**DCAD** DELAWARE
COLLEGE OF ART
AND DESIGN

# Product Design (UI/UX)

## 2023 Course Viewbook

Product Design is a growing industry
and needed at all levels of business.

## Product Design (UI/UX) Accelerated Course

Technology is changing the career landscape for artists, designers, and other creatives. As part of a new Professional Studies initiative to create pathways for creatives into the fast-growing tech industry, DCAD is offering a 12-week Product Design (UI/UX) course that combines Flatiron School's proven tech-focused curriculum with DCAD's expertise in art and design education.

This full-time, accelerated course, which includes twelve 30-minute one-on-one career-coaching sessions for each graduate, is offered exclusively online, making it accessible to you wherever you live.

The Product Design (UI/UX) course is a non-degree program offered by the Department of Continuing and Professional Studies at Delaware College of Art and Design. Successful program graduates will receive a DCAD Certificate of Completion.

## What is Product Design?

DCAD's Product Design course powered by Flatiron School curriculum focuses on UX/UI design for digital products we interact with, such as websites or mobile applications. Product Design is a holistic role, one that has ownership over the entire UX and UI process. Coding knowledge is not required but it can be helpful, which is why this program teaches HTML and CSS basics.

## About the Course

Product Design is ubiquitous in our lives. The right product design can enhance brand messaging, improve customer loyalty, and communicate company values and principles. Organizations are rapidly hiring product designers that think more about inclusivity, accessibility, and sustainability. And the demand from companies for skilled, well-versed product designers remains high.

In this course, you will learn how to think and build like a product design professional. In each of the four curriculum modules, you will develop key skills through a combination of lectures, labs, group work, and individual assignments.

This online course is 12 weeks, full-time (9 a.m. – 6 p.m. EST) plus approximately 20 hours of weekly self-study. Graduates of this course will be equipped for a wide range of entry-level product design roles and will receive twelve 30-minute one-on-one individualized career coaching sessions.

Each cohort is limited to 20 students. Prerequisite includes 30 to 40 hours of Pre-Work which must be completed before Day 1 of the program. Once enrolled and financially cleared, students can complete the Pre-Work at their own pace.

## 12
**-weeks**

**online**

**full-time**

**job focused**

**One Job, Many Job Titles**

Designer

Researcher

Design Researcher

Experience Designer

Information Architect

Presentation Designer

Mobile Designer

Freelance Designer

Product Designer

Web Designer

Interaction Designer

Interactive Designer

Digital Design



## Curriculum Overview

The Product Design (UI/UX) course is divided into four modules designed to scaffold you to job readiness. Iteration and practice along with frequent feedback simulate real work environment. You will develop hard and soft skills relevant to User Interface, User Experience and Product Designer positions and "ramp to independence" as you move through each module. Throughout the course, students receive formative and summative assessments supported by design lab projects.

**Module 1: Process UX**
Design Ethics and Inclusive Design
Foundational Research
Ideation and Innovation

**Module 2: Process UI**
Visual Composition
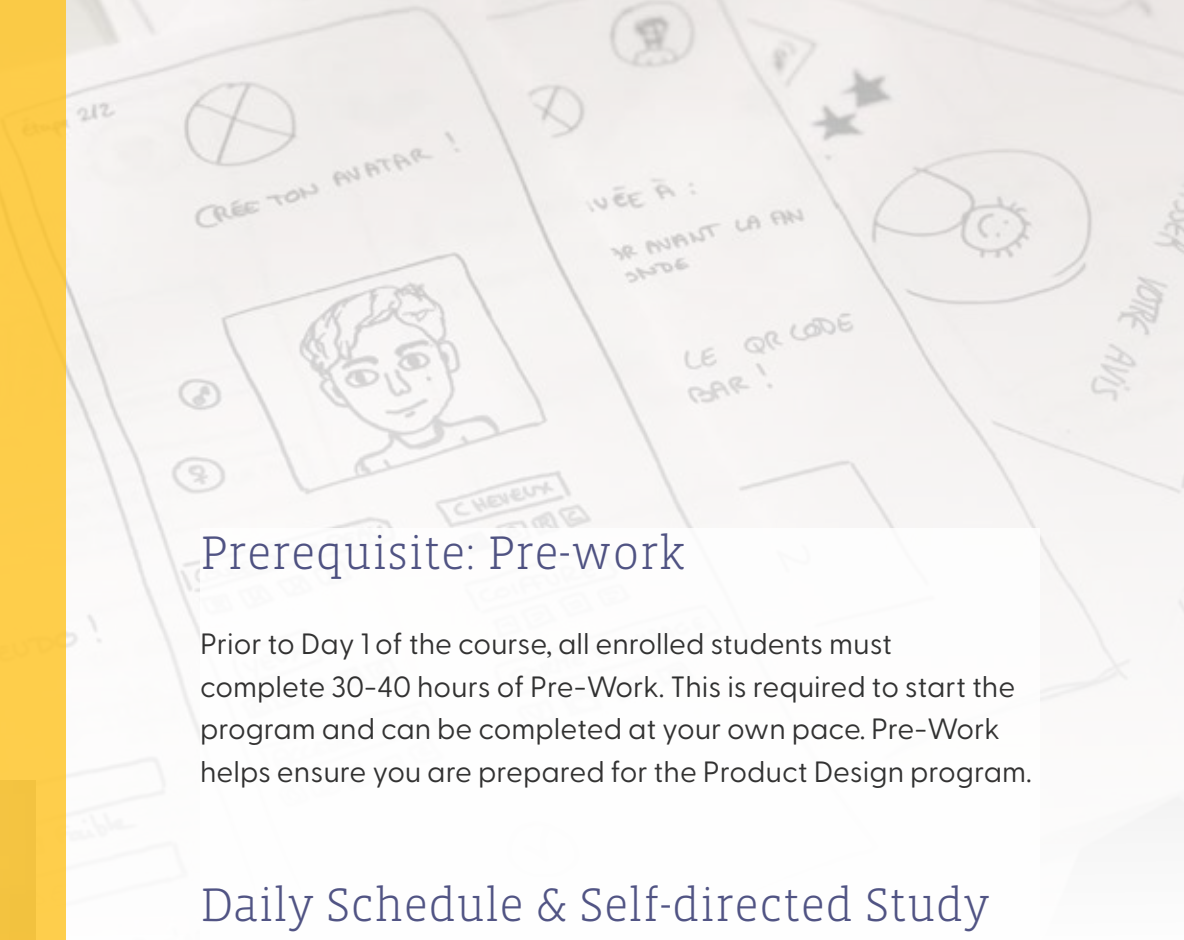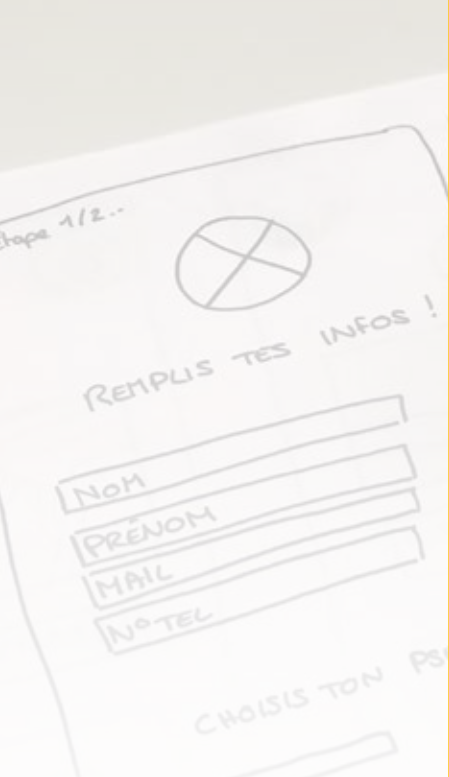Typography and Color
Interaction and Animation

**Module 3: Studio 1**
Information Architecture
Evaluative Research
Designing Applications/Design for the Web

**Module 4: Studio 2**
Shaping the Story
Product Strategy
Capstone Project and Presentation

## Prerequisite: Pre-work

Prior to Day 1 of the course, all enrolled students must complete 30-40 hours of Pre-Work. This is required to start the program and can be completed at your own pace. Pre-Work helps ensure you are prepared for the Product Design program.

## Daily Schedule & Self-directed Study

This accelerated, immersive course meets:
• **Monday – Friday**
• **9 a.m. – 6 p.m. EST**
Daily schedule includes touchpoints with your cohort, group work with instructor, paired with design sessions, lab time with instructional staff, and community support.

## Community

Your peers will be one of your strongest assets for success. Students work together throughout the day to break through tough technical concepts and gain valuable, real world work environment experience along the way.

## Minimum Computer Requirements

| | |
|---|---|
| **Hardware** | MacBook Air or MacBook Pro |
| **Operating Systems** | Latest version of Mac OSX |
| **Processor** | 2GHz or faster w/64-bit support |
| **Memory** | 8 GB+ of RAM required (16 GB recommended) |
| **Hard Drive** | 128 GB (256 GB recommended) |
| **Hardware Accessories** | A working keyboard, trackpad/mouse, display, and power adapter<br><br>**Webcam, speakers, and microphone also required**. |
| **Administrative Access** | Required |
| **Networking Hardware** | Ability to connect to Wi-Fi for internet access (no wired ethernet ports) |
| **Bandwidth** | Students should have independent access to the internet with bandwidth sufficient to participate in Zoom meetings. |

**Please Note:**

1. Chromebooks, tablets, and smartphones do not meet the requirements listed above.
2. Students are responsible for ensuring that their computer meets the program requirements.

**Every industry needs product designers.**

**Careers in Product Design**

Banking & Finance

Healthcare

Agriculture

Government

IT & Telecommunications

Manufacturing

Automotive

Education

Energy

Retail

Media

## Is This Program Right For You?

Are you a practicing artist, graphic designer, animator, illustrator, photographer, art educator, interior designer, or just have a strong aesthetic sensibility? **The Product Design course is designed for learners from a wide variety of creative backgrounds with a strong interest in and aptitude for technology.**

**Do you need to have artistic talent? No!** While drawing is a part of UX/UI Product Design, the purpose is to develop and/or communicate ideas. That can be done very simply — meaning you don't have to be a creative, just willingness to express yourself visually when needed.

## Career Outcomes = Job Ready

Product Design is a career with many opportunities and is relatively future-proof given how many different disciplines it covers — research, analysis, design, experimentation, and more. The DCAD Product Design (UI/UX) course powered by Flatiron School curriculum prepares students for a variety of career paths.

Graduates of this course will be equipped for a wide range of product design roles and will have the support of an experienced career coach to help you navigate your job search.

## One-on-One Career Coaching

This DCAD accelerated course leverages Flatiron School curriculum to prepare students for a career in UX/UI or digital Product Design.

Each program graduate will be provided with twelve individualized one-on-one career coaching sessions with a Flatiron professional coach. We will help you find a job in the digital design industry. This includes resume reviews, job search advice, and mock interviews. This special program offering is included at no additional cost to all DCAD Product Design (UI/UX) graduates.

Employment post-program completion varies, and it is the responsibility of the graduate to prepare for, search, and secure employment.

I've always had a passion for art and design. It's been a lifelong journey to learn all I can about these subjects... Understanding the user has always been my number one goal. Whatever the product may be, if the user's experience is subpar, then there is no product to sell or distribute.

**Dr. Delminquoe Cunningham, Senior Curriculum Developer, Flatiron School**

## Why DCAD + Flatiron School

DCAD + Flatiron School is a partnership between the Delaware College of Art and Design located in Wilmington, DE and Flatiron School in New York, NY. **The partnership leverages DCAD's expertise in art and design education with Flatiron School's tech talent focused curriculum.**

**This accelerated program is designed to help you reinvent your career in as little as 12 weeks!** Whether you're upskilling, reskilling, or simply want to chart a new career path, DCAD's Product Design (UI/UX) course will help you realize your vision. By combining DCAD's and Flatiron School's expertise, you get the best of both, and the support you need to transform your career.

**Delaware College of Art and Design** Associates of Fine Arts degree has been helping emerging creatives define and shape their careers in Animation, Illustration, Graphic Design, Photography, and Fine Art for 25 years. DCAD's rigorous curriculum has activated the careers of 1000+ graduates in a wide range of creative fields.

**Flatiron School** has been shaping tech talent for 10 years as an industry leader in tech education. Their graduates are hired at companies from the Fortune 500 to start-ups.

Job salaries below are based on open position data on Indeed as of October 2022. Salaries vary by company, position, level, and location.

## UI/UX Designer Salaries in United States

**User Interface Designer**
1,168 job openings
**$83,499** per year

**User Experience Designer**
1,407 job openings
**$98,915** per year

**Product Designer**
1,014 job openings
**$86,163** per year

**Senior User Experience Designer**
667 job openings
**$114,220** per year

**Senior User Interface Designer**
372 job openings
**$110,350** per year

**Senior Product Designer**
394 job openings
**$124,312** per year

## Tuition

$12,500   |   Including $500 Deposit

## Payment Options

We recognize investing in this course to reinvent or start your new career is a significant commitment and how you pay for this investment is another major decision. To help you realize this opportunity, DCAD offers two payment options:

### Pay in Full

If up-front payment in full is right for you, your payment is due to Delaware College of Art and Design at least 15 business days prior to Day 1 of the program. The sooner you pay, the sooner you can start your Pre-Work prerequisite which must be completed prior to Day 1 of the program.

DCAD accepts all major credit cards, checks, and money orders/cashier's checks. Let us know how you would like to pay, and we will facilitate the transaction with you.

## Pay with a Student Loan

DCAD's accelerated Professional Studies courses do not qualify for federal financial aid. Students may pursue an education loan through third party student loan lenders to help with your education investment. Selected lenders provide cost of living and computer financing in addition to tuition loans. Third party student loans are available only to students who qualify, and students must apply directly. DCAD does not participate in the selection or securing of student loans lenders.

**Note:** Program Applicants must be financially cleared (paid in full or loan secured) to confirm enrollment and approved to begin the Pre-Work prerequisite. Tuition balance must be paid to DCAD no later than fifteen business days prior to Day 1 of the program. We highly recommend you pay your tuition as soon as possible to confirm your enrollment and receive approval to begin your Pre-Work. Space is limited to 20 students per cohort.

## Admissions Process

**Ready to Apply Now?**
Complete our online application form at
DCAD.edu/programs-of-study/professional-studies/

**Want to Connect First?**

Contact us! You will hear back from our Admissions team within 2 business days.

**Email:** ProfessionalStudies@DCAD.edu
**Phone:** 302.622.8000, ext. 208

After you submit a request for information or complete the online application form, our Admissions team will schedule a meeting with you. Your video call with a member of our admissions team will help us better understand your learning needs, career goals, and whether this course is the right fit for you.

Once your online application is complete and you have met with one of our Admissions counselors, pending no further information is required, students typically receive an admissions decision within five business days.

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