



Professional Diploma in UX Design

Duration
6 months

Format
Online, self-paced

Exam
2-hour exam

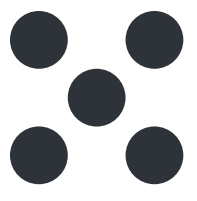
Industry Advisory Council



University credit rated by:



University for the Common Good



Welcome

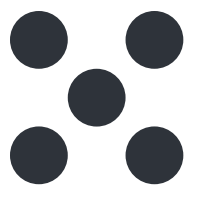
Anicca Digital, founded by Ann Stanley in 2007, is an independent digital marketing agency that offers integrated services to some of the UK's leading brands. Based in Leicester, the agency boasts of its proficiency across various digital marketing channels, with its teams certified by Google, Facebook Blueprint, and Twitter Flight School. Serving both B2B and B2C clients across different sectors, Anicca focuses on e-commerce marketing, STEM, and B2B lead generation, working with the construction industry and supply chain, and providing local services to local government and non-profits.

With over 15 years in the digital sector, a natural next step was to form a best-in-class digital training business the Anicca Academy. We have partnered with the UX Design Institute to bring their certifications to local job seekers, career changers, and professionals who wish to upskill. Get in touch today to bring your career to the next level.

Ann Simmonds



Ann Stanley (was Simmonds)
CEO
Anicca Digital



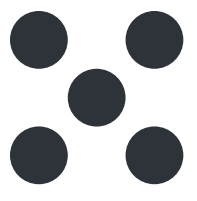
About the UX Design Institute

The UX Design Institute is setting the standard in UX education across the globe. We have trained thousands of digital professionals and helped them pursue successful careers in UX design.

University-backed education

We've partnered with Glasgow Caledonian University to credit rate the Professional Diploma in UX Design. This means the course meets the highest possible educational standards. These standards are part of the European Qualifications Framework, a globally recognised mark of quality.





Who is this programme for?

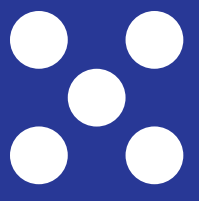
Whether you're completely new to UX, have some design experience or have already started working in UX, this course is ideal for you.

What will you get from the programme?

- ✓ You'll learn to think like a UX designer
- ✓ You'll build the confidence to work in the domain
- ✓ You'll have job-ready skills and a portfolio of work to prove it
- ✓ You'll have a university credit-rated and globally recognised diploma

Upon successful completion of the course, you will become a certified UX Professional.

97% of students say the Professional Diploma has given them skills that will help them in their career



Our students love learning with us

99%

of our graduates are satisfied with the Professional Diploma in UX Design

4.9 ★★★★★

Google (634 reviews)

4.8 ★★★★★

SwitchUp (126 reviews)

4.8 ★★★★★

Course Report (28 reviews)

“An absolute must for every aspiring UX designer. Thank you for developing such a professional and comprehensive course.”

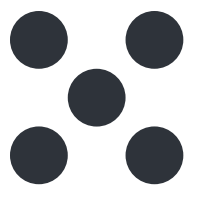


Yakari Van Dessel
UX Designer
Intracto

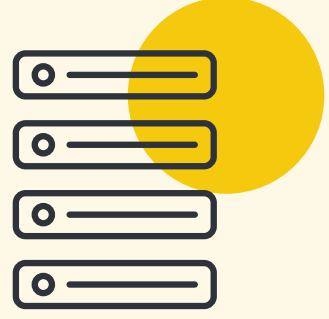
“It’s the best investment you could make for yourself and your career. The connections you make, the knowledge you gain, and just the confidence that you build in yourself.”



Victoria Robin
UX Manager
Alltech



Programme overview



11 modules covering the best UX practices



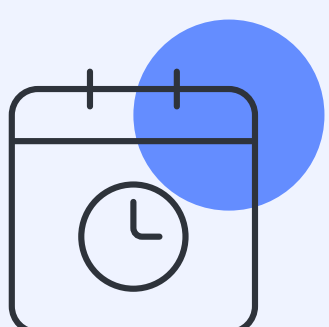
16 practical UX projects for a hands-on experience



UX Insider live events connecting you with world-class experts



Ongoing support from our Student Success and Careers teams

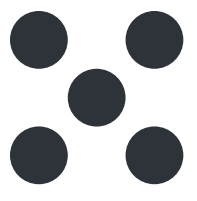


Follow a 6-month structure or set your own pace within 12 months



Programme syllabus

- 1 Introduction to UX design
- 2 User research
- 3 Analysis techniques
- 4 Structure and navigation
- 5 Interactions
- 6 Design principles
- 7 Design patterns
- 8 Workflows
- 9 Mobile
- 10 Prototyping and handover
- 11 Creating your portfolio



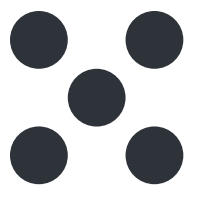
Module 1

Introduction to UX design

This module will give you a strong, foundational understanding of the user experience design process. You'll learn that UX design is a problem-solving discipline, focused on building products that solve problems for the user. You'll also get a clear sense of the role of research in design, which will be explored fully in Module 2.

Lessons include

- User experience
- Functional design
- Product integrity
- Product desirability
- UX design process
- Process benefits
- UX and Agile process
- User interface design
- Humans v. machines
- Feature overload
- Shortcuts
- Prototyping
- Prioritisation
- Goals, behaviours, context
- Paradox of specificity
- Mental models



Module 2

User research

This module will help you to see research as the key ingredient underpinning UX design. Strong, focused research is fundamental to understanding the problems we are attempting to solve for users. You'll learn about a range of research techniques, including the core skill of usability testing, as well as methods such as interviewing, card sorting, online surveys, A/B testing and heuristic evaluation.

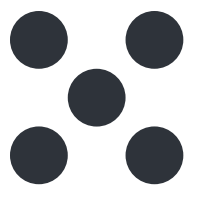
Lessons include

- Research landscape
- Qualitative research
- Quantitative research
- Observational / attitudinal
- Research bias
- Phrasing questions
- Usability testing
- Defining test objectives
- Test scripts
- Finding users
- Desktop / mobile setups
- Card sorting
- Depth interviews
- Online surveys
- Stakeholder interviews
- A/B testing
- Heuristics
- Heuristic rating scheme

Projects

- 1 Competitive benchmarking*
- 2 Online survey*
- 3 Note-taking
- 4 Usability test

**Optional*



Module 3

Analysis techniques

When you analyse research data, you can clearly articulate the problems you're attempting to solve for the user. This module will look at a number of frameworks and techniques that will help you make sense of large volumes of raw data and truly understand the problems to be solved.

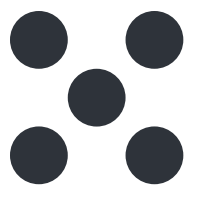
Lessons include

- Triangulation
- Affinity diagrams
- Customer journey map
- Personas
- Customer value curve
- Empathy map

Projects

5 Affinity diagram

6 Customer journey map



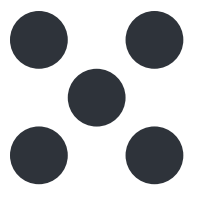
Module 4

Structure and navigation

Before you design screens, you have to step back and consider the structure of your software and how you want users to flow through it. In this module, you'll learn how to define a clear structure and information architecture for your software. This in turn will help you to design intuitive navigation and a smooth flow for your users.

Lessons include

- Information architecture
- Flow diagrams
- Screen states
- Navigation
- Global and local navigation
- Horizontal and vertical navigation



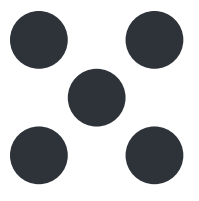
Module 5

Interactions

Interaction design is where the rubber begins to hit the road. This is where we get to define what happens when people ‘touch’ our software. How does it respond when users enter data? Press buttons? Click on navigation? This module will teach you the components of an interaction and how these components - controls, rules and feedback - facilitate an interaction.

Lessons include

- Interactions
- Micro-interactions
- Anatomy of an interaction
- Controls
- Rules
- Feedback
- Wireframes
- Sketching



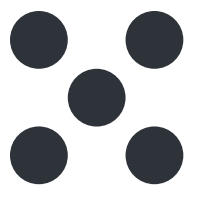
Module 6

Design principles

Design principles are proven guidelines and rules for effective design. They stem from different disciplines including advertising, architecture and software development. You'll learn why using design principles as reference points will increase the probability that your designs and software will be successful.

Lessons include

- Affordances
- Conventions
- Feedback
- Constraints
- Forgiveness
- Hick's Law
- Fitts's Law
- Progressive disclosure
- Perceivability
- Predictability



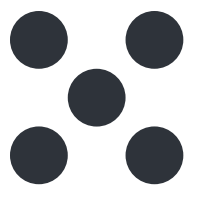
Module 7

Design patterns

In this module, you'll be introduced to the concept of design patterns. By using these common solutions, your designs will be more perceivable and predictable for your users. You'll also learn about concepts including chunking, affordances, alignment and visual hierarchy, which all help to make better, more usable software.

Lessons include

- Chunking
- Alignment
- Label alignment
- Call-to-action
- Visual hierarchy
- Progress indicators
- Digital affordances
- Pattern libraries
- Smart defaults
- Help
- Error handling
- Inline validation



Module 8

Mobile

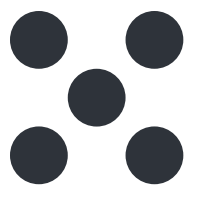
This module focuses on designing effective mobile applications. You'll understand the key differences between responsive websites, mobile websites and native applications. You'll also learn about different mobile application types and gain an understanding of mobile design patterns.

Lessons include

- Mobile landscape
- Design considerations
- Responsive websites
- Mobile websites
- Native apps
- The rationale for apps
- App framework
- App types
- Unbundling
- Flows
- Mobile navigation
- Mobile navigation patterns
- Input types
- Content v. navigation
- Tap targets
- Notifications
- Displaying content

Projects

- 7 Flow diagram for desktop
- 8 Flow diagram for mobile



Module 9

Workflows

As you learn how to design effective workflows in this module, you will enable users to complete common tasks like registration, onboarding and sign in. You'll also be introduced to complex forms and payment flows, along with techniques to improve user trust in your designs.

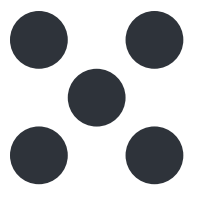
Lessons include

- Registration
- Onboarding
- Onboarding styles
- Sign in
- Complex forms
- Structuring complex forms
- Minimising workload on forms
- Payment
- Payment flow
- Microtasks (or modes)

Projects

9 Interaction design for desktop

10 Interaction design for mobile



Module 10

Prototyping and handover

In this module, you'll be equipped with the skills and knowledge to build prototypes and compile wireframe documentation. You'll understand the differences between high, medium, and low fidelity prototypes. You'll also be introduced to the concept of wireframing and learn how to create effective handover documentation.

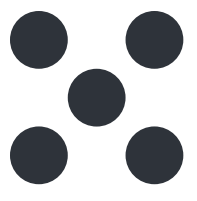
Lessons include

- Low-fidelity prototypes
- Medium-fidelity prototypes
- High-fidelity prototypes
- Choosing the right prototype
- Wireframes
- Creating a clickable prototype
- Getting to a higher fidelity
- Handover documentation
- Annotating your designs

Projects

- 11 Prototype for desktop
- 12 Prototype for mobile
- 13 Usability test for desktop*
- 14 Usability test for mobile*
- 15 Annotations for desktop
- 16 Annotations for mobile

**Optional*



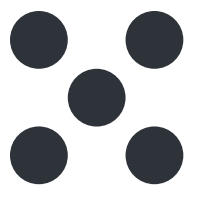
Module 11

Creating your portfolio

A portfolio is essential for any UX professional. In your final module, you'll learn how to structure your portfolio to best showcase your skills and your thought process. You'll recognise the importance of a well-structured case study in telling the story of your work. And, you'll find out where to get UX experience before you've landed your first role.

Lessons include

- Introduction to portfolios
- Structuring your case studies
- Building your portfolio
- Expanding your portfolio



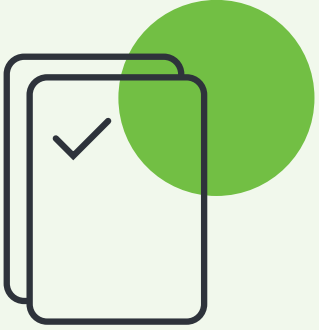
How you will learn



High-definition video lectures



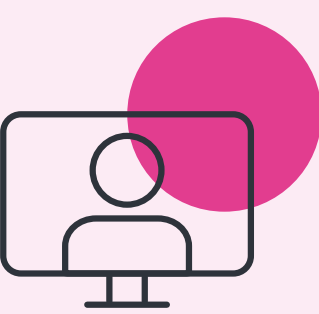
Downloadable course material



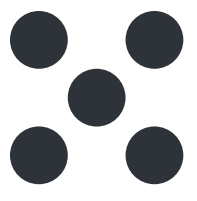
Guided, step-by-step project work



Ongoing portfolio development



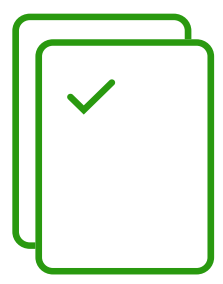
Webinars with industry experts



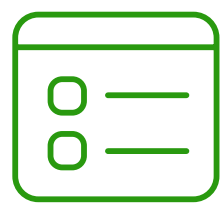
How you will be assessed

Project work

- 16 projects - 12 are compulsory
- Research, develop and prototype website or mobile app
- Continuous support from course mentors



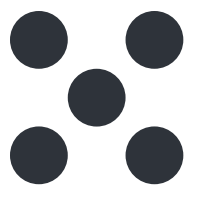
The projects account for 40% of your overall assessment.



The final exam makes up the remaining 60%.

Exam

- 1 online exam, lasting 120 minutes
- Once course is completed, the exam can be taken whenever you like
- Monitored and observed by an external examination company



How you will be supported

Our warm, welcoming community will support you at every step:

- Dedicated and responsive Student Success Team
- Constructive feedback from world-class mentors
- Personalised career support from our career coaches
- Access to our active student Slack community



Kelly, Cathal, Ellen, Dee, Shashank and Faolan

95% of students say that the Student Success Team are helpful

“I honestly can’t think of any cons about this course. It was so well structured and easy to understand. The tutors are incredibly friendly and helpful.”



Fiona Crombie
Product Designer
Nova Futur



How we will connect you to the industry

Start building your professional network right away in our friendly, supportive community of UX professionals and students.

- ✓ Get expert advice and constructive feedback from your course mentor
- ✓ Learn about the latest industry landscape in our UX Insider live events
- ✓ Earn a Professional Diploma that's validated by design leaders from top tech companies





Industry Advisory Council

The Industry Advisory Council consists of technology industry employers, design leaders and recruiters from some of the world's largest and most influential technology brands.



With regular expert reviews and recommendations, the Council validates our programmes, maintains their relevance and ensures consistent content quality.

“At MasterCard, we look for people with the right mix of UX skills and a problem-solving mindset. My role on the Advisory Council is to help ensure **the UX Design Institute produces graduates with the qualities that employers find valuable.**”



Tansy Murray

CX & Design Vice President and member of the UX Design Institute's Industry Advisory Council





Meet our Careers Team

Our Careers Team is here to help you transition from UX student to UX professional.

With a vast understanding of the UX interview and hiring process, they offer:

- One-on-one sessions
- Portfolio advice
- Interview guidance

You can schedule a call with them at any time during or after the course to help you land your dream job.

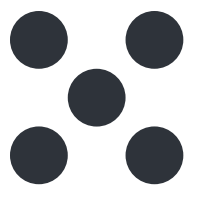


Eoghain and Rebecca

“My course portfolio is how I got my job, it shows that you have the knowledge. You can talk about UX design, but you can also present a body of work. Just do it. It’s backed by a university and it gives you everything you need to get your job.”



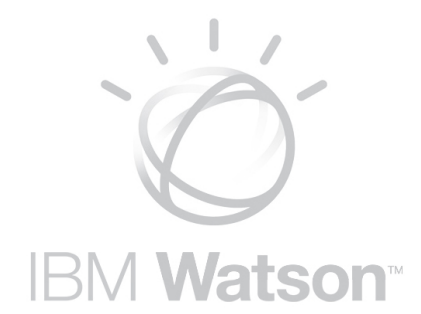
Alessio Ferracuti
UX/UI Designer
IES Ltd.



Our alumni now work as UX designers with some of the world's leading companies

Google

Meta



Aer Lingus

accenture



Booking.com



MISSGUIDED

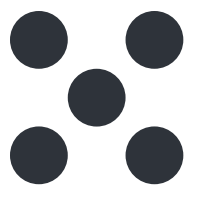


FJORD™



Each&Other





“The Professional Diploma was one of my best choices”

It was exactly what I needed at that time in my career. I got a cool new job as Senior UX Consultant in a big company. The Professional Diploma was one of my best choices. It was helpful, insightful, and a confidence boost.



Bogdan Haituc
Senior User Experience Designer
Deloitte

“A life-changing course”

I have just been offered a position as a UX Designer and wanted to express my gratitude to you for putting together such a life-changing course. I was made redundant at my job, (where I worked as a web designer) and within two weeks I'd been offered a position as a UX Designer on the back of the work I'd done for the course. Thank you once again to you and all the team, the course has made me more employable than ever.



Stephanie Bell
Senior UX Designer
The Hut Group

82% of our graduates get jobs in UX*

**Successful alumni were graduates for at least six months, created a portfolio, and engaged with our careers team*



Contact

To find out more about the Professional Diploma in UX Design, please contact:

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enquiries@anicca.co.uk

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