

# Postgraduate Diploma

## UX Design



## Postgraduate Diploma UX Design

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 450 hours.

Website: [www.techtute.com/design/postgraduate-diploma/postgraduate-diploma-ux-design](http://www.techtute.com/design/postgraduate-diploma/postgraduate-diploma-ux-design)

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# 01

# Introduction

One of the fundamental factors to take into account in the consumption of digital products is the user experience (UX). Failure to properly cater for the needs of the customer can negatively affect the running of a given web tool or application. This leads to a drop in sales and users do not return to use the service due to its poor design, which is why there is currently such a high demand for professionals specialized in this field. Therefore, many companies are looking for UX Design experts who can provide them with the best solutions. This program will provide designers with the latest advances in this area, based on a 100% online methodology that will allow them to combine their work with their studies.



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*Complete this program and improve your professional profile by becoming a renowned specialist in design applied to User Experience”*

Today, many services and stores are available in digital format, through applications and websites. Therefore, the new shop windows are on the Internet, and it is essential that the user or potential buyer can navigate through them comfortably and intuitively, without anything interruptions. Therefore, User Experience (UX) design is currently one of the most important professional fields related to digitalization.

For this reason, TECH has developed this Postgraduate Diploma, which will provide the designer with the most complete and up-to-date knowledge in this area, and will delve into issues such as the analysis of common usability errors, usability metrics, management and control of internal links, design of intuitive interfaces for child users or socioeconomic and cultural factors of users and their importance in navigation.

All of this is based on a 100% online teaching system that has been designed so that working professionals can continue to develop their knowledge while they work, without interruptions or rigid schedules. In addition, you will enjoy access to the best teaching resources, presented by a prestigious teaching staff, who will facilitate your learning experience, making it totally simple and effective.

This **Postgraduate Diploma in UX Design** is the most comprehensive and up-to-date educational program on the market. The most important features include:

- ◆ The development of case studies presented by experts in UX Design
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will be able to access important professional opportunities in the field of design thanks to this program, which is developed in a 100% online format"*



“*Knowing the rules of usability is essential in order to specialize as a designer in this field, and you can delve into them with this eminently practical program*”

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*This program will provide you with the best multimedia resources to ensure effective and convenient learning*

*Thanks to this Postgraduate Diploma, you will deepen your understanding of issues such as usability error analysis and the design of intuitive interfaces*



# 02 Objectives

The main objective of this Postgraduate Diploma in UX Design is to teach the professional about the fundamental principles of User Experience so that they can design intuitive tools and interfaces. In this way, they will improve their professional profile, preparing to enjoy numerous job opportunities in a field that is constantly growing, due to the fact that it's essential for online stores, administrative services and other types of websites and applications.







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*Great career opportunities await you in the ever-expanding field of Specialized User Experience Design”*



## General Objectives

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- ◆ Know the basis of design, as well as the references, styles and movements that have shaped it from its beginnings to the present day
- ◆ Understand the creative, analytical and study process for the realization of any work
- ◆ Master user-centered design principles
- ◆ Design intuitive interfaces according to the type of project to be carried out and the target audience



*You will achieve all your professional goals thanks to this Postgraduate Diploma in UX Design"*





## Specific Objectives

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### Module 1. Design Fundamentals

- ◆ Connect and correlate the different design areas, fields of application and professional branches
- ◆ Know the processes of ideation, creativity and experimentation and know how to apply them to projects
- ◆ Integrate language and semantics in the ideation processes of a project, relating them to their objectives and values of use

### Module 2. Usability in Information Systems and Interfaces

- ◆ Identify problems related to digital design and collect and analyze the information required to evaluate and solve them
- ◆ Know the conditioning factors of the processes of interaction with information, information structure and accessibility
- ◆ Know how to establish information organizational structures
- ◆ Know usability errors to avoid making them

### Module 3. User-Centered Design

- ◆ Develop the ability to communicate, defend their work and argue their design decisions based on data collected in the user research
- ◆ Transversally integrate the contents of the subject with those provided in other subjects



# 03

## Structure and Content

The contents of this Postgraduate Diploma in UX Design have been developed by leading specialists in this field, who have been responsible for bringing together the most complete and up-to-date knowledge to help students become highly sought-after professionals by all types of design companies. With this in mind, this program has been structured into 3 modules, through which the designer will be able to delve into issues such as the fundamentals of design and the creation of interfaces according to the type of end user they are intended for.



“

*The most specialized and innovative content in  
UX Design can be found here”*



## Module 1. Design Fundamentals

- 1.1. The History of Design
  - 1.1.1. The Industrial Revolution
  - 1.1.2. The Stages of Design
  - 1.1.3. Architecture
  - 1.1.4. The Chicago School
- 1.2. Design Styles and Movements
  - 1.2.1. Decorative Design
  - 1.2.2. Modernist Movement
  - 1.2.3. Art Decó
  - 1.2.4. Industrial Design
  - 1.2.5. The Bauhaus
  - 1.2.6. World War II
  - 1.2.7. Transvanguard
  - 1.2.8. Contemporary Design
- 1.3. Designers and Tendencies
  - 1.3.1. Interior Designers
  - 1.3.2. Graphic Designers
  - 1.3.3. Industrial or Product Designers
  - 1.3.4. Fashion Designers
- 1.4. Design Methodology
  - 1.4.1. Bruno Munari
  - 1.4.2. Gui Bonsiepe
  - 1.4.3. J. Christopher Jones
  - 1.4.4. L. Bruce Archer
  - 1.4.5. Guillermo González Ruiz
  - 1.4.6. Jorge Frascara
  - 1.4.7. Bernd Löbach
  - 1.4.8. Joan Costa
  - 1.4.9. Norberto Cháves
- 1.5. The Language of Design
  - 1.5.1. Objects and the Subject
  - 1.5.2. Semiotics of Objects
  - 1.5.3. The Object Layout and its Connotation
  - 1.5.4. Globalization of Signs
  - 1.5.5. Proposal
- 1.6. Design and its Aesthetic-Formal Dimension
  - 1.6.1. Visual Elements
    - 1.6.1.1. The Shape
    - 1.6.1.2. The Measure
    - 1.6.1.3. The Color
    - 1.6.1.4. The Texture
  - 1.6.2. Relationship Elements
    - 1.6.2.1. Management
    - 1.6.2.2. Position
    - 1.6.2.3. Spatial
    - 1.6.2.4. Severity
  - 1.6.3. Practical Elements
    - 1.6.3.1. Representation
    - 1.6.3.2. Meaning
    - 1.6.3.3. Function
  - 1.6.4. Frame of Reference
- 1.7. Analytical Design Methods
  - 1.7.1. The Pragmatic Design
  - 1.7.2. Analogue Design
  - 1.7.3. Iconic Design
  - 1.7.4. Canonical Design
  - 1.7.5. Main Authors and Their Methodology

- 1.8. Design and Semantics
    - 1.8.1. Semantics
    - 1.8.2. Meaning
    - 1.8.3. Denotative Meaning and Connotative
    - 1.8.4. Lexicon
    - 1.8.5. Lexical Field and Lexical Family
    - 1.8.6. Semantic Relationships
    - 1.8.7. Semantic Change
    - 1.8.8. Causes of Semantic Changes
  - 1.9. Design and Pragmatics
    - 1.9.1. Practical Implications, Abduction and Semiotics
    - 1.9.2. Mediation, Body and Emotions
    - 1.9.3. Learning, Experience and Closure
    - 1.9.4. Identity, Social Relations and Objects
  - 1.10. Current Design Context
    - 1.10.1. Current Design Problems
    - 1.10.2. Current Design Issues
    - 1.10.3. Contributions on Methodology
- Module 2. Usability in Information Systems and Interfaces**
- 2.1. Approach to Usability
    - 2.1.1. Concept of Usability
    - 2.1.2. Usability in the Last Decades
    - 2.1.3. The Context of Use
    - 2.1.4. Efficiency and Ease of Use Engelbart's Dilemma
  - 2.2. Objectives and Principles of Usability
    - 2.2.1. The Importance of the Usability
    - 2.2.2. Objectives
    - 2.2.3. Principles
    - 2.2.4. Readability Guidelines
  - 2.3. Perspectives and Usability Rules
    - 2.3.1. Usability Standards According to Jakob Nielsen
    - 2.3.2. Usability Standards According to Steve Krug
    - 2.3.3. Comparative Summary Table
    - 2.3.4. Practice I: In Search of Good Visual References
  - 2.4. Analysis of the Most Common Usability Errors I
    - 2.4.1. Making Error is Human
    - 2.4.2. Coherence and Consistency Errors
    - 2.4.3. Not Having a Responsive Design
    - 2.4.4. Deficient Organization in Structure and Content
    - 2.4.5. Poorly Readable or Poorly Structured Information
  - 2.5. Analysis of the Most Common Usability Errors II
    - 2.5.1. Incorrect Management and Control of Internal Links
    - 2.5.2. Form and Contact Errors
    - 2.5.3. Lack of Search Mechanisms or Inefficiency
    - 2.5.4. Page Names and Favicon
    - 2.5.5. Other Common Errors of Usability
  - 2.6. Usability Evaluation
    - 2.6.1. Usability Metrics
    - 2.6.2. Return on Investment
    - 2.6.3. Phases and Methods of Usability Evaluation
    - 2.6.4. Practice II: Usability Evaluation
  - 2.7. User-Centered Design
    - 2.7.1. Definition
    - 2.7.2. User-Centered Design and Usability
    - 2.7.3. Usability Evaluation
    - 2.7.4. Reflections

- 2.8. Child-Oriented Interface Design
  - 2.8.1. Considerations of these Users
  - 2.8.2. Usability
  - 2.8.3. Differences between Genders
  - 2.8.4. Content Design
  - 2.8.5. Visual Design
  - 2.8.6. Usability Evaluation
- 2.9. Adolescent Oriented Interface Design
  - 2.9.1. General Characteristics
  - 2.9.2. Considerations of these Users
  - 2.9.3. Differences between Genders
  - 2.9.4. Visual References
- 2.10. Design of Interfaces Oriented to Senior Audience
  - 2.10.1. Visual Design
  - 2.10.2. Content Design
  - 2.10.3. Option Designs
  - 2.10.4. Usability

### Module 3. User-Centered Design

- 3.1. Towards a User-Based Model
  - 3.1.1. Definition of Anthropology
  - 3.1.2. Anthropometric Data
  - 3.1.3. Use and Consumption Dynamics
- 3.2. Human Behavior
  - 3.2.1. Psychology and Design
  - 3.2.2. Anthropology and Design
  - 3.2.3. Sociology and Design
- 3.3. User Experience
  - 3.3.1. Usability
  - 3.3.2. UX/UI
  - 3.3.3. Emotions





- 3.4. User-Centered Design
  - 3.4.1. Experience Study
  - 3.4.2. Product Testing
  - 3.4.3. User Orientation
- 3.5. Analyzing Users
  - 3.5.1. In-Depth Interviews
  - 3.5.2. People and Scenarios
  - 3.5.3. Socioeconomic and Cultural Factors
  - 3.5.4. Geographic and User Habits Analysis
  - 3.5.5. Psychological and Behavioral Studies
  - 3.5.6. Microenvironment and Macroenvironment Analysis
- 3.6. Complex Systems
  - 3.6.1. Moving in Complexity
  - 3.6.2. Correlations
  - 3.6.3. Simplification
- 3.7. Conclusions and Insights
  - 3.7.1. Conceptualization
  - 3.7.2. Hidden Patterns
- 3.8. Design for Users
  - 3.8.1. Creative Concept Generation Methods
  - 3.8.2. Analysis and Evaluation of Ideas and Requirements
  - 3.8.3. Data Categorization and Systematic Recording
  - 3.8.4. Prototyping
- 3.9. Design with Users
  - 3.9.1. Collaboration Methods
  - 3.9.2. Open Design
- 3.10. Design Evaluation
  - 3.10.1. Basis for Comparison
  - 3.10.2. Comparison Test
  - 3.10.3. Heuristic Evaluation

# 04

# Methodology

This program provides you with a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: A way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition*



### A learning method that is different and innovative.

This intensive design program at TECH Technological University will prepare you to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why TECH uses the Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system by the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments*

## Relearning Methodology

Our university is the first in the world to combine the Harvard University case studies method with a 100% online learning system based on repetition, combining 8 different didactic elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

*In 2019 we obtained the best learning results of all Spanish-language online universities in the world*

At TECH you will learn using a cutting-edge methodology designed to teach the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only university qualified to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best Spanish online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your learning, developing a critical mindset, defending arguments, and contrasting opinions: A direct equation for success*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



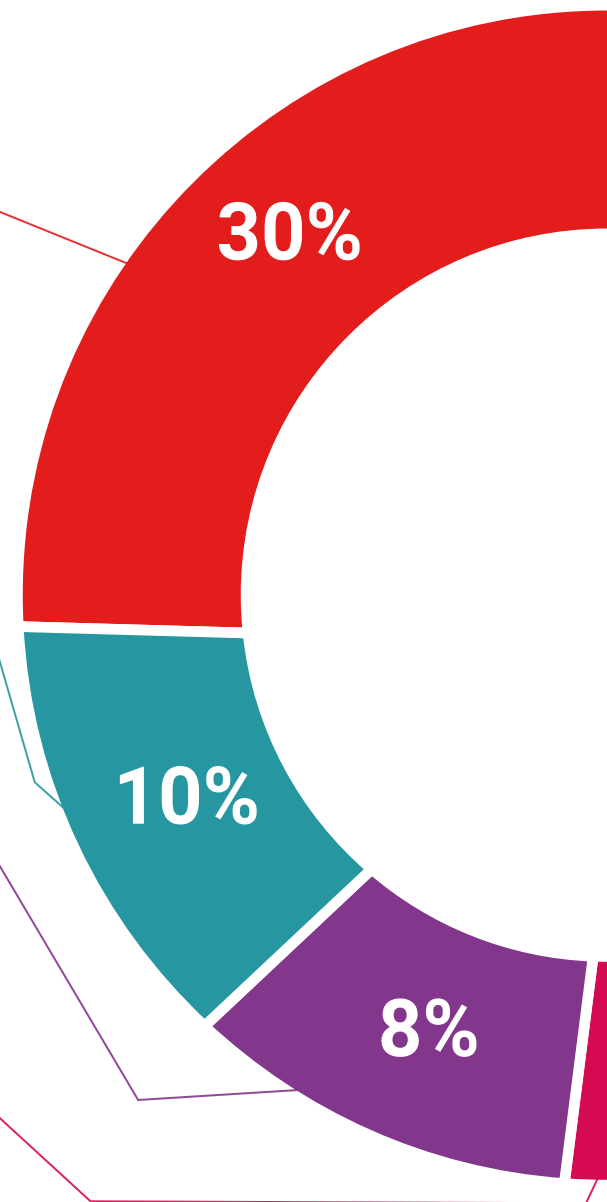
### Practising Skills and Abilities

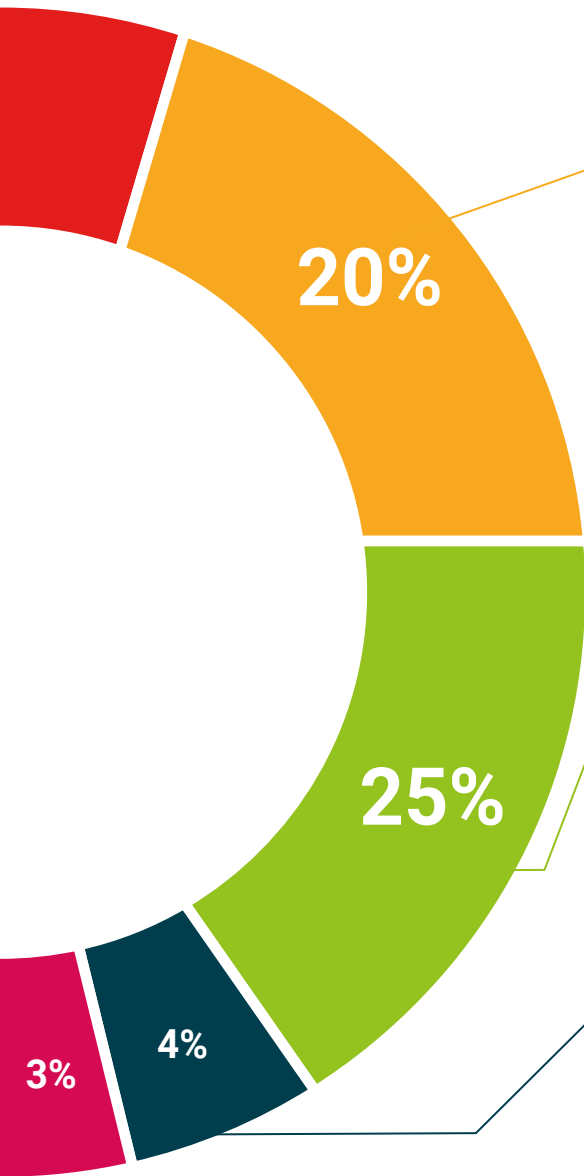
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story"



#### Testing & Re-testing

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: So that they can see how they are achieving their goals.



# 05 Certificate

The Postgraduate Diploma in UX Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program and receive your diploma without travel or laborious paperwork”*



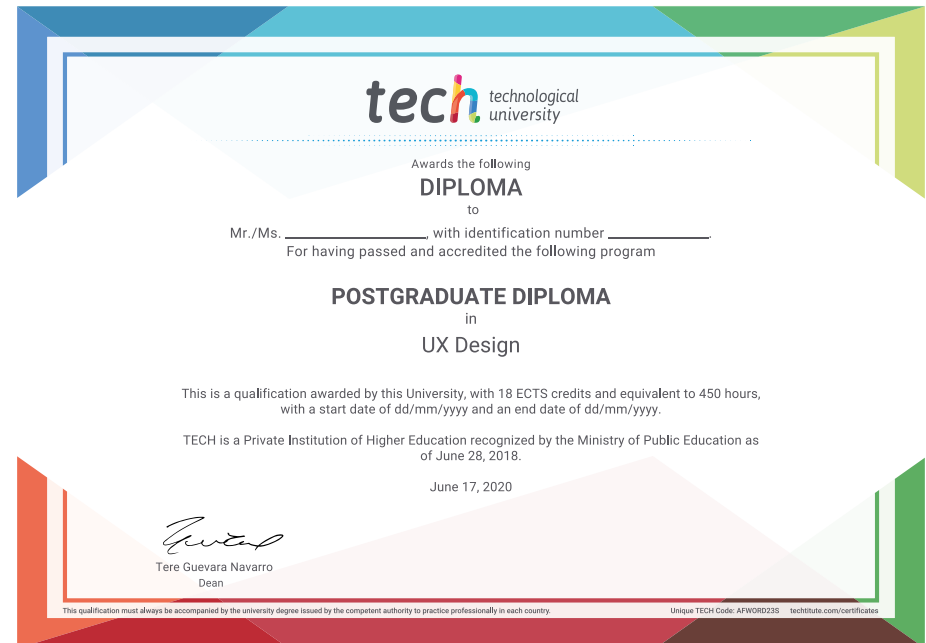
This **Postgraduate Diploma in UX Design** contains the most comprehensive and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in UX Design**

Official N° of Hours: **450 hours**.



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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



## Postgraduate Diploma UX Design

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Teaching Hours: **450 hours.**

# Postgraduate Diploma

## UX Design

