NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMMER COURSES

A.Y. 2024-25
SYLLABUS

UX design

2nd session: July 15th – July 25th 2025

UX design

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 E-mail: summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Advanced level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

During this course, students will be introduced to the fundamentals of User Experience (UX) design. Combining theory and practice, they will be guided from idea generation to digital product design, gaining hands-on experience in identifying user needs, ideating solutions, creating and testing prototypes, and refining designs based on user feedback.

COURSE OBJECTIVES

• Understand how to apply a structured method in UX projects;

• Understand how to create digital products based on the user-centered design approach;

• Effectively test and validate hypotheses to improve a digital product.

ADMISSION REQUIREMENTS

The course is intended for students who have little/no background in User Experience design, being an advance level course is requested basic knowledge of Figma or similar software.

OUTPUT

At the end of the course students will have acquired the fundamentals of UX design, methods and approaches to develop effective solutions to users' problems.

UX design

LIST OF MATERIALS AND TOOLS

- Personal computer;
- Smartphone;
- Figma account (free).

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE
1. Attendance 30% 2. Participation and creative process 40% 3. Final work / final presentation 30% TOTAL 100%	Excellent = 90-100 Good = 80-89 Average = 70-79 Below Average = 60-69 Poor = 59 or below

	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration
		• Introduction to the course.
Day 2 - Wednesday		• User research.
Day 3 - Thursday		• User research.
Day 4 - Friday		• Idea generation.

*The Academy reserves the right to:

• amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;

• make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

Contacts

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	• Solution design.
Day 6 - Tuesday	• Solution design.
Day 7 - Wednesday	• *Field trip*.* • Idea validation.
Day 8 - Thursday	• Solution design. • Presentation preparation
Day 9 - Friday	• Presentation preparation. • Final Presentation.

Contacts