



TETHRAL PRODUCT DESIGN CURRICULUM

COURSE OUTLINE

WEEK1: INTRODUCTION TO PRODUCT DESIGN

- Course Overview & Objectives.
- What is Product Design?
- What are the fundamentals and Principles of Product Design?
- Role of Product Designers in Product Development.
- Importance of user-centric design and Design Thinking

WEEK2: USER-CENTRIC RESEARCH & PERSONA DEVELOPMENT ●

User Research Techniques.

- Create User Personas to understand your target audience.
- Identify and analyze user needs and pain points.

WEEK3: IDEATION & CONCEPTUALIZATION

- Importance of Ideation.
- Brainstorming Methods.
- Explore Concept sketching

WEEK4: STRUCTURING USER-CENTERED INFORMATION ● Create

User flow, Sitemaps, User Journey Maps, etc.

- Understand the principles of Navigation in Design

WEEK5: WIREFRAMING & PROTOTYPING

- Develop wireframes for web and mobile Interfaces.
- Introduction to Prototyping.
- Create Interactive prototypes to test user flows.

WEEK6: VISUAL DESIGN PRINCIPLES

- Understand Colour Theory and Typography.
- Understand Layout and Grid Systems.
- Create Style Guides and Design Libraries.

WEEK7: USABILITY TESTING

- Plan and Conduct usability testing sessions.
- Analyse user feedback and make improvements.
- Iterate designs based on user testing results.

WEEK8: ACCESSIBILITY AND INCLUSIVE DESIGN •

Understand the importance of accessibility.

- Learn WCAG Guidelines and ARIA roles.
- Implement accessibility features in designs.

WEEK9: DESIGN TOOLS & COLLABORATION •

Master advanced features of design tools.

- Collaborate with developers.
- Explore version control for design files.

WEEK10: GUEST SPEAKER SESSION

- Invite a Product Designer from the industry.
- Insights and experiences sharing.
- Q&A session with students.

WEEK11: DESIGN PROJECT

- Students work on their final projects
- Consultation and feedback sessions

WEEK12: PROJECT PRESENTATION ●

Create a portfolio.

- Students present their projects.
- Peer reviews and feedback.
- Program wrapup and reflection.