user interface design. UX Design Foundations provides an engaging, dynamic and effective online learning environment that will challenge students to reimagine the modern user interface.

The course is built on compelling video lessons taught by Parsons' world-renowned faculty and a wide range of experts from major companies, agencies, and institutions throughout the industry who offer expertise and in-depth knowledge that enables students to learn how to conduct UX research and surveys, analyze research results and gain deeper insights into how to analyze and design user interfaces from a place of empathy for the human beings that use them. The videos are supported by supplementary readings, knowledge-check quizzes, and robust activities to reinforce understanding and develop skills.

Throughout, a sequence of activities builds skills in and understanding of the modern tools and methods of UX design, empowering students to undertake projects they can use to enhance their portfolios in order to help them begin or advance a career in this lucrative and in-demand field. UX Design Foundations prepares the student to take advantage of new opportunities and to help them differentiate themselves in this rapidly evolving industry.

### FIVE COURSE MODULES

- Introduction and foundations of UX
- Project planning and research
- Designing for the user
- Visual design, testing and feedback
- New territories In UX

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

### STUDENT BENEFITS

- Certificate of completion (non-credit) from Parsons
- Learn directly from leading academic and industry experts
- Real industry scenario assignments
- 100% online and self-paced

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## MODULE 1 INTRODUCTION & FOUNDATIONS OF UX

UX addresses the way a person feels when interfacing with technological systems. The system could be a website, mobile app, smart appliance, or any other device requiring human-computer interaction. The UX design process consists of ever-developing technologies and rigorous methods that corral human insights and hard data to produce successful products. However much the field changes, success still hinges on just one thing: how users perceive it.

UX focuses on having a deep understanding of users, what they need, what they value, their abilities, and their limitations, while also taking into account the business goals and objectives behind the project. It is a tall order and a complicated job, but there are a few critical UX design basics that create the foundation for a successful user experience.

### KEY CONCEPTS

- Overview of the field
- What are UX and UI?
- History of UX and evolution of the industry
- Design thinking
- The Quadrant Model for design
- Experiential design
- Soft skills (Communication, Empathy, Organization)
- Hard skills (User research, Information architecture, Wireframing, Prototyping)

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## MODULE 2 PROJECT PLANNING AND RESEARCH

A good UX project begins with a blueprint that outlines the elements of a design and how the UX integrates into the broader project timeline. A project plan forces you to decide on the contours of the whole project and define assumptions, team members and project stakeholders. To write a good plan, you also need to document the approved scope and cost of the project and establish milestones and timeline.

Remember that a plan is not simply a list of features. Users don't think in terms of features, but rather the total functionality of a product - they adopt a product if it accomplishes a task. The goal of the planning phase is to understand the task and work out the best combination of activities that lead to the best outcome within the time, budgetary and resource constraints of the project.

### KEY CONCEPTS

- Understanding design contexts (Social, Economic, Political, Cultural)
- Surveying usability scope
- Usability testing and types of and designing
- Designing testing strategies
- Identifying and prioritizing use cases
- The worst case scenario; design from dystopian approach
- Data collection
- The critical components of a successful usability test plan

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## MODULE 3 DESIGNING FOR THE USER

User research is, according to UX author Mike Kuniavsky, “the process of understanding the impact of design on an audience.” It attempts to understand the needs, behaviors, and desires of a product’s eventual user through qualitative and quantitative methods.

By focusing on solving users’ problems, user research is a way to include the user in the design process and practice empathic user-centered design, which is crucial to creating a successful product in the contemporary market.

### KEY CONCEPTS

- Overview of the testing process (planning, conducting, analyzing, implementing and sharing results)
- Pain points and opportunities
- User research and research tools (surveys, interviews, focus groups, etc.)
- Defining and developing personas
- Characteristics of usable navigation
- Visual-cognitive processing
- Equity, diversity and inclusion

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## MODULE 4 VISUAL DESIGN, TESTING, AND FEEDBACK

People judge a book by its cover, and digital products are no exception. In fact, the “aesthetic–usability effect” says that people tend to perceive aesthetically-pleasing products as more usable, that users feel that better-looking things will work better. In other words, visual design plays a key role in creating successful products.

Visual design in UX is the use of text, colors, and images in ways that enhance the overall design and user interaction by prioritizing content on a page through size, color, lines, shapes, textures, volume, and the use of negative space. The designer deploys these elements to build an optimal layout and give the user an experience to love.

### KEY CONCEPTS

- Principles of visual design
- Translating UX into UI
- Style guide and layout (color palette, logo, typography, etc.)
- Generating the concept (mood boards, sketching, etc.)
- Wireframing and prototyping
- Types of navigation
- Content design and content modeling
- User interface
- User feedback mechanisms
- Information and visual hierarchies
- Designing for accessibility
- Designing iconography in a global context

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## MODULE 5 NEW TERRITORIES IN UX

Apps and other digital products deliver more and more to users every day and they have come to expect products to be easy to use and seamlessly integrate new technologies as they become part of our lives.

UX design has already moved beyond website graphics, navigation, and interaction and designers stand at the trailheads of a multitude of paths into the future of UX design: multi-sensory interaction, voice integration, automation and leveraging big data, interfaces for physical spaces and objects, intuitive/predictive AI that allows users to interact with technology in a human-like way, or the personalization of experience.

As an industry, UX is on the precipice of significant changes in both the type of work designers do and the kinds of skills necessary to build a successful career.

### KEY CONCEPTS

- Web design
- Eye movement and tracking
- App integration
- Multi-touch interfaces
- Physical interfaces
- Hybrid interfaces
- Design for gaming and gamification
- The future of UX/UI
- XR (AR,VR, MR) experiences
- Smart buildings and spaces
- Security and data

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## ENROLLMENT DETAILS

### HOW DO I APPLY FOR UX DESIGN FOUNDATIONS?

The application for UX Design Foundations is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=ux>

### HOW MUCH DOES THE PROGRAM COST?

The cost of the entire program, which includes all five course modules, related activities, and a Parsons (The New School) Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your Parsons Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

### WHAT PAYMENT METHODS AND CURRENCIES DO YOU ACCEPT?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

### IS THERE FINANCIAL AID AVAILABLE?

No, financial aid is not offered for UX Design Foundations. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

### WHAT IS YOUR CANCELLATION POLICY?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

### HOW DO I BEGIN THE PROGRAM?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

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## THE PROGRAM

### ARE THERE ANY PREREQUISITES, AGE REQUIREMENTS, OR RESTRICTIONS?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for UX and learning.

### WHAT DO I GET WHEN I COMPLETE THE PROGRAM?

Students who successfully complete the program will earn a Certificate of Completion in UX Design Foundations from Parsons. UX Design Foundations is a non-credit program.

### HOW LONG DO I HAVE TO COMPLETE THE PROGRAM?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

### WHAT IF I NEED MORE TIME?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

### CAN I DOWNLOAD COURSE VIDEOS OR MATERIALS?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

### WHAT CAN I EXPECT TO ACCOMPLISH BY THE END OF THIS COURSE?

UX Design Foundations is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how UX design works within the context of modern businesses. Second, with the Certificate of Completion from Parsons on their resume, they differentiate themselves from the rest of the pack.

### WHERE DO I FIND THE PROGRAM MATERIALS?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

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## THE PROGRAM (CONTINUED)

### WHAT TYPE OF PEOPLE ENROLL IN UX DESIGN FOUNDATIONS?

People with all levels of experience, and in all stages of their career, benefit from enrolling in UX Design Foundations. But you will have something in common with all of our students — a passion for UX design and a desire to build a successful career doing what you love! Our students might already be working in the industry and looking to get ahead, or working in a different industry looking to switch careers. They might aspire to start their own business and be looking to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the UX design world. They might be like you — a future leader in the industry!

### WHICH DEVICES CAN I USE TO WATCH THE CLASS VIDEOS AND ACCESS OTHER PROGRAM MATERIALS?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

### WHEN AND WHERE DO THE CLASSES MEET?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

### HOW MUCH TIME DO I NEED TO DEDICATE TO THE PROGRAM?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

### AFTER I COMPLETE THE CERTIFICATE IN UX DESIGN FOUNDATIONS, WHAT COMES NEXT?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the design industry you feel passionate about. If you find that you want to learn even more about a specific area, Parsons offers a number of in-person and online program options.

### WHO IS YELLOWBRICK AND WHY ARE THEY INVOLVED?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.

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