Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"

Course Contents / Lesson Plan
Course Title: Google UX Design Professional Certificate
Duration: 3 Months

Revised Edition

Trainer Name	
Author Name	Mubashar Mukhtar Chishtee
Course Title	**Google UX Design Professional Certificate**
Objectives and Expectations	This specialized program aims to equip individuals with the necessary skills and knowledge to thrive in the field of User Experience (UX) Design. The objectives and expectations for the Google UX Design Professional Certificate are outlined below: **Comprehensive Technical Skills:** • Develop a strong foundation in UX design principles, including wireframing, prototyping, and user testing. • Acquire proficiency in industry-standard design tools used in UX, such as Figma, Adobe XD, or Sketch. **Soft Skills and Professionalism:** • Enhance interpersonal and communication skills critical for effective collaboration in UX design teams. • Focus on personal grooming to cultivate a professional and polished image suitable for the workplace. **Entrepreneurial Skills:** • Integrate entrepreneurial skills, including marketing strategies and freelancing opportunities, to empower trainees for independent or team-based work. **Civic and Ethical Responsibilities:** • Inculcate a sense of civic duties and responsibilities, fostering responsible citizenship within the professional realm. • Promote ethical considerations in UX design to contribute to a positive image of the workforce. **Main Expectations** **Market-Centric Approach** • Deliver the course with a market-centric focus, ensuring that trainees are prepared for real-world roles in the UX design field. • Instructors should identify and address training needs aligned with market demands, leveraging their experience to guide trainees effectively. **Practical Task Performance:** • Design specially tailored practical tasks for individual or group performance, with detailed records maintained for monitoring and verification purposes.

	• Weekly distribution of tasks should align with the overall course structure and objectives. **Job Search & Entrepreneurial Skills Module:** • Introduce a specialized module in the later stages of the course focusing on job search techniques, international job markets, and self-employment opportunities. • Provide awareness around visa processes and immigration laws for potential labor destination countries. **Workplace Ethics Module:** • Incorporate a module emphasizing workplace ethics to instill positive behavior and align with global best practices. • Utilize engaging formats such as PPT slides and short video documentaries to convey the importance of workplace qualities. **Motivational Techniques:** • Implement modern motivational techniques, including motivational lectures, success stories, and case studies, to maintain trainee interest and motivation throughout the course. • Regularly integrate motivational lectures to inspire trainees, emphasizing the impact of their hard work on future professional success. **Competency Evaluation:** • Conduct objective evaluations at various stages of the training to assess competencies acquired by trainees. • Design practical tasks to gauge problem-solving abilities, ensuring a comprehensive assessment of skills and knowledge acquired during the program. The Google UX Design Professional Certificate aims to go beyond traditional training practices, providing a holistic learning experience that prepares individuals for successful careers in UX design.
Entry-level of trainees	For the Google UX Design Professional Certificate course, the proposed entry level is a minimum of a Bachelor's degree in a related field (e.g., graphic design, human-computer interaction). Expectations for trainees include: **Skills:** • Strong communication and collaboration skills • Basic knowledge of design tools (e.g., Adobe XD, Figma) • Familiarity with HTML and CSS is a plus **Foundational Understanding:** • Awareness of UX design principles and human psychology **Portfolio:** • Showcase of personal or academic projects demonstrating an interest in design

	Optional but Beneficial: • Completion of introductory UX design courses • Familiarity with online learning platforms for UX design
Learning Outcomes of the course	By the end of this course, students will be able to: • Apply user-centered design principles to create intuitive and engaging digital interfaces. • Utilize industry-standard UX design tools, such as Figma or Adobe XD, to create wireframes, prototypes, and high-fidelity designs. • Conduct effective user research, including interviews and usability testing, to inform the design process. • Develop interactive prototypes that accurately represent the user journey and showcase design solutions. • Implement information architecture to enhance content organization and accessibility within digital products. • Collaborate seamlessly with cross-functional teams, including developers and stakeholders, to integrate design solutions effectively. • Evaluate and iterate designs based on user feedback and usability testing. • Communicate design decisions clearly through presentations and documentation, articulating the rationale behind design choices. • Curate a comprehensive design portfolio showcasing a variety of projects that highlight diverse skills and experiences gained throughout the course. • Stay informed about current trends in UX design and apply relevant advancements in the field to enhance design practices.
Course Execution Plan	The total duration of the course: **3 months (12 Weeks)** Class hours: **4 hours per day** Theory: **20%** Practical: **80%** Weekly hours: **20 hours per week** Total contact hours: **260 hours**
Companies offering jobs in the respective trade	• **Technology Giants:** Companies like Google, Apple, Microsoft, and Amazon regularly seek UX designers to enhance user experiences for their digital products and services. • **E-commerce Platforms:** Companies such as Amazon, eBay, and Shopify are in constant need of UX designers to improve the usability and overall design of their online platforms. • **Social Media Networks:** Platforms like Facebook, Twitter, and LinkedIn hire UX designers to create engaging and user-friendly interfaces for their millions of users. • **Financial Institutions:** Banks and financial institutions, including JPMorgan Chase, Goldman Sachs, and PayPal, hire UX designers to improve the user experience of their digital banking and financial products.

	• **Design Agencies:** Creative agencies like IDEO, Frog Design, and Huge often have opportunities for UX designers to work on diverse projects for various clients. • **Healthcare Technology:** Companies like Siemens Healthineers and Philips Healthcare seek UX designers to enhance the usability of medical devices and healthcare software. • **Startups:** Many startups in the tech industry are looking for UX designers to help create compelling and user-centric products. Examples include Airbnb, Uber, and Dropbox. • **Entertainment and Media:** Gaming companies like Electronic Arts (EA) and media companies like Netflix hire UX designers to enhance the user experience of their digital platforms.
Job Opportunities	• UX Designer • Interaction Designer • User Interface (UI) Designer • Product Designer • Information Architect • Usability Analyst • User Researcher • UX/UI Developer • Visual Designer • Digital Product Designer • Mobile App Designer • Web Designer • Service Designer • User Experience Analyst • UX Strategist • User Experience Lead • Design Researcher • UX Content Strategist • Usability Tester • User Experience Manager
No of Students	25
Learning Place	Classroom / Lab
Instructional Resources	1. UX Design Careers | Google UX Design Certificate https://www.youtube.com/watch?v=CDo4dPywm4o&list=PLTZYG7bZ 1u6oHnGp4Ib3n0y-CmFQdTW6r

MODULES

Scheduled Weeks	Module Title	Days	Hours	Learning Units	Home Assignment
Week 1	Foundations of UX Design: From Basics and Careers to Accessibility and Cross-Platform Experiences	Day 1 UX Design Basics, Careers, and Essential Tools	Hour 1	Course Introduction and Expectations	
			Hour 2	The basics of user experience design	
			Hour 3	Jobs in the field of user experience and careers	
			Hour 4	Most common UX tools	
		Day 2 UX and the Product Lifecycle: Designing for Good User Experiences	Hour 1	The product development life cycle	
			Hour 2	Design for good user experience	
			Hour 3	Characteristics of good user experience	• **Task 1** *Details may be seen at Annexure-I*
			Hour 4	Examine user experiences in your life	
		Day 3 Starting Out in UX: Roles, Responsibilities, and Cross-Functional Collaboration	Hour 1	Job responsibilities of entry-level UX designers	
			Hour 2	Specialists, generalists, and T-shaped designers	
			Hour 3	The role of a beginner UX designer	
			Hour 4	Work in a cross-functional team and interact with cross-functional teammates	

		Day 4 Equity-Focused Design and Cross-Platform Experiences	Hour 1	The importance of equity-focused design	
			Hour 2	Get to know platforms	
			Hour 3	Design for different platforms	
			Hour 4	Designing cross-platform experiences	
		Day 5 User-Centered Design and Assistive Technology for Accessibility	Hour 1	User-centered design and Who are my users?	
			Hour 2	Assistive technology	
			Hour 3	The importance of assistive technology	
			Hour 4	Additional resources on designing for accessibility	
Week 2	User-Centered Design and Assistive Technology: Navigating Needs and Design Sprints	Day 1 Describe User-centered design and assistive technology	Hour 1	User-centered design and assistive technology	• **Task 2** *Details may be seen at Annexure-I*
			Hour 2	Thinking about users new to technology	
			Hour 3	A UX design framework	
			Hour 4	UX design business requirements	
		Day 2	Hour 1	Empathize with users	

		Define users' needs	Hour 2	Define users' needs	
			Hour 3	Ideate solutions	
			Hour 4	Prototype solutions And Test solutions	
		Day 3 Explain design sprints	Hour 1	Introduction to design sprints	
			Hour 2	Five phases of design sprints	
			Hour 3	understand, ideate, decide,	
			Hour 4	prototype, and test	
		Day 4 Uses of design sprints	Hour 1	Benefits of design sprints And Design sprint experience	
			Hour 2	Plan design sprints	
			Hour 3	An entry-level designer's role in a sprint	
			Hour 4	Organize a design sprint	
		Day 5 The power of UX research	Hour 1	Integrating research into the design process	
			Hour 2	The power of UX research	
			Hour 3	Introduction to UX research	

			Hour 4	How feedback impacts design	
Week 3	**UX Research Fundamentals: From Introduction to Mitigating Bias and Empathetic Design Thinking**	**Day 1** Introduction to Research Methods in UX Design	Hour 1	Choose the right research method	
			Hour 2	Understand benefits and drawbacks of research methods	
			Hour 3	**Types of research** Qualitative research and Quantitative research	
			Hour 4	Primary research and Secondary research	
		Day 2 Exploring Primary and Secondary Research in UX Design: Methods and Considerations	Hour 1	Primary research methods	
			Hour 2	Interviews, survey, usability study	• **Task 3** *Details may be seen at Annexure-I*
			Hour 3	Secondary research methods	
			Hour 4	Advantages and Disadvantages	
		Day 3 Navigating Bias in UX Research: Recognition and Mitigation Strategie	Hour 1	Bias in UX research	
			Hour 2	Identify types of bias in UX research	
			Hour 3	Confirmation Bias	
			Hour 4	Design Research	

		s			
		Day 4 Unraveling Bias in UX Research: False Consensus, Foundational Research, and Implicit Biases	**Hour 1**	False consensus bias	
			Hour 2	Foundational research	
			Hour 3	Implicit bias	
			Hour 4	Identify bias in UX research	
		Day 5 Empathetic Design Thinking: From Understanding User Pain Points to Ideating Solutions	**Hour 1**	Empathize, Define, and Ideate	
			Hour 2	Empathizing with users and defining pain points.	
			Hour 3	Creating user stories and user journey maps	
			Hour 4	Defining user problems. Ideating design solutions.	
Week 4	**Building a Strong UX Foundation: Portfolio Crafting, Empathy, and Optimizing User Interviews**	**Day 1** Crafting Your First UX Design Portfolio	**Hour 1**	First portfolio project	• **Task 4** *Details may be seen at Annexure-I*
			Hour 2	Choose your portfolio prompt	
			Hour 3	Create a UX design portfolio	
			Hour 4	Explore UX design portfolios	

		Day 2 Empathy in UX Design	Hour 1	Empathize with users	
			Hour 2	Understand empathy in UX design	
			Hour 3	Empathy vs. sympathy	
			Hour 4	How to empathize with users	
		Day 3 Optimizing User Interviews: Goals, Questions, and Empathy	Hour 1	user interviews	
			Hour 2	Conduct user interviews	
			Hour 3	Interview goals, Interview questions	
			Hour 4	Pre-interview empathy exercise Refined interview questions	
		Day 4 Empathy Maps: Uncovering User Pain Points and Creating Personas	Hour 1	Empathy Maps	
			Hour 2	Pain points	
			Hour 3	Identify user pain points	
			Hour 4	Personas	
		Day 5 Design	Hour 1	Understand design ideation	

			Hour 2	Preparing for ideation	
		Ideation: Preparation, Empathy, and Problem Definition	Hour 3	Empathize with your user	
			Hour 4	Define the problem	
Week 5	**Prototyping Mastery: From Low-Fidelity Designs to User Flows and Storyboarding Techniques**	**Day 1** Wireframes & Prototypes: From Storyboarding to Low-Fidelity Designs	Hour 1	Build Wireframes and Low-Fidelity Prototypes	
			Hour 2	Storyboarding and wireframing	
			Hour 3	Creating paper and digital wireframes	
			Hour 4	Building low-fidelity prototypes	
		Day 2 Prototyping Essentials: Purpose, Benefits, and Practical Usage	Hour 1	Introduction to prototypes	• **Task 5** *Details may be seen at Annexure-I*
			Hour 2	Prototypes Purpose and Benefits	
			Hour 3	Prototypes Usage	
			Hour 4	Prototypes Activities	
		Day 3 Harmonizing Research and Goals: From	Hour 1	Align research and project goals	
			Hour 2	Create low-fidelity wireframes	

		Low-Fidelity Wireframes to Functional Prototypes	Hour 3	Create high-fidelity wireframes	
			Hour 4	Create a clickable prototype And create a functional prototype	
		Day 4 User Flows: Introduction, Outline, Drawing, and Key Components	Hour 1	Introduction to user flows	
			Hour 2	Outline a user flow	
			Hour 3	Draw a user flow	
			Hour 4	Action, Screen, Decision and User flow direction	
		Day 5 Storyboarding User Flows: Types, Techniques, and Creation	Hour 1	Introduction to storyboarding user flows	
			Hour 2	Understand the two types of storyboards	
			Hour 3	Big-picture storyboards and Close-up storyboards	
			Hour 4	Creating storyboards	
Week 6	**Navigating UX Design Elements: Wireframes, Information Architecture, Sitemaps, and Paper Prototyping**	Day 1 Wireframes Unveiled: Benefits, Goals, Fidelity, and	Hour 1	Introduction to wireframes	• **Task 6** _Details may be seen at Annexure-I_
			Hour 2	Understand the benefits of wireframing	
			Hour 3	Goal statement	

		Elements	**Hour 4**	Fidelity And Elements	
		Day 2 Decoding Information Architecture: Basics, Components, and Principles	**Hour 1**	The basics of information architecture (IA)	
			Hour 2	Information architecture is made up of three pieces	
			Hour 3	Organization, Hierarchy, Sequence	
			Hour 4	Eight basic principles	
		Day 3 Crafting Effective Sitemaps: Web, Mobile, and Strong IA Examples	**Hour 1**	Sitemap	
			Hour 2	Web app sitemaps	
			Hour 3	Mobile app sitemaps	
			Hour 4	example of strong information architecture (IA)	
		Day 4 Transitioning with Paper Wireframes and User Flow	**Hour 1**	Paper wireframes	
			Hour 2	Refer to storyboards and user flow	
			Hour 3	Transition from paper to digital wireframes	
			Hour 4	basic structure of a page	
		Day 5 Exploring	**Hour 1**	Gestalt Principles	

		Similarity, Proximity, and Common Region	**Hour 2**	three of the Gestalt Principles	
			Hour 3	Similarity, Proximity, Common region	
			Hour 4	Define Lorem Ipsum	
Week 7	**Figma Essentials: Setup, Digital Wireframing, and Low-Fidelity Prototyping Techniques**	**Day 1** Getting Started with Figma: Account Setup and Education Verification	**Hour 1**	Introduction to Figma	
			Hour 2	Create a Figma account	
			Hour 3	Set up an account or log in	
			Hour 4	Verify Education Status	
		Day 2 Digital Wireframing in Figma: App Design and Tool Mastery	**Hour 1**	Create digital wireframes in Figma	• **Task 7** *Details may be seen at Annexure-I*
			Hour 2	Learn from Figma	
			Hour 3	Create wireframes for an app	
			Hour 4	Design tools	
		Day 3 Low-Fidelity Prototypes: Creative Paper Approac	**Hour 1**	Low-fidelity prototypes	
			Hour 2	Creative ways to make paper prototypes	
			Hour 3	Preprinted templates	

		hes and Tools	Hour 4	Index cards, Sticky notes, Stencils, Demo device	
		Day 4

Digital Low-Fidelity Prototypes in Figma: Building and Transitioning | Hour 1 | Introduction to building low-fidelity prototypes Digitally | |
| | | | Hour 2 | Build low-fidelity prototypes in Figma | |
| | | | Hour 3 | Create wireframes in Figma. | |
| | | | Hour 4 | Rename wireframes.

Move from the Design tab to the Prototype tab. | |
| | | Day 5

Connecting Nodes, Testing, and Navigation in Low-Fidelity Prototypes | Hour 1 | Connect a node.

Repeat the process for each element that connects to another screen. | |
| | | | Hour 2 | Testing a low-fidelity prototype | |
| | | | Hour 3 | Connections and Navigation

Completion | |
| | | | Hour 4 | Access Figma mobile devices | |
| Week 8 | Navigating Ethical Design: Bias, | Day 1

Ethical | Hour 1 | Understand Ethical And inclusive design | • Task 8 |

	Deception, and Impact in UX Design	and Inclusive Design: Addressing Bias in UX Design	Hour 2	Recognize implicit bias in design	*Details may be seen at Annexure-I*
			Hour 3	Bias in UX design work	
			Hour 4	Cognitive bias in UX design and its type	
		Day 2 Mitigating Bias in UX Design for Inclusive Success	Hour 1	Product failures caused by biases and non-inclusive research	
			Hour 2	Limit bias in UX design	
			Hour 3	How to identify Limit bias in UX design	
			Hour 4	Bias as a concept	
		Day 3 Spotting and Avoiding Deceptive UX Patterns	Hour 1	Identify deceptive patterns in UX design	
			Hour 2	Avoid deceptive patterns	
			Hour 3	Forced continuity, Sneak into basket	
			Hour 4	Hidden costs , Confirm shaming , Urgency Scarcity	
		Day 4 Decoding the Impact of Deceptive	Hour 1	Explore the effects of designs that deceive	
			Hour 2	Understand deceptive patterns	

			Hour 3	Understand the attention economy	
		Designs in the Attention Economy	Hour 4	Think about goals and metrics	
		Day 5 Ethical Impact in UX Design: Dominant Culture and Marginalized Populations	Hour 1	Understand your impact as a UX designer	
			Hour 2	Ethical design	
			Hour 3	Dominant culture	
			Hour 4	Marginalized population	
Week 9	**UX Research Excellence: From Early Concepts to KPIs and Usability Studies**	**Day 1** Testing Early Concepts in UX Research: Process and Benefits	Hour 1	UX Research and Test Early Concepts	
			Hour 2	Understand the UX research process	
			Hour 3	Research in the test phase	
			Hour 4	Benefits of test phase research	• **Task 9** *Details may be seen at Annexure-I*
		Day 2 UX Research Stages and Elements: Crafting a Inclusive Research Plan	Hour 1	Identify stages of UX research	
			Hour 2	Seven elements of a research plan	
			Hour 3	Methodology and participants	
			Hour 4	Assistive technology for participants with disabilities	

		Day 3	Hour 1	User data and Privacy	
		Balancing UX Practices: User Data, Privacy, and Ethical Considerations	Hour 2	Privacy a part of UX practices	
			Hour 3	Understand privacy issues	
			Hour 4	Ethics, privacy, and data in the real world	
		Day 4	Hour 1	Key Performance Indicators (KPIs)	
		Measuring UX Success: KPIs, Error Rates, SUS, and PII Considerations	Hour 2	User error rates	
			Hour 3	System Usability Scale (SUS)	
			Hour 4	Personally Identifiable information (PII)	
		Day 5	Hour 1	Introduction to usability studies	
		Usability Studies Unveiled: Types, Advantages, and Drawbacks	Hour 2	Moderated and unmoderated usability studies	
			Hour 3	Advantages of usability studies	
			Hour 4	Disadvantages of usability studies	
Week 10	Mastering Bias and Insights: Usability Studies, Affinity Diagrams, and	Day 1	Hour 1	Identify biases	• Task 10
		Spotting Biases: Mock Usability	Hour 2	Mock usability study	*Details may be seen at Annexure-I*

	Portfolio Transformation	Studies and Mitigating Social Desirability Bias	Hour 3	Social desirability bias	
			Hour 4	Spreadsheet note-taking	
		Day 2 Understanding Bias: Serial Position, Implicit, and Friendliness in Usability Studies	Hour 1	Serial position effect	
			Hour 2	Implicit bias	
			Hour 3	Friendliness bias	
			Hour 4	Note-taking methods during usability studies	
		Day 3 Observations to Insights: Creating Affinity Diagrams for UX Analysis	Hour 1	Observations to insights	
			Hour 2	Developing insights	
			Hour 3	Creating affinity diagrams	
			Hour 4	Affinity diagram	
		Day 4 Crafting Strong Insights: Analyzing and Synthesizing UX Research Results	Hour 1	Qualities of strong insights	
			Hour 2	Develop insights from usability studies	
			Hour 3	Analyzing and synthesizing research results	
			Hour 4	Synthesizing research results	

		Day 5	Hour 1	Affinity	
		Affinity and Insights: Transforming Observations for Portfolio Projects	Hour 2	Affinity diagram	
			Hour 3	Insight	
			Hour 4	Turn observations into insights for your portfolio project	
Week 11	**Mastering Figma Mockups: From High-Fidelity Designs to Typography and Constraints**	**Day 1** High-Fidelity Designs in Figma: Introduction, Foundational Skills, and Page Creation	Hour 1	Create High-Fidelity Designs and Prototypes in Figma	
			Hour 2	Introduction to mockups	
			Hour 3	Foundational skills to build mockups in Figma	
			Hour 4	Create a new page	
		Day 2 Figma Mockups: Crafting Frames, Working with Type, and Editing Text Fields	Hour 1	Create frames	• **Task 11** _Details may be seen at Annexure-I_
			Hour 2	Work with type in mockups	
			Hour 3	Create text fields	
			Hour 4	Select and edit text fields	
		Day 3 Font Adjustment and Text	Hour 1	Adjust fonts and font sizes	
			Hour 2	Reorganize text	

			Hour 3	Alignment	
		Organization in Figma Mockups	Hour 4	Location and size	
		Day 4 Design Constraints and Placeholder Text in Figma Mockups	Hour 1	Constraints	
			Hour 2	Preconfigured fonts	
			Hour 3	Placeholder text	
			Hour 4	Placeholder text and real copy in action	
		Day 5 Typography Mastery: Sample Copy, Typeface, Hierarchy, and Guidelines in Figma	Hour 1	Sample copy	
			Hour 2	Typeface	
			Hour 3	Typographic hierarchy	
			Hour 4	Legibility, readability, and brand guidelines	
Week 12	**Color and Iconography Mastery in Figma: Techniques for UX Design**	**Day 1** Mastering Color in UX Design: Figma Mockup Techniques	Hour 1	Color in UX design	• **Task 12** *Details may be seen at Annexure-I* **Final Project**
			Hour 2	Work with color in mockups	
			Hour 3	Create and apply colors using Fill	
			Hour 4	Adjust color values	

		Day 2 Figma Mockups: Solid and Gradient Colors, Hue, Opacity, and Stroke	Hour 1	Solid, Gradient	
			Hour 2	Hue	
			Hour 3	Opacity	
			Hour 4	Create and apply colors using Stroke	
		Day 3 Efficient Color Styling, Accessibility, Icons, and Color Blindness in Figma	Hour 1	Set and save color styles	
			Hour 2	Accessibility considerations for color	
			Hour 3	Use icons in designs	
			Hour 4	Color blindness	
		Day 4 Contrast, Patterns, and Texture: Crafting a Defined Color Palette in Figma	Hour 1	Patterns and texture to create contrast	
			Hour 2	Low contrast sensitivity	
			Hour 3	Light sensitivity	
			Hour 4	A defined color palette	
		Day 5 Iconogra	Hour 1	Iconography in UX design	

		phy in Figma: Import, Creation, and Adjustme nt for Visual Design	**Hour 2**	Import and create icons	
			Hour 3	Adjust icons	
			Hour 4	Visual design elements	

Tasks for Google UX Design Professional Certificate

Task No.	Task	Description	Week
1.	**Design Fundamentals**	Create a comprehensive portfolio showcasing your understanding of UX design basics, career insights, and cross-platform experiences.	**Week 1**
2.	**Accessible Design Sprint**	Apply user-centered design principles and assistive technology to ideate and execute a design sprint focused on inclusivity and accessibility.	**Week 2**
3.	**Research and Empathy in UX**	Conduct a user research study, mitigating bias, and applying empathetic design thinking to address real user needs.	**Week 3**
4.	**Crafting a User-Centric Portfolio**	Develop a user-focused design portfolio, emphasizing empathy, strong interviewing skills, and a diversity of projects.	**Week 4**
5.	**Prototyping Excellence**	Master the art of prototyping by creating low-fidelity designs, user flows, and storyboarding techniques for effective UX solutions.	**Week 5**
6.	**Navigating Design Elements**	Explore essential UX design elements, including wireframes, information architecture, sitemaps, and paper prototyping for optimal user experiences.	**Week 6**
7.	**Figma Proficiency**	Become proficient in Figma, covering account setup, digital wireframing, and low-fidelity prototyping techniques.	**Week 7**
8.	**Ethical Design Challenges**	Elevate your UX research skills by mastering early concepts, defining KPIs, and conducting usability studies with precision.	**Week 8**
9.	**Excellence in UX Research**	Elevate your UX research skills by mastering early concepts, defining KPIs, and conducting usability studies with precision.	**Week 9**
10.	**Mastering Bias and Insights**	Hone your skills in recognizing and mitigating biases, creating insightful usability studies, affinity diagrams, and transforming insights for your portfolio.	**Week10**
11.	**Figma Mockup Mastery**	Excel in Figma by creating high-fidelity designs, mastering typography, and understanding constraints to craft impeccable digital mockups.	**Week11**
12.	**Color and Icon Proficiency**	Master color theory and iconography techniques in Figma, ensuring effective use of solid and gradient colors, accessibility considerations, and crafting a defined color palette.	**Week12**

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. **Attendance:**

   Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. **Character:**

   Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. **Team Work:**

   The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

4. **Appearance:**

   Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. **Attitude:**

   Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. **Productivity:**

   Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. **Organizational Skills:**

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. **Communication:**

Written communication, being able to correctly write reports and memos. Verbal communications, being able to communicate one on one or to a group.

9. **Cooperation:**

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. **Respect:**

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.