

Hybrid Professional Master's Degree Digital Product Design (UX/UI)





Hybrid Professional Master's Degree Digital Product Design (UX/UI)

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Website: www.techtute.com/us/design/hybrid-professional-master-degree/hybrid-professional-master-degree-digital-product-design-ux-ui

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01

Introduction

The field of Digital Product Design is undergoing a phase of rapid transformation, driven by technological advances and changes in user expectations. An example of this is Blockchain technology or Quantum Computing. Faced with this scenario, designers must incorporate the most innovative User Experience techniques into their procedures to meet consumer demands. To help them with this task, TECH presents a revolutionary university degree focused on the most cutting-edge strategies to effectively integrate the voice of users at every stage of the design process, from conceptualization to implementation.



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With this Hybrid Professional Master's Degree, you'll create effective, customer-centric User Experiences to more than meet your customers' expectations"

The pandemic caused by COVID-19 has accelerated digitization in all facets of life, driving profound changes in the way consumers interact with products online. In this regard, the World Economic Forum forecasts that the digital economy will bring in up to \$20 trillion over the next few years, driven by disruptive technologies such as Artificial Intelligence or Virtual Reality. This situation provides designers with unprecedented job opportunities, so they need to take advantage of these emerging tools to create innovative and attractive products.

In this context, TECH launches a pioneering and very complete Hybrid Professional Master's Degree in Digital Product Design. Designed by specialists in this field, the academic itinerary will delve into aspects such as the Internet of Things, Extended Reality or Blockchain. Likewise, the syllabus will provide graduates with the keys to effectively manage Agile Methodologies (including the Kanban Method) for the Development of Web Applications. Thanks to this, designers will acquire advanced skills to create the most functional and intuitive User Interfaces.

On the other hand, after passing the theoretical phase, students will carry out a practical internship in a prestigious institution. Therefore, graduates will be able to apply everything they have learned in practice, in a real working environment equipped with top-notch technological tools. There they will have the support of a work team made up of experienced professionals in the field of Digital Product Design. Undoubtedly, an ideal experience for designers to immerse themselves in the reality of a profession that offers numerous job opportunities and acquire the skills required to overcome the obstacles that arise during their daily tasks.

This **Hybrid Professional Master's Degree in Digital Product Design (UX/UI)** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ More than 100 practical cases presented by professionals in Digital Product Design
- ♦ Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ All of this will be complemented by 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
- ♦ Furthermore, you will be able to carry out an internship in one of the best companies



You will use Quantum Computing to optimize algorithms used in Digital Product Design, achieving an improvement in workflow efficiency"

“*You will spend a practical stay in a prestigious institution, where you will be surrounded by real specialists in the area of Digital Product Design”*

In this Hybrid Professional Master's Degree proposal, of professionalizing character and blended learning modality, the program is aimed at updating design professionals who wish to incorporate the latest trends in Digital Product Design to their praxis. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge, and the theoretical-practical elements will facilitate the updating of knowledge.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the design professional a situated and contextual learning, that is, a simulated environment that will provide an immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will develop advanced skills to address a wide range of complex design problems and offer highly innovative solutions.

This Hybrid Professional Master's Degree allows you to work in simulated environments, guaranteeing you immersive learning programmed to train in real situations.



02

Why Study this Hybrid Professional Master's Degree?

With the growing digitalization in all industries, the demand for Digital Products is constantly increasing. As a result, many companies are looking to incorporate designers specialized in this area into their organization in order to develop and improve their offerings. In this context, to gain a competitive advantage, professionals need to stay at the forefront of the most innovative strategies to improve the User Experience. For this reason, TECH has created this pioneering degree, where the most recent update in areas such as Web Design, Agile Methodologies or Digital Technology is combined with a practical stay in a recognized entity. In this way, designers will be equipped with the necessary skills to make the leap to the most cutting-edge technological institutions.





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TECH offers you a unique learning opportunity, where you will do a practical stay in a prestigious company to master the most innovative tools in Digital Product Design”

1. Updating from the latest technology available

With the advent of Industry 4.0, the field of Digital Product Design has been enriched with new technologies that are transforming the way designers conceive, develop and optimize their products. An example of this is the Internet of Things, which allows the creation of new functionalities and User Experiences. In view of this, TECH presents a university degree that will provide students with the most cutting-edge technological tools to perform their work with maximum efficiency.

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

Throughout the curriculum, students will be supported by a first-class teaching staff. Made up of renowned specialists in Digital Product Design, these professionals will be available at all times to answer students' questions and provide them with personalized advice tailored to their circumstances. In this sense, in the Internship Program phase, graduates will be guided by a specialized tutor, who will help them to integrate holistically into the work projects.

3. Entering first-class professional environments

TECH carefully selects all the centers available for its Internship Programs. Thanks to this, designers will have guaranteed access to a prestigious environment in the area of Digital Product Design. This will allow them to appreciate the day-to-day of a demanding, rigorous and exhaustive area of work, always applying the most avant-garde methodologies to guarantee user satisfaction.





4. Combining the best theory with state-of-the-art practice

This program allows students to assimilate the most updated theoretical contents in the field of Digital Product Design, through a 100% online degree and free of restrictive schedules. It should be noted that graduates will be able to develop the knowledge acquired in a practical way during an on-site stay in a reference company for 3 weeks.

5. Expanding the boundaries of knowledge

TECH offers students the opportunity to carry out their practical internship not only in national but also international organizations. In this way, designers will be able to expand their frontiers and catch up with the best professionals in the field of Digital Product Design.



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

03 Objectives

Thanks to this Hybrid Professional Master's Degree, designers will develop Digital Product strategies aligned with consumer needs and business objectives. Therefore, specialists will create intuitive, attractive and functional User Experiences. In this sense, professionals will incorporate Agile Methodologies (such as Scrum) to their usual procedures in order to adapt to changes and incorporate feedback faster.





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You will gain advanced technical skills to create high fidelity prototypes using the most innovative tools”



General Objective

- ♦ With this Hybrid Professional Master's Degree in Digital Product Design (UX/UI), specialists will have a high level of knowledge in the use of advanced tools for both prototyping and User Interface Design. In this way, designers will master cutting-edge technologies (among which Blockchain or the Internet of Things) to significantly optimize their projects. In addition, experts will keep abreast of the latest trends in consumer research techniques, data analysis and usability testing. In this way, they will create user-centric products, contributing to a positive customer experience



You will meet your most ambitious career goals thanks to the distinctive approach of this program, which will provide you with the skills you need to overcome challenges in Digital Product Design"





Specific Objectives

Module 1. Fundamentals of Design

- ♦ Connect and correlate the different areas of design, fields of application and professional branches
- ♦ Integrate language and semantics in the ideation processes of a project, relating them to its objectives and use values

Module 2. Fundamentals of Creativity

- ♦ 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
- ♦ Losing the fear of artistic blockage and using techniques to combat it
- ♦ Investigate in oneself, in one's own emotional space and in what is around, in such a way that an analysis of these elements is carried out in order to use them in favor of one's own creativity

Module 3. Digital Technology

- ♦ Master the vocabulary, methodologies and theoretical and practical content on Digital Imaging
- ♦ Master the vocabulary, methodologies and theoretical and practical content on Vectorial Imaging
- ♦ Understand image retouching and manipulation software and develop the skills required to use it
- ♦ Understand vector drawing software and develop the skills required to use it

Module 4. Internet of Things (IoT)

- ♦ Have detailed knowledge of the functioning of IoT and Industry 4.0 and its combinations with other technologies, its current situation, its main devices and uses and how hyperconnectivity gives rise to new business models where all products and systems are connected and in permanent communication
- ♦ 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

Module 5. 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, the structure of information and accessibility
- ♦ Know how to establish information organizational structures
- ♦ Know usability errors to avoid making them

Module 6. Creating a Portfolio

- ♦ Create audiovisual narrations, correctly applying the criteria of usability and interactivity
- ♦ Identify the figure of the designer in the professional landscape
- ♦ Understand the ethical protocol that must be followed in professional practice
- ♦ Be able to identify one's own strengths and weaknesses

Module 7. Agile Methodologies

- ◆ Determine key elements in business cases, product vision and user stories
- ◆ Plan iterations based on team speed and iteration length
- ◆ Gather and prioritize requirements for agile projects
- ◆ Recognize guidelines for decomposing, estimating, and assigning user stories
- ◆ Analyze the keys to contracting for agile projects
- ◆ Examine the leadership strategies of high-performing self-managed teams

Module 8. Emerging Technologies

- ◆ Knowledge of the different mobile technologies and services currently available in the market
- ◆ Learn how to design user experiences adapted to the new emerging technologies available today
- ◆ 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





Module 9. Web Design

- ◆ In-depth knowledge of the different web editing and publishing tools
- ◆ Know the basic principles of the dynamic web through languages oriented to the network environment
- ◆ Understand the importance of e-commerce and the information structure of this type of site in order to create coherent and adapted designs
- ◆ 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

Module 10. User-Centered Design

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

04 Skills

After completing this Hybrid Professional Master's Degree in Digital Product Design (UX/UI), design professionals will be able to create innovative, functional and user-centered products. In this sense, graduates will incorporate into their practice sophisticated Agile Methodologies (such as Scrum or Kanban Method) for the Development of Advanced Web Applications. At the same time, the experts will acquire skills to effectively manage emerging technologies such as Extended Reality, the Internet of Things or Blockchain. In this way, specialists will optimize their daily practice and will experience a remarkable leap in quality in their career as designers.



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You will master emerging technologies for Digital Product Design, such as Extended Reality or Internet of Things"



General Skills

- ◆ Conceive, plan and develop design projects in accordance with technical, functional, aesthetic and communicative requirements and conditions
- ◆ Know and apply the basic principles of user-centered design and its main techniques and methodologies
- ◆ Know and make use of different materials and formats the design
- ◆ Choose the appropriate project methodologies for each case

“

Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned”





Specific Skills

- ◆ Conceive, plan and develop design projects in accordance with technical, functional, aesthetic and communicative requirements and conditions
- ◆ Know and apply the basic principles of user-centered design and its main techniques and methodologies
- ◆ Know the new developments in the world of extended reality, with AR and VR applications and services, as well as location-based services
- ◆ Develop, from all available data, the (Digital Twin) of the facilities/systems/assets integrated in an IoT network
- ◆ Apply opportunity analysis methods to the design process
- ◆ Develop agile practices to manage project quality and risk
- ◆ You will use tools and strategies to actively engage stakeholders throughout the life of a project
- ◆ Calculate cost and schedule performance indicators for agile projects

05 Educational Plan

This Hybrid Professional Master's Degree is designed by a teaching team made up of true professionals in Digital Product Design. Thanks to this, these specialists have developed teaching materials that stand out both for their high quality and their adaptation to the demands of the current labor market. Composed of 10 specialized modules, the academic itinerary will delve into issues such as the Internet of Things (IoT), Web Design or User Experience. Likewise, the didactic materials will provide designers with the most innovative Agile Methodologies for the development of Web Applications, among which Crystal Methods stand out.



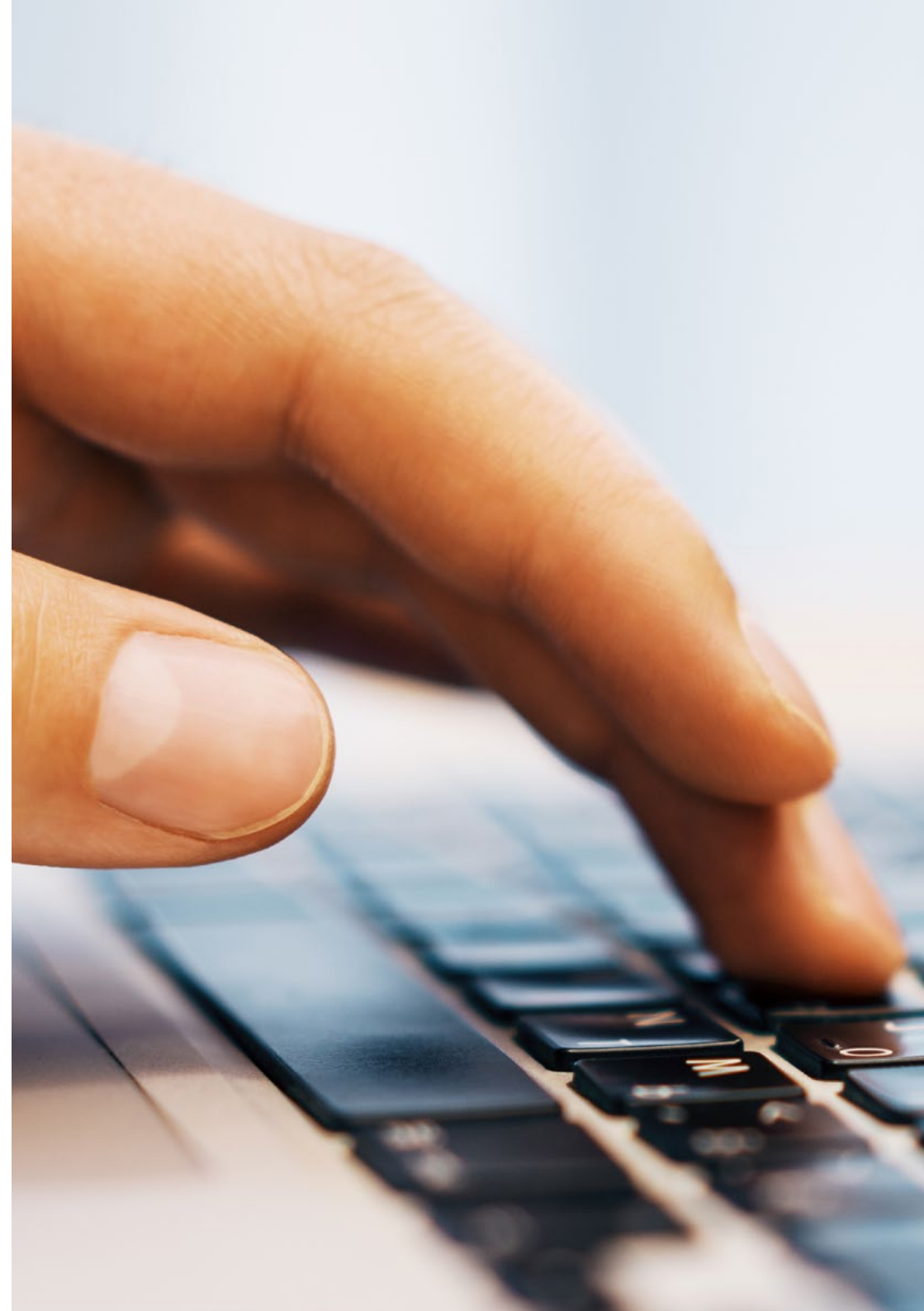


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You will master Blockchain technology to maintain a high level of security in data storage and transfer"

Module 1. Fundamentals of Design

- 1.1. History of Design
 - 1.1.1. Industrial Revolution
 - 1.1.2. The Stages of Design
 - 1.1.3. Architecture
 - 1.1.4. The Chicago School
- 1.2. Styles and Movements of Design
 - 1.2.1. Decorative Design
 - 1.2.2. Modernist Movement
 - 1.2.3. Art Deco
 - 1.2.4. Industrial Design
 - 1.2.5. Bauhaus
 - 1.2.6. World War II
 - 1.2.7. Transvanguardias
 - 1.2.8. Contemporary Design
- 1.3. Designers and Trends
 - 1.3.1. Interior Designers
 - 1.3.2. Graphic Designers
 - 1.3.3. Industrial or Product Designers
 - 1.3.4. Fashion Designers
- 1.4. Project 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. Color
 - 1.6.1.4. 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 Methods of Design
 - 1.7.1. Pragmatic Design
 - 1.7.2. Analog 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 Meaning
 - 1.8.4. Lexis
 - 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 Consequences, Abduction and Semiotics
 - 1.9.2. Mediation, Body and Emotions
 - 1.9.3. Learning, Experiencing and Closing
 - 1.9.4. Identity, Social Relations and Objects
 - 1.10. Current Context of Design
 - 1.10.1. Current Problems of Design
 - 1.10.2. Current Themes of Design
 - 1.10.3. Contributions on Methodology
- ## Module 2. Fundamentals of Creativity
- 2.1. To Create is to Think
 - 2.1.1. The Art of Thinking
 - 2.1.2. Creative Thinking and Creativity
 - 2.1.3. Thought and Brain
 - 2.1.4. The Lines of Research on Creativity: Systematization
 - 2.2. Nature of the Creative Process
 - 2.2.1. Nature of Creativity
 - 2.2.2. The Notion of Creativity: Creation and Creativity
 - 2.2.3. The Creation of Ideas for Persuasive Communication
 - 2.2.4. Nature of the Creative Process in Advertising

- 2.3. The Invention
 - 2.3.1. Evolution and Historical Analysis of the Creation Process
 - 2.3.2. Nature of the Classical Canon of the invention
 - 2.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 2.3.4. Invention, Inspiration, Persuasion
- 2.4. Rhetoric and Persuasive Communication
 - 2.4.1. Rhetoric and Advertising
 - 2.4.2. The Rhetorical Parts of Persuasive Communication
 - 2.4.3. Rhetorical Figures
 - 2.4.4. Rhetorical Laws and Functions of Advertising Language
- 2.5. Creative Behavior and Personality
 - 2.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 2.5.2. Creative Behavior and Motivation
 - 2.5.3. Perception and Creative Thinking
 - 2.5.4. Elements of Creativity
- 2.6. Creative Skills and Abilities
 - 2.6.1. Thinking Systems and Models of Creative Intelligence
 - 2.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
 - 2.6.3. Interaction Between Factors and Intellectual Capabilities
 - 2.6.4. Creative Skills
 - 2.6.5. Creative Capabilities
- 2.7. The Phases of the Creative Process
 - 2.7.1. Creativity as a Process
 - 2.7.2. The Phases of the Creative Process
 - 2.7.3. The Phases of the Creative Process in Advertising
- 2.8. Troubleshooting
 - 2.8.1. Creativity and Problem Solving
 - 2.8.2. Perceptual Blocks and Emotional Blocks
 - 2.8.3. Methodology of Invention: Creative Programs and Methods
- 2.9. The Methods of Creative Thinking
 - 2.9.1. Brainstorming as a Model for the Creation of Ideas
 - 2.9.2. Vertical Thinking and Lateral Thinking
 - 2.9.3. Methodology of Invention: Creative Programs and Methods

- 2.10. Creativity and Advertising Communication
 - 2.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 2.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
 - 2.10.3. Methodological Principles and Effects of Advertising Creation
 - 2.10.4. Advertising Creation: From Problem to Solution
 - 2.10.5. Creativity and Persuasive Communication

Module 3. Digital Technology

- 3.1. Introduction to Digital Imaging
 - 3.1.1. ICT
 - 3.1.2. Description of Technologies
 - 3.1.3. Commands
- 3.2. Vector image. Working with Objects
 - 3.2.1. Selection Tools
 - 3.2.2. Grouping
 - 3.2.3. Align and Distribute
 - 3.2.4. Intelligent Guides
 - 3.2.5. Symbolism
 - 3.2.6. Transform
 - 3.2.7. Distortion
 - 3.2.8. Enclosures
 - 3.2.9. Tracehunter
 - 3.2.10. Compound Forms
 - 3.2.11. Compound Plots
 - 3.2.12. Cutting, Splitting and Separating
- 3.3. Vector image. Color
 - 3.3.1. Color Modes
 - 3.3.2. Dropper Tool
 - 3.3.3. Samples
 - 3.3.4. Gradients
 - 3.3.5. Motif Filling
 - 3.3.6. Appearance Panel
 - 3.3.7. Attributes

- 3.4. Vector image. Advanced Editing
 - 3.4.1. Gradient Mesh
 - 3.4.2. Transparency Panel
 - 3.4.3. Fusion Modes
 - 3.4.4. Interactive Tracing
 - 3.4.5. Clipping Masks
 - 3.4.6. Text
- 3.5. Image Bitmap. The Layers
 - 3.5.1. Creation
 - 3.5.2. Liaison
 - 3.5.3. Transformation
 - 3.5.4. Grouping
 - 3.5.5. Adjustment Layers
- 3.6. Image Bitmap. Selections, Masks and Channels
 - 3.6.1. Frame Selection Tool
 - 3.6.2. Lasso Selection Tool
 - 3.6.3. Magic Wand Tool
 - 3.6.4. Menu Selections. Color Range
 - 3.6.5. Channels
 - 3.6.6. Mask Retouching
 - 3.6.7. Clipping Masks
 - 3.6.8. Vector Masks
- 3.7. Image Bitmap. Blending Modes and Layer Styles
 - 3.7.1. Layer Styles
 - 3.7.2. Lens Opacity
 - 3.7.3. Layer Style Options
 - 3.7.4. Fusion Modes
 - 3.7.5. Examples of Fusion Modes
- 3.8. Editorial Project Types and Forms
 - 3.8.1. Editorial Project
 - 3.8.2. Editorial Project Typology
 - 3.8.3. Document Creation and Configuration
- 3.9. Compositional Elements of the Editorial Project
 - 3.9.1. Master Pages
 - 3.9.2. Reticulation
 - 3.9.3. Text Integration and Composition
 - 3.9.4. Image Integration
- 3.10. Layout, Export and Printing
 - 3.10.1. Layout
 - 3.10.1.1. Photo Selection and Editing
 - 3.10.1.2. Preliminary Check
 - 3.10.1.3. Packaging.
 - 3.10.2. Export
 - 3.10.2.1. Export for Digital Media
 - 3.10.2.2. Export for Physical Media
 - 3.10.3. Print
 - 3.10.3.1. Traditional Printing
 - 3.10.3.1.1. Binding
 - 3.10.3.2. Digital Printing

Module 4. Internet of Things (IoT)

- 4.1. Cyber-Physical Systems (CPS) in the Industry 4.0 Vision
 - 4.1.1. Internet of Things (IoT)
 - 4.1.2. Components Involved in IoT
 - 4.1.3. Cases and Applications of IoT
- 4.2. Internet of Things and Cyber-Physical Systems
 - 4.2.1. Computing and Communication Capabilities to Physical Objects
 - 4.2.2. Sensors, Data and Elements in Cyber-Physical Systems
- 4.3. Device Ecosystem
 - 4.3.1. Typologies, Examples and Uses
 - 4.3.2. Applications of the Different Devices
- 4.4. IoT Platforms and their Architecture
 - 4.4.1. IoT Market Typologies and Platforms
 - 4.4.2. Operation of an IoT Platform

- 4.5. Digital Twins
 - 4.5.1. Digital Twins
 - 4.5.2. Uses and Applications of the Digital Twin
- 4.6. Indoor & Outdoor Geolocation (Real Time Geospatial)
 - 4.6.1. Indoor and Outdoor Geolocation Platforms
 - 4.6.2. Implications and Challenges of Geolocation in an IoT Project
- 4.7. Security Intelligence Systems
 - 4.7.1. Typologies and Platforms for Security Systems Implementation
 - 4.7.2. Components and Architectures in Intelligent Safety Systems
- 4.8. IoT and IIoT Platform Security
 - 4.8.1. Security Components in an IoT System
 - 4.8.2. IoT Security Implementation Strategies
- 4.9. Wearables at Work
 - 4.9.1. Types of Wearables in Industrial Environments
 - 4.9.2. Lessons Learned and Challenges in Implementing Wearables in the Workplace
- 4.10. Implementing an API to Interact with a Platform
 - 4.10.1. Types of APIs Involved in an IoT Platform
 - 4.10.2. API Market
 - 4.10.3. Strategies and Systems to Implement API Integrations

Module 5. Usability in Information Systems and Interfaces

- 5.1. Usability Approach
 - 5.1.1. Concept of Usability
 - 5.1.2. Usability in the Last Decades
 - 5.1.3. Contexts of Use
 - 5.1.4. Efficiency and Ease of Use The Engelbart Dilemma
- 5.2. Objectives and Principles of Usability
 - 5.2.1. The Importance of Usability
 - 5.2.2. Objectives
 - 5.2.3. Principles
 - 5.2.4. Readability Guidelines



- 5.3. Usability Perspectives and Standards
 - 5.3.1. Usability Standards According to Jakob Nielsen
 - 5.3.2. Usability Standards According to Steve Krug
 - 5.3.3. Comparative Summary Table
 - 5.3.4. Practice I: In Search of Good Visual References
- 5.4. Analysis of the Most Common Usability Errors I
 - 5.4.1. It Is Human to Make Mistakes
 - 5.4.2. Coherence and Consistency Errors
 - 5.4.3. Not Having a Responsive Design
 - 5.4.4. Deficient Organization in Structure and Content
 - 5.4.5. Poorly Readable or Poorly Structured Information
- 5.5. Analysis of the Most Common Usability Errors II
 - 5.5.1. Incorrect Management and Control of Internal Links
 - 5.5.2. Form and Contact Errors
 - 5.5.3. Lack of Search Mechanisms or Inefficiency
 - 5.5.4. Pages Names and Favicon
 - 5.5.5. Other Common Errors of Usability
- 5.6. Usability Evaluation
 - 5.6.1. Usability Metrics
 - 5.6.2. Return on Investment
 - 5.6.3. Phases and Methods of Usability Evaluation
 - 5.6.4. Practice II: Usability Evaluation
- 5.7. User-Centered Design
 - 5.7.1. Definition
 - 5.7.2. User-Centered Design and Usability
 - 5.7.3. Usability Evaluation
 - 5.7.4. Reflections
- 5.8. Design of Child-Oriented Interfaces
 - 5.8.1. Considerations of These Users
 - 5.8.2. Usability
 - 5.8.3. Differences Between Genders
 - 5.8.4. Content Design
 - 5.8.5. Visual Design
 - 5.8.6. Usability Evaluation

- 5.9. Design of Adolescent-Oriented Interfaces
 - 5.9.1. General Characteristics
 - 5.9.2. Considerations of These Users
 - 5.9.3. Differences Between Genders
 - 5.9.4. Visual References
- 5.10. Design of Interfaces Oriented to a Senior Audience
 - 5.10.1. Visual Design
 - 5.10.2. Content Design
 - 5.10.3. Options Design
 - 5.10.4. Usability

Module 6. Creating a Portfolio

- 6.1. Portfolio
 - 6.1.1. The Portfolio as your Letter of Introduction
 - 6.1.2. The Importance of a Good Portfolio
 - 6.1.3. Orientation and Motivation
 - 6.1.4. Practical Advice
- 6.2. Characteristics and Elements
 - 6.2.1. Physical Format
 - 6.2.2. Digital Format
 - 6.2.3. Use of Mockups
 - 6.2.4. Common Errors
- 6.3. Digital Platforms
 - 6.3.1. Continuous Learning Communities
 - 6.3.2. Social Networks: Twitter, Facebook, Instagram
 - 6.3.3. Professional Networks: LinkedIn, Infojobs
 - 6.3.4. Cloud Portfolios: Behance
- 6.4. The Designer in the Labor Scheme
 - 6.4.1. Career Opportunities for a Designer
 - 6.4.2. Design Agencies
 - 6.4.3. Corporate Graphic Design
 - 6.4.4. Success Stories

- 6.5. How Do I Present Myself Professionally?
 - 6.5.1. Keeping Updated, in Constant Recycling
 - 6.5.2. The CV and Its Importance
 - 6.5.3. Common Errors in the CV
 - 6.5.4. How to Create a Good CV
- 6.6. The New Consumer
 - 6.6.1. Value Perception
 - 6.6.2. Defining Your Target Audience
 - 6.6.3. Empathy Map
 - 6.6.4. Personal Relations
- 6.7. My Personal Brand
 - 6.7.1. Entrepreneurship The Search for a Purpose
 - 6.7.2. Convert your Passion into a Career
 - 6.7.3. The Ecosystem Around your Activity
 - 6.7.4. The Canvas Model
- 6.8. Visual Identity
 - 6.8.1. The Naming
 - 6.8.2. Brand Values
 - 6.8.3. The Big Topics
 - 6.8.4. Moodboard. Use of Pinterest
 - 6.8.5. Visual Factors Analysis
 - 6.8.6. Time Factors Analysis
- 6.9. Ethics and Responsibility
 - 6.9.1. Ethical Decalogue for the Practice of Design
 - 6.9.2. Copyrights
 - 6.9.3. Design and Conscientious Objection
 - 6.9.4. The "Good" Design
- 6.10. The Price of my Work
 - 6.10.1. Do you Need Money to Live?
 - 6.10.2. Basic Accounting for Entrepreneurs
 - 6.10.3. Types of Costs
 - 6.10.4. Your Price per Hour. Retail Price

Module 7. Agile Methodologies

- 7.1. Agile Project Management: Basis for Web Application Development
 - 7.1.1. The Agile Approach
 - 7.1.2. Agile Values and Principles
 - 7.1.3. Traditional Project Management and Agile
 - 7.1.4. Agile Project Management Models
 - 7.1.5. Agile Methodologies
- 7.2. Using Agile Approach for Web Application Development
 - 7.2.1. Myths and Realities Regarding Agility
 - 7.2.2. Agile Practices
 - 7.2.3. Selecting Agile Practices for a Project
 - 7.2.4. Developing an Agile Mentality
 - 7.2.5. Implementing and Communicating Adopting Agile Principles
- 7.3. Agile Methodologies for Web Application Development
 - 7.3.1. Lean Development
 - 7.3.2. Extreme Programming (XP)
 - 7.3.3. Crystal Methods
 - 7.3.4. Feature Driven Development (FDD)
 - 7.3.5. Dynamic Systems Development Method (DSDM) and Unified Agile Processes
- 7.4. Agile Methodologies for Advanced Web Application Development
 - 7.4.1. Kanban Method
 - 7.4.2. Scrum and Scrumban
 - 7.4.3. DA. Disciplined Agile
 - 7.4.4. Hybrid Methodologies
 - 7.4.5. Comparing Agile Methodologies
- 7.5. Web Development Projects: Planning Process
 - 7.5.1. Starting an Agile Project
 - 7.5.2. Agile Planning Process
 - 7.5.3. Gathering Requirements and User History
 - 7.5.4. Establishing Project Scope Using Agile Methods: *Product Backlog*
 - 7.5.5. Agile Tools to Prioritize Requirements

- 7.6. Stakeholders in Agile Projects for Web Application Development
 - 7.6.1. Stakeholders in Agile Projects
 - 7.6.2. Fomenting Effective Participation among Stakeholders
 - 7.6.3. Participatory Decision Making
 - 7.6.4. Agile Knowledge Sharing and Gathering
- 7.7. Launch Plan and Estimate Creation
 - 7.7.1. Launch Plan
 - 7.7.2. Estimating User History Size
 - 7.7.3. Estimating Speed
 - 7.7.4. Agile Estimation Techniques
 - 7.7.5. User History Prioritization
- 7.8. Iterations Planning and Monitoring
 - 7.8.1. Iteration and Progressive Development
 - 7.8.2. Iteration Planning Process
 - 7.8.3. Creating Iteration Backlog
 - 7.8.4. Buffers and Agile Schedule
 - 7.8.5. Iteration Progress Monitoring
 - 7.8.6. Monitoring and Release Progress Report
- 7.9. Team Leadership in Web Application Development
 - 7.9.1. Agile Teams
 - 7.9.2. Agile Project Leader
 - 7.9.3. The Agile Team
 - 7.9.4. Virtual Agile Team Management
 - 7.9.5. Coaching for Team Performance Improvement
- 7.10. Value Management and Delivery in Web Development Projects
 - 7.10.1. Delivery Processes Focused on Value
 - 7.10.2. Product Quality
 - 7.10.3. Quality Agile Practices
 - 7.10.4. Risk Management
 - 7.10.5. Agile Contracts
 - 7.10.6. Value Gained Management in Agile Projects

Module 8. Emerging Technologies

- 8.1. Mobile Technologies
 - 8.1.1. Mobile Devices
 - 8.1.2. Mobile Communications
- 8.2. Mobile Services
 - 8.2.1. Types of Applications
 - 8.2.2. Decision on the Type of Mobile Application
 - 8.2.3. Mobile Interaction Design
- 8.3. Location-based Services
 - 8.3.3. Location-based Services
 - 8.3.4. Technologies for Mobile Localization
 - 8.3.5. GNSS-based Localization
 - 8.3.6. Precision and Accuracy in Localization Technologies
 - 8.3.7. Beacons: Location by Proximity
- 8.4. User Experience (UX) Design
 - 8.4.1. Introduction to User Experience (UX)
 - 8.4.2. Technologies for Mobile Localization
 - 8.4.3. Methodology for UX Design
 - 8.4.4. Best Practices in the Prototyping Process
- 8.5. Extended Reality
 - 8.5.1. Extended Reality Concepts
 - 8.5.2. Technologies for Mobile Localization
 - 8.5.3. AR and VR Application and Services
- 8.6. The Internet of Things (IoT) (I)
 - 8.6.1. IoT Fundamentals
 - 8.6.2. IoT Devices and Communications
- 8.7. The Internet of Things (IoT) (II)
 - 8.7.1. Beyond Cloud Computing
 - 8.7.2. Smart Cities
 - 8.7.3. Digital Twins
 - 8.7.4. IoT Projects

- 8.8. Blockchain
 - 8.8.1. Blockchain Fundamentals
 - 8.8.2. Blockchain-based Applications and Services
- 8.9. Autonomous Driving
 - 8.9.1. Technologies for Autonomous Driving
 - 8.9.2. V2X Communications
- 8.10. Innovative Technology and Research
 - 8.10.1. Fundamentals of Quantum Computing
 - 8.10.2. Applications of Quantum Computing
 - 8.10.3. Introduction to Research

Module 9. Web Design

- 9.1. Introduction to Digital Environment
 - 9.1.1. What Is the Internet?
 - 9.1.2. Brief History of the Internet
 - 9.1.3. Physical Network Infrastructure
 - 9.1.4. Most Used Web Browsers
- 9.2. Intranet
 - 9.2.1. What Is Intranet?
 - 9.2.2. Intranet Design
 - 9.2.3. Intranet Usability
 - 9.2.4. Extranet Design
- 9.3. Websites
 - 9.3.1. What Is a Webpage?
 - 9.3.2. Differences between a Webpage and a Website
 - 9.3.3. Elements that Make Up a Webpage
 - 9.3.4. Types of Webpages According to Construction
 - 9.3.5. Types of Webpages According to the Technology Used

- 9.4. Other Types of Websites
 - 9.4.1. Online Stores
 - 9.4.2. Blogs
 - 9.4.3. Institutional and Corporate Websites
 - 9.4.4. News and Magazine Websites
 - 9.4.5. Multimedia and Streaming
 - 9.4.6. Wikis
 - 9.4.7. Forums
 - 9.4.8. Portfolios
 - 9.4.9. Landing Pages
 - 9.4.10. Forums
 - 9.4.11. Downloading Sites
 - 9.4.12. Web Applications
 - 9.4.13. Image Banks
 - 9.4.14. Online Games
 - 9.4.15. Search Engines
 - 9.4.16. Educational Sites
 - 9.4.17. Comparators
- 9.5. Other Digital Products
 - 9.5.1. Transactional E-Mail and Mailing
 - 9.5.2. Social Networks
 - 9.5.3. *Banners*
 - 9.5.4. Apps for Mobiles
- 9.6. User-Centered Design and User Experience
 - 9.6.1. Usability and User
 - 9.6.2. Human-Computer Interaction (HCI)
 - 9.6.3. User-Centered Design Process
 - 9.6.4. Why Implement User-Centered Design?
- 9.7. e-Commerce
 - 9.7.1. The Importance of e-Commerce
 - 9.7.2. The Confidence in e-Commerce
 - 9.7.3. e-Commerce Web Design
 - 9.7.4. e-Commerce Web Structure

- 9.8. Responsive and Adaptive Design
 - 9.8.1. What Is Responsive Design?
 - 9.8.2. Differences between Responsive Web Design and Mobile First Web
 - 9.8.3. Advantages of Responsive Design
 - 9.8.4. Elements to Consider for a Responsive Web
- 9.9. Experience Design
 - 9.9.1. Where Is Web Design Heading?
 - 9.9.2. Types of Experiences
 - 9.9.3. Phases of an Experience
 - 9.9.4. Emotion Design
 - 9.9.5. Corporate Image Experience Design
- 9.10. Web Design Project
 - 9.10.1. Presentation and Explanation of the Project
 - 9.10.2. In Search of Ideas: People, Scenarios, Stories, etc.
 - 9.10.3. Information Architecture
 - 9.10.4. Prototyping and Evaluation
 - 9.10.5. Presentation of Projects

Module 10. User-Centered Design

- 10.1. Towards a User-based Model
 - 10.1.1. Definition of Anthropology
 - 10.1.2. Anthropometric Data
 - 10.1.3. Dynamics of Use and Consumption
- 10.2. Human Behavior
 - 10.2.1. Psychology and Design
 - 10.2.2. Anthropology and Design
 - 10.2.3. Sociology and Design
- 10.3. User Experience
 - 10.3.1. Usability
 - 10.3.2. UX/ UI
 - 10.3.3. Emotions
- 10.4. User-Centered Design
 - 10.4.1. Experiences Study
 - 10.4.2. Product Testing
 - 10.4.3. User Orientation
- 10.5. Analyzing Users
 - 10.5.1. In Depth Interview
 - 10.5.2. People and Scenarios
 - 10.5.3. Socioeconomic and Cultural Factors
 - 10.5.4. Geographical Analysis and User Habits
 - 10.5.5. Psychological and Behavioral Studies
 - 10.5.6. Analysis of Micro-environment and Macro-environment
- 10.6. Complex Systems
 - 10.6.1. Move in Complexity
 - 10.6.2. Correlations
 - 10.6.3. Simplification
- 10.7. Conclusions and Insights
 - 10.7.1. Conceptualization
 - 10.7.2. Hidden Patterns
- 10.8. Design for Users
 - 10.8.1. Methods of Generating Creative Concepts
 - 10.8.2. Analysis and Evaluation of Ideas and Requirements
 - 10.8.3. Data Categorization and Systematic Recording
 - 10.8.4. Prototyping
- 10.9. Design with Users
 - 10.9.1. Collaborative Methods
 - 10.9.2. Open Design
- 10.10. Evaluation of Designs
 - 10.10.1. Basis for Comparing
 - 10.10.2. Comparison Test
 - 10.10.3. Heuristic Evaluation

06

Clinical Internship

Once the online theoretical phase has been passed, this university program includes a period of Internship Program in a renowned organization. In this way, students will be supervised by a specialist tutor, who will help them throughout the process and ensure that they enjoy effective learning.



“

Do your internship with industry professionals who will provide you with the latest developments in User-Centered Design”

The Internship Program Internship Program in Digital Product Design (UX/UI) consists of a practical stay in a recognized institution, of 3 weeks of duration, from Monday to Friday with 8 consecutive hours of practical training with an assistant specialist. This academic experience will allow graduates to enter a professional environment, alongside a team of professionals who will help them to significantly enhance their skills.

Under an eminently practical approach, the activities that are part of this academic proposal are aimed at the development and improvement of the skills necessary for the Design of Digital Products. This will allow students to implement in their daily practice the most innovative techniques to develop prototypes and perform usability tests to iterate designs.

Undoubtedly, this is an ideal opportunity for graduates to develop professionally in first-class facilities. In addition, they will have the support of a team made up of experts in Digital Product Design. These professionals will help students create world-class user experiences.

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



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 agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned 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 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 practical 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 student does not show up on the start date of the Hybrid Professional Master's Degree, 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 Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. 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. DOES NOT INCLUDE: The Hybrid Professional Master's Degree 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

Where Can I Do the Internship?

This Hybrid Professional Master's Degree program includes in its itinerary a practical stay in an internationally renowned company, where students will put into practice everything they have learned in Digital Product Design (UX/UI). With the aim of bringing this program to more professionals, TECH offers students the possibility of doing it in different institutions around the world. Therefore, graduates will provide effective and comprehensive learning in the best companies.





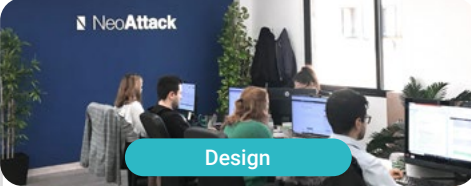
“

You will carry out your practical stay in a prestigious international company”

tech 42 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



Design

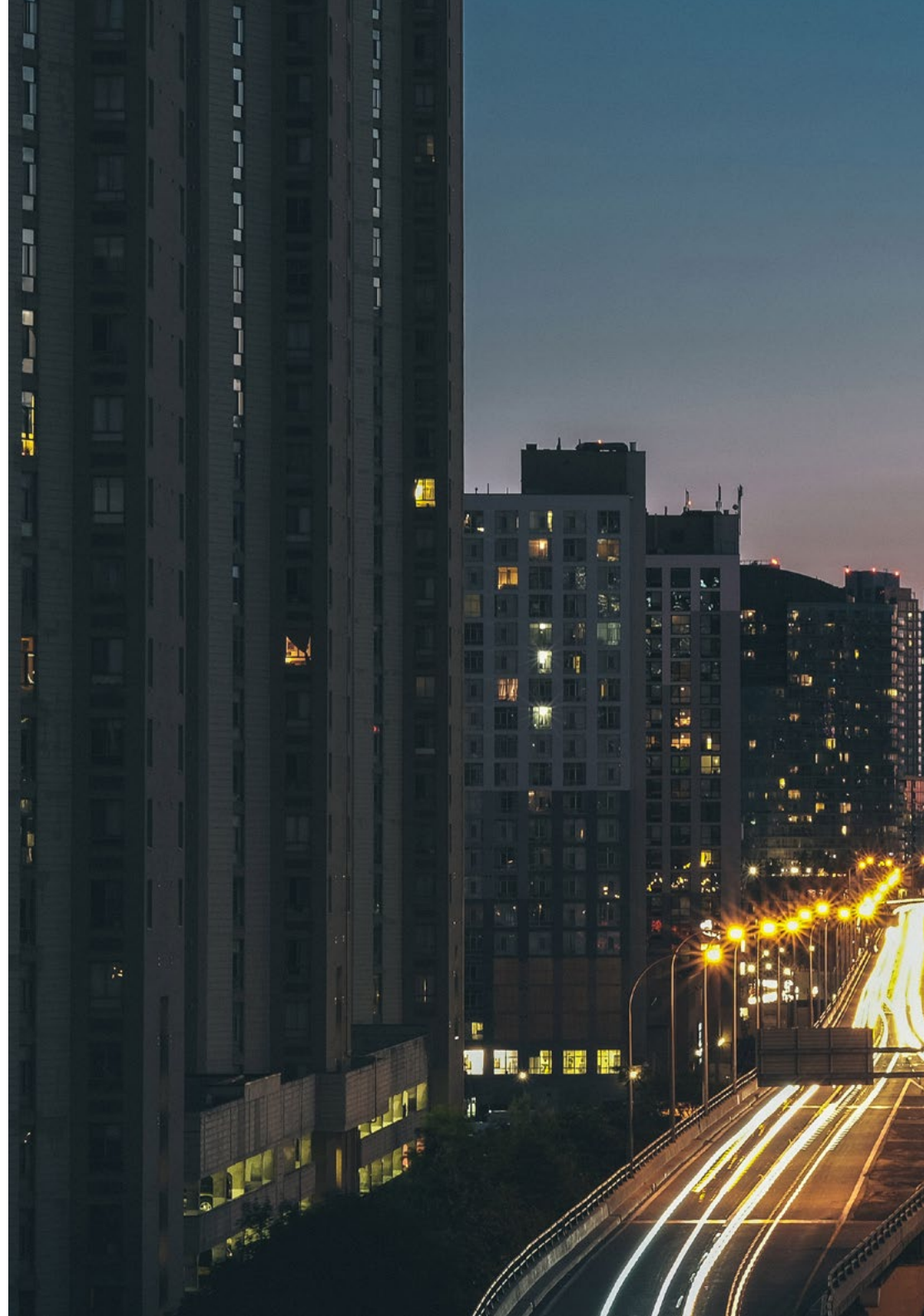
NeoAttack

Country	City
Spain	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





“

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically”

08

Methodology

This academic program offers students 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"

Case Study to contextualize all content

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

“

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



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

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

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

The case method is the most widely used learning system in 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.

Relearning Methodology

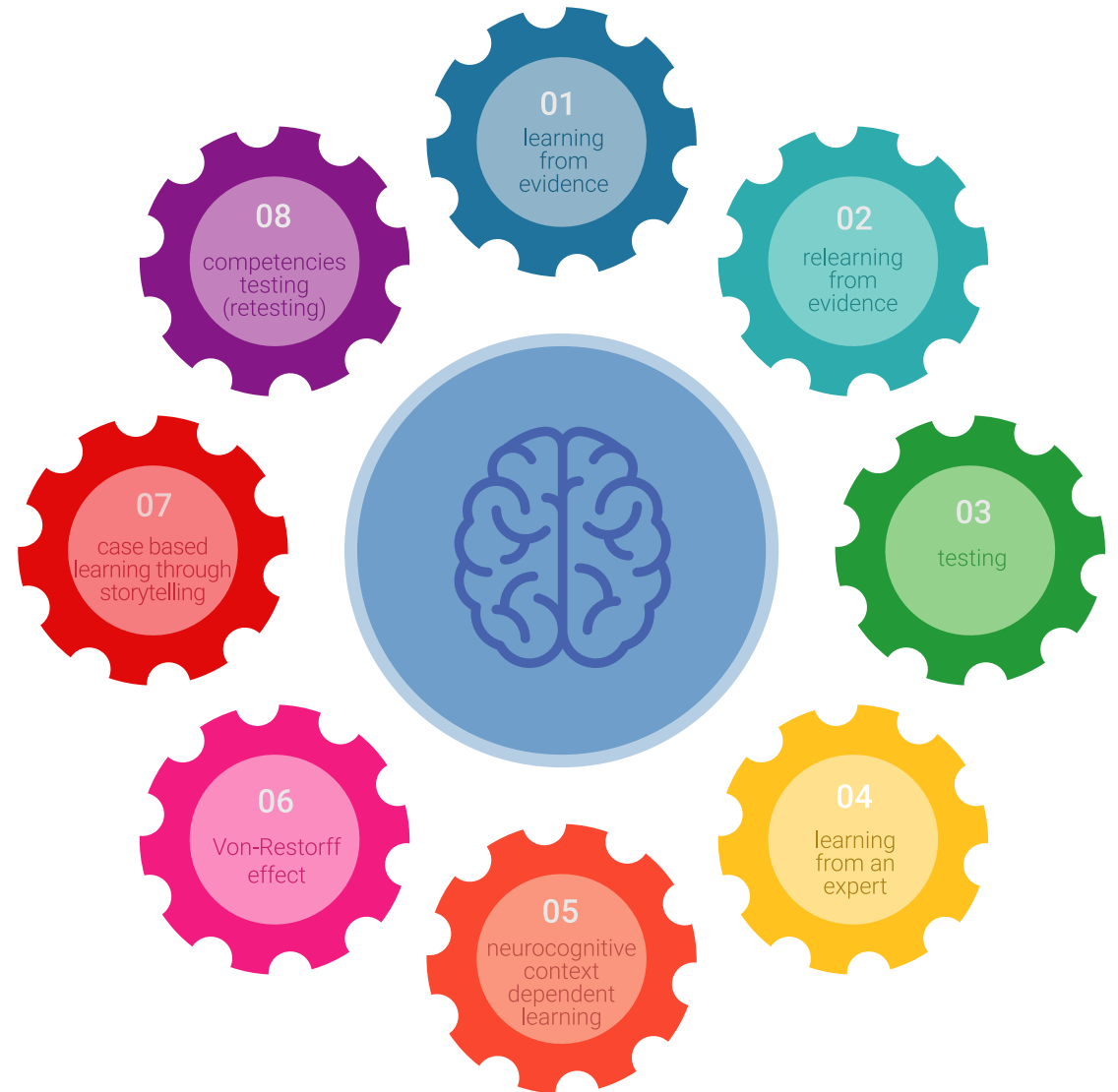
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

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

Our university is the only one in the world authorized 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 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.

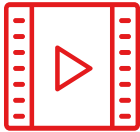
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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.



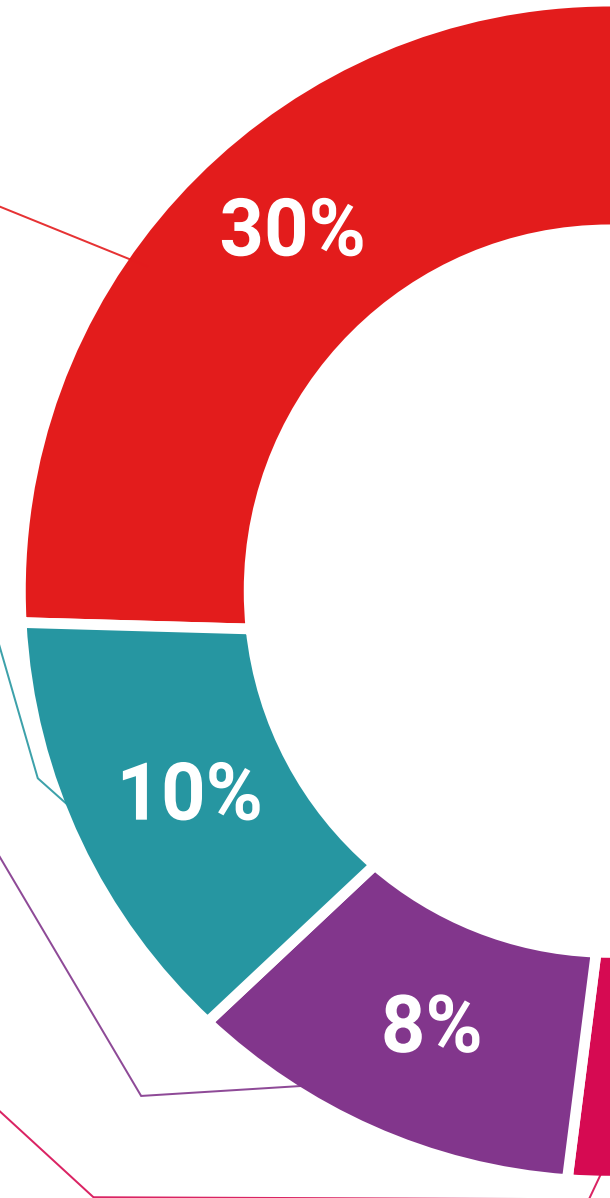
Practising Skills and Abilities

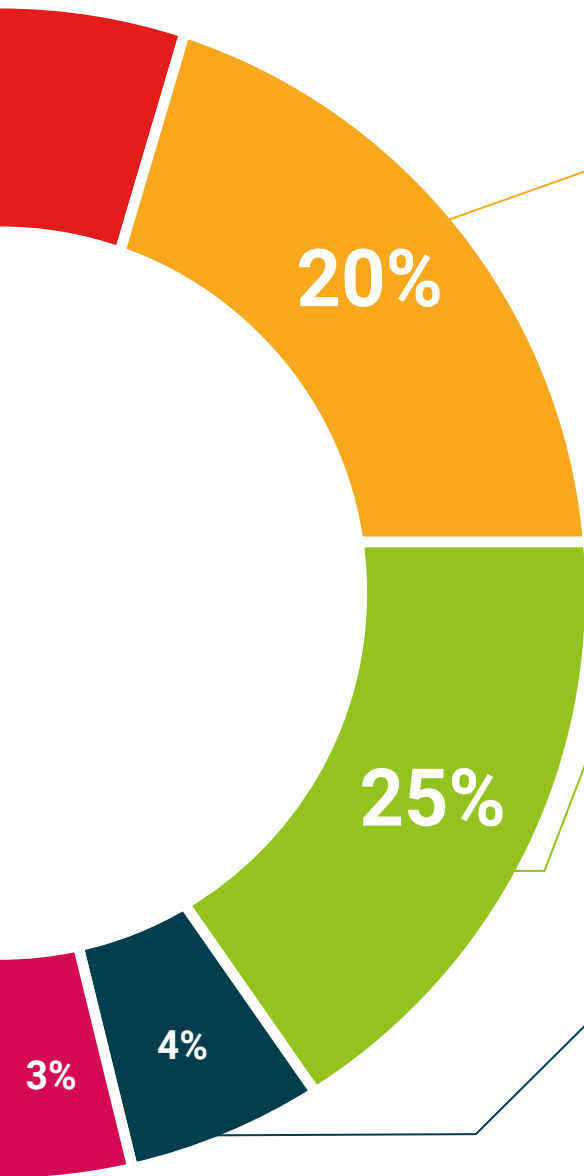
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



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 exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

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.



09

Certificate

The Hybrid Professional Master's Degree in Digital Product Design (UX/UI), in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree issued by TECH Global University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Hybrid Professional Master's Degree 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: **Hybrid Professional Master's Degree in Digital Product Design (UX/UI)**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 ECTS**



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



Hybrid Professional Master's Degree

Digital Product Design (UX/UI)

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Hybrid Professional Master's Degree Digital Product Design (UX/UI)

