

# Internship Program

## Digital Product Design (UX/UI)



Internship Program  
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# 01 Introduction

In today's digital age, Digital Product Design has become a crucial element for the success of any business. With the increasing dependence on technology, it is essential for organizations to create digital products that are attractive, easy to use and meet user expectations. In this sense, design professionals need to update their knowledge on this subject in order to offer effective solutions in an ever-changing online environment. To help them with this task, TECH is launching an innovative program that consists of a 3-week internship in a prestigious institution related to this field.

As technology continues to advance by leaps and bounds, Digital Product Design has become essential for companies wishing to stay relevant and competitive in an ever-changing digital environment. Along these lines, the European Commission notes in a report that e-commerce in Europe has experienced an annual growth of 20% in recent years. This fact highlights the importance of designing items in online environments that are intuitive, efficient and offer a satisfactory user experience.



*With this Internship Program you will create user-centered Digital Products that are intuitive, easy to use and visually appealing"*





To contribute to this matter, TECH presents a pioneering and revolutionary Internship Program in Digital Product Design (UX/UI). This program consists of a 120-hour stay in a reference entity in this field, which will allow graduates to catch up on the latest trends in areas such as portfolio creation, development of user interfaces or web design. In this way, over the course of 3 weeks, the graduates will join a multidisciplinary work team made up of specialists of the highest level, with whom they will work actively in tasks such as web application projects. Likewise, these professionals will transfer to the graduates the latest innovations in Agile Methodologies to optimize web programs.

Throughout this Internship Program, students will be guided by specialists with extensive professional experience in Digital Product Design. These experts will help graduates to consolidate their mastery of the most complex concepts and tasks. Thanks to this, at the end of the on-site stay, the designers will have all the resources to face the challenges during the exercise of their profession and will experience a significant leap in quality in their daily practice.



# 02

## Why Study an Internship Program?

In the digital era, most interactions and transactions are done through electronic devices such as computers, smartphones or tablets. In this sense, Digital Product Design is essential to create effective user experiences in digital environments, as these items must be intuitive and easy to use. Given this situation, it is of vital importance that designers acquire advanced skills to handle innovative tools such as the Internet of Things. For this reason, TECH has designed a unique and disruptive academic product in the current pedagogical landscape, which will allow specialists to enter a real environment where they can put into practice the latest procedures and techniques in the field of Digital Product Design. In this way, graduates will gain skills that will allow them to significantly optimize their daily praxis.



*This learning opportunity, eminently practical, will allow you to access the most outstanding companies to provide top quality Digital Products"*

### 1. Updating from the latest technology available

New technologies have had a significant impact in the field of Digital Product Design, providing designers with a wide range of tools that allow them to create projects more efficiently. For this reason, TECH launches this Internship Program, where students will have at their disposal the most sophisticated technological resources to perform their work with maximum efficiency.

### 2. Gaining in-depth knowledge from the experience of top specialists

During their on-site practical stay, students will join a multidisciplinary work group made up of Digital Product Design professionals. Together with them, students will participate in projects related to subjects such as the creation of portfolios or user interface designs, among others. Graduates will also have the support of a specific designated tutor, who will supervise them throughout the program.

### 3. Entering first-class professional environments

For the completion of this exclusive itinerary, TECH has chosen first-class institutions that will provide graduates with an intensive stay in Digital Product Design. In this way, students will have the opportunity to access prestigious centers to fully immerse themselves in the reality of the most demanding profession.



#### 4. Putting the acquired knowledge into daily practice from the very first moment

The academic market is full of educational programs that are poorly adapted to the daily work of designers. In addition, they require long hours of teaching, difficult to reconcile with their professional work. Far from this, TECH offers a 100% practical training where, in 3 weeks, students can achieve a comprehensive mastery of the most cutting-edge work methodologies in the Digital Product Design sector.

#### 5. Expanding the boundaries of knowledge

In order to expand the boundaries of the professional careers of its students, TECH has coordinated the development of this program with companies of international prestige. In this way, each of the graduates will have the opportunity to carry out their Internship Program in a personalized way, without geographical limits.



*You will have full practical immersion  
at the center of your choice"*



# 03

## Objectives

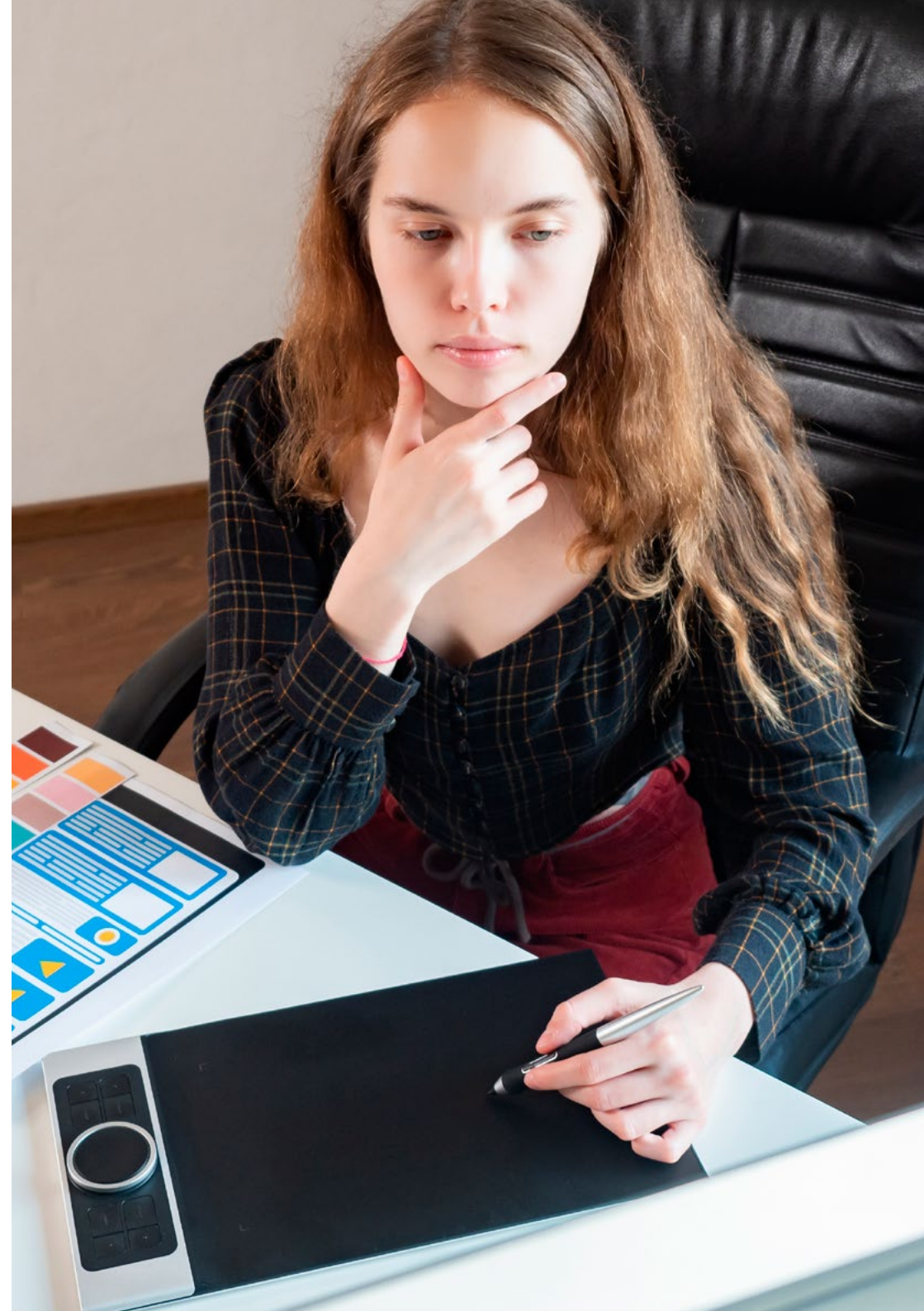
Through this university program, graduates will be able to conceptualize and design high quality digital products. In this sense, professionals will acquire skills to effectively manage emerging technological tools such as the Internet of Things or Blockchain. At the same time, designers will incorporate Agile Methodologies for Web Application Development into their daily praxis, among which Scrum and the Kanban Method stand out.



### General Objectives

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- ♦ Learn the basics of design, as well as the references, styles and movements that have shaped it since its inception
- ♦ Understand the creative, analytical and study process for the realization of any work
- ♦ Know the most important software in the current context of design
- ♦ Master the technological resources of visual communication







## Specific Objectives

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- ♦ Integrate language and semantics in the ideation processes of a project, relating them to its objectives and use values
- ♦ Know how to synthesize one's own interests, through observation and critical thinking, translating them into artistic creations
- ♦ Learn to plan, develop and present artistic productions appropriately, using effective production strategies and with their own creative contributions
- ♦ Master the vocabulary, methodologies and theoretical and practical content on Digital Imaging
- ♦ Understand editorial design software and develop the skills to create final artwork of your own
- ♦ Deepen the knowledge of an IoT platform and the elements that compose it, the challenges and opportunities to implement IoT platforms in factories and companies, the main business areas related to IoT platforms and the relationship between IoT platforms, robotics and other emerging technologies
- ♦ Identify problems related to digital design and collect and analyze the information required to evaluate and solve them
- ♦ Create audiovisual narratives correctly applying usability and interactivity criteria
- ♦ Examine the leadership strategies of high-performing self-managed teams
- ♦ Understand how the Internet of Things (IoT) works, its fundamentals, main components, cloud computing and smart cities
- ♦ Acquire the basic knowledge to understand the fundamentals of blockchain and blockchain-based applications and services
- ♦ In-depth knowledge of the different web editing and publishing tools
- ♦ Develop the ability to communicate, defend their work and argue their design decisions, supported by data collected from user research
- ♦ Reflect on the importance of the Internet, to value its impact on the improvement of the quality of life and the environment and its capacity to generate identity, innovation and quality in production

# 04

## Educational Plan

The Internship Program of this program in Digital Product Design (UX/UI) consists of a practical stay in a prestigious institution, lasting 3 weeks, from Monday to Friday with 8 consecutive hours of practical training with an assistant specialist. This on-site stay will allow the graduates to perform their different tasks in a real work scenario, with the help of a team of professionals of reference in the sector, who will transmit the latest trends in matters such as Agile Methodologies.

In this training proposal, each activity is designed to strengthen and refine the key competencies required for specialized practice in this field. In this way, the professional profile will be enhanced, driving a strong, efficient, and highly competitive performance.

This is an ideal opportunity for graduates to broaden their academic and professional horizons to learn by working in a highly demanded field, which requires constant updating in order to provide excellent services that guarantee a satisfactory experience for customers.

The student will actively participate by performing activities and procedures related to each area of competence (learning to learn and learning to do), with the support and guidance of the teachers and other classmates to facilitate teamwork and multidisciplinary integration as transversal skills for the practice of Digital Product design (learning to be and learning to relate to others).

The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





Module	Practical Activity
Agile Methodology Techniques	Create user stories that describe the needs and expectations of the end customers
	Develop rapid prototypes and sketches that can be improved over the course of the sprint
	Collaborate in the estimation of design-related tasks to ensure a realistic planning
	Run usability tests with real consumers to get feedback and make adjustments to designs
Internet of Things (IOT)	Create user flows that define how consumers will interact with IoT devices from initial setup to daily use
	Design prototypes to evaluate aspects such as shape, size, and physical interaction
	Gather feedback from customers to iteratively improve designs to ensure the best possible experience
	Ensure that interfaces and interactions respect the privacy of user data and comply with applicable regulations
Portfolio Design	Collect all materials related to each project (including images, descriptions and deliverables)
	Write clear and concise descriptions for each proposal, explaining factors such as the objective, the tools used or the results obtained
	Choose typefaces and color palettes that are legible to complement the work presented
	Keep the portfolio updated with the most recent and important projects
User Experience	Conduct research on potential users to gather information on their needs and wants
	Create visual representations of the user interface to validate ideas and concepts prior to implementation
	Implement design strategies that are accessible to people with different abilities
	Analyze usage metrics and conduct design iterations to continually improve the user experience



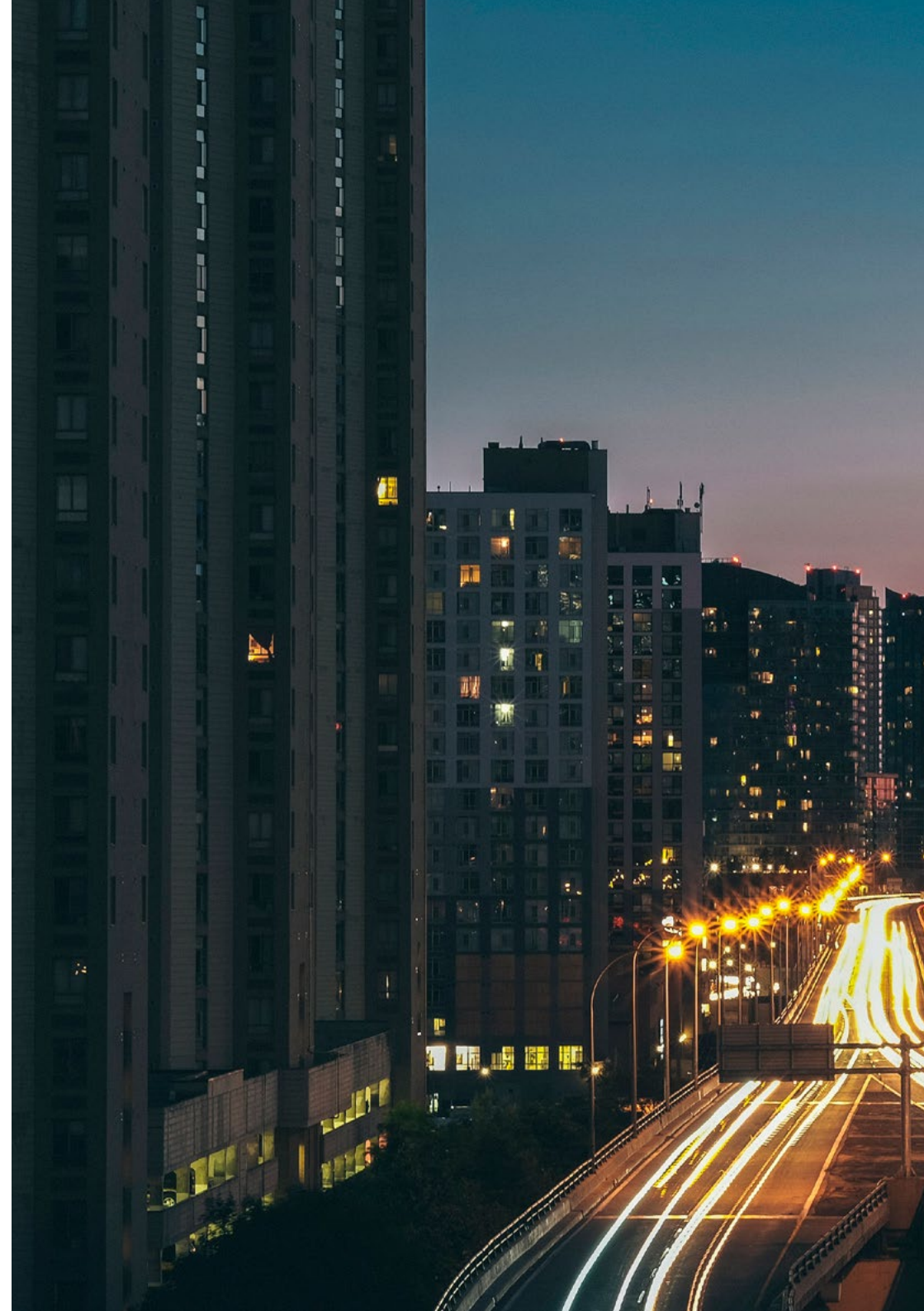
# 05

## Where Can I Do the Internship Program?

In this university program, TECH has focused its efforts on the selection of the best centers in the field of Digital Product Design. In this way, graduates will have the guarantee of access to top quality facilities, which will give them the opportunity to increase their potential. All this, with the support of the best experts in this booming discipline.



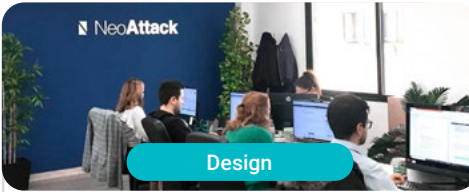

*You will carry out your practical stay in a reference entity, where you will be accompanied by specialists in Digital Product Design"*





## Digital Product Design (UX/UI) | 13 **tech**

The student will be able to do this program at the following centers:



Design

**NeoAttack**

Country

Spain

City

Madrid

Address: Calle Santa Engracia 151,  
Planta 1, 1, Madrid

NeoAttack leads the market in carrying out SEO and  
advertising strategies.

**Related internship programs:**  
Graphic Design  
- Software Development



# 06

## General Conditions

### Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.





## General Conditions of the Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed..

**7. 3.- DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07 Certificate

This private qualification will allow you to obtain an **Internship Program diploma in Digital Product Design (UX/UI)** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Internship Program in Digital Product Design (UX/UI)**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Accreditation: **4 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development languages  
virtual classroom

**tech** global  
university

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Digital Product Design (UX/UI)



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