



Course Catalog

Effective December 2, 2024 through December 1, 2025¹

We empower creators to do the work they love.

DESIGNLAB LEARNING INC.

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C/O WEWORK OFFICE SPACE & COWORKING

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Distance learning only. You may contact the Designlab administrative team in writing at: 228 Park Avenue S, PMB 89662, New York, NY 10003

¹ The Catalog is updated annually.

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Mission

The mission of Designlab is to empower creators to do the work they love.

We do this by providing fully online distance education coursework that trains individuals in cutting-edge, in-demand creative skills. Our coursework currently focuses on the field of user experience and user interface design, specifically aiming to train the next generation of digital interface designers to create stunning digital products that users love.

Our goal is to provide a new form of educational offering that meets the needs of today's lifelong learners. Our courses revolve around 3 principles: learning by doing; 1-on-1 mentorship; and community-based learning. We seek to provide the rigor of traditional education while using the power of technology to lower prices, increasing affordability and accessibility. With Designlab courses, students around the world can gain a high quality education tailored to their schedule without needing to move, quit their jobs, or incur significant debt.

Our objectives at Designlab are:

- To use technology and design to provide a world-class educational experience that remains accessible, flexible, and affordable for today's lifelong learners
- To create continually evolving, up-to-date coursework that meets the demands of modern employers
- To provide rigorous outcomes through a model of hands-on work, 1-on-1 mentorship, and community interaction

Approval to Operate

California

Designlab is a private institution and has approval to operate with the Bureau for Private Postsecondary Education (BPPE). BPPE is an agency responsible for granting authority to operate and provide oversight of California's private postsecondary educational institutions. This approval to operate means the institution is in compliance with the California Private Postsecondary Education Act of 2009.

Designlab publishes this Course Catalog on its website at <https://designlab.com/regulatory-information/>. It is available to prospective students and the general public at any time at this address. During the enrollment process, prospective students are provided information about where to locate the catalog for review prior to enrollment.

As a prospective student you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

DISCLOSURE STATEMENT REGARDING BANKRUPTCY

Designlab does not have a pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition in bankruptcy within the preceding five years, and has not had a petition of bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C Sec. 1101, et seq.).

Admissions Requirements

- Students must be 18 years old or older to enroll in Designlab UX Academy.
- Students must complete an application form and demonstrate proficiency in specific areas such as design, communication and overall work-ethic, as described in the specific program sections.
- Admission into any Designlab program requires that the student have a high school diploma or equivalent (General Education Diploma – GED) or a degree from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education. Designlab does not admit ability-to-benefit students.
- Designlab programs are provided in English only. Students who are not native English speakers must demonstrate operating proficiency of English prior to being accepted into the program. Designlab will accept the results of an English language proficiency test which provides CEFR levels to verify English language proficiency (C1 or higher is required). All instruction at Designlab will be conducted in English. Designlab does not offer or provide English language services, including instruction such as ESL.
- Designlab does not offer visa services for foreign students, nor does Designlab vouch for student status.

Articulation Agreements

Designlab has not entered into an articulation or transfer agreement with any other college or university.

General Education Requirements

Designlab programs do not require students to complete general education courses as part of the curriculum.

Accreditation

Designlab is not accredited by an accreditation body recognized by the U.S. Department of Education. Designlab has not received provisional approval and is not offering an unaccredited degree program.

Transfer Credits and Challenge Exams

Designlab does not accept transfer credit from other institutions, nor does it provide challenge exams or achievement tests in lieu of completing required course work.

Prior Experiential Learning

Designlab does not award credit for prior experiential learning.

Graduate Licensing

The goal of Designlab programs is not licensure, and the profession, occupation, trade or career field for which Designlab prepares graduates does not require licensure.

Method of Instruction

Designlab UX Academy is a distance learning program conducted entirely online, with 1-on-1 mentorship with an experienced professional designer conducted over video calls. Students read, watch, and interact with coursework online at designlab.com. UX Academy has two phases with several checkpoints to ensure proficiency along the way.

- Students meet with their mentor via video calls on a software of their choosing 1-2 times per week to discuss submitted coursework, the curriculum, any questions, and the coming week
- Group Crits are group video calls hosted daily at different times to accommodate all schedules
- The expected response time of Mentors to any student inquiries or submitted coursework is within 48 hours
- Students can engage with other students, mentors, and career coaches on our private Discord server (which they are invited to upon entering the program)
- Students are guided to read or find additional resources online to enhance their comprehension

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at Designlab is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the Certificate of Completion you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the Certificate of Completion that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Designlab to determine if your Certificate of Completion will transfer.

Facilities and Equipment

Because Designlab offers its programs completely online, there are no physical classrooms. There is an administrative office which solely exists for administrative purposes. This office has no other facilities available, i.e.: there are no classrooms, laboratories, workshops, libraries.

Students must have access to a computer with a microphone and speakers, and high-speed internet access in order to participate in the program. Designlab does not provide computers to students nor faculty, and every student must own or have access to a personal computer with professional design software of the student's choice (options include Adobe Photoshop, Adobe Illustrator, Sketch [available on Mac OS only], and Figma).

Libraries and Other Learning Resources

Designlab does not have a physical library or tangible learning resource repository, and outside library resources are not required for completion of Designlab programs.

However, Designlab does maintain a list of free resources for students of several programs who wish to supplement the Designlab curriculum.

- Design Resources: <https://designlab.com/resources/>
- Photoshop 101: <https://designlab.com/photoshop-101-course/>
- Sketch 101: <https://designlab.com/sketch-101-course/>
- Figma 101: <https://designlab.com/figma-101-course/>
- Adobe XD 101: <https://designlab.com/adobe-xd-101-course/>

Attendance Policy

Student understands and acknowledges that the program is very rigorous and requires consistent attendance and dedication. Students are required to attend the number of mentor sessions, group crits, complete the number of hours of study per week associated with the program they enroll in. The breakdown of mentor sessions, per program, and hours of study, per program, are noted in the “Description of Programs Offered” section listed below.

Students who fail to attend their mentor sessions or complete the required academic work for four consecutive weeks may be withdrawn from the program and issued a refund calculated in accordance with Designlab’s Refund Policy.

Leave of Absence

If life happens — any personal emergency or unforeseen life issue — students have the option to pause their program in one-week increments for a total of two weeks in UX Academy. Their progress will be saved and they can continue when they return.

Designlab does not typically offer extended freezing so students should make sure to save this option for only when it’s necessary. Students facing exceptional circumstances may apply for a pause by submitting a request from their student dashboard or by contacting us at hello@designlab.com.

Probation and Dismissal Policy

If a student fails to graduate from their program within two years of their cohort start date, they will be withdrawn from the program. If a student is inactive (meaning zero interaction with the online platform) for four weeks (consecutive or cumulative), Designlab will withdraw the student and issue a refund pursuant to Designlab’s Refund Policy. In this situation, the withdrawal date will be in keeping with Designlab’s

Cancellation and Refunds policy. If a student falls 400 or more required course hours behind, we reserve the right to withdraw them from the course.

Designlab does not have a probation status or policy.

Disability Policy

In accordance with the Americans with Disabilities Act and other related US laws, Designlab will make concerted efforts to accommodate students with special requirements by making reasonable adjustments where appropriate. Each circumstance will be considered on an individual basis according to the means, limits, and experience of Designlab and the special request under consideration. Students requesting special accommodations are asked to do so in writing following admission to Designlab and at least 30 days prior to the date accommodations will be needed. Documentation must be from a professional who is qualified in the testing and diagnosis of the disability. Please email hello@designlab.com to discuss the requested accommodation with the appropriate party before your cohort start date.

Housing

Designlab's programs are offered entirely via distance education to students across the country. Designlab does not provide student housing services or dormitory facilities, because students participate in Designlab's programs from their own homes.

- Designlab does not have dormitory facilities under its control.
- Apartments in the vicinity of the administrative address (within 10 miles) approximately rent for \$1200-\$2500/month.

Programs Offered

This catalog includes programs that are approved by the California Bureau for Private Postsecondary Education and subject to the California Private Postsecondary Education Act of 2009 and others that are not. Certain rights and protections outlined in this catalog, including but not limited to student refund rights, cancellation rights, and Student Tuition Recovery Fund (STRF) eligibility, apply only to the following state approved programs:

- UX Academy Foundations
- UX Academy (Full-Time)

- UX Academy (Part-Time)
- UX Academy (Self-Paced)
- UX Academy Foundations and UX Academy (Full-Time)
- UX Academy Foundations and UX Academy (Part-Time)
- UI Mastery Certification

UX Academy

Required 1-on-1 contact hours (Synchronous): 30

15-1255 Web and Digital Interface Designers

27-1024 Graphic Designers

Designlab UX Academy is an intensive online program intended to prepare students for roles as web and digital interface designers.

The program contains 30 synchronous hours total of 1-on-1 Mentor Sessions, synchronous 10 or 15 hours of Group Crit sessions (full-time and self-paced/part-time track, respectively), and over 496 asynchronous hours of coursework (computed based on expected completion time of reading, lecture viewing, and project estimates for hands-on assignments), primarily practicum-based, accessible through an online platform. Each student is paired with their own personal design mentor throughout the course—a qualified design professional with at least three years of design experience, vetted by Designlab for their professional expertise and teaching skills.

- 14 1-on-1 mentorship synchronous hours for Phase 1
- 16 1-on-1 mentorship synchronous hours for Phase 2
- 26 1-on-1 mentorship synchronous hours for Career Services
- 10 or 15 synchronous hours of peer-critique group sessions (for full-time and part-time/self-paced students respectively)
- Total Hours for full-time (Asynchronous + synchronous): 495 hours
- Total Hours for self-paced & part-time (Asynchronous + synchronous): 503 hours

More technical info on the method of instruction in this program:

Every student in Designlab UX Academy is paired with their own mentor, a professional designer equipped to provide feedback and design critique. Students read and watch

curriculum (in the form of written and video lectures and lessons) through online modules on the internally developed, custom-built Designlab online course platform. Each module consists of multiple lessons and lectures, along with project work that must be completed for students to move on.

- Students submit their project work through the Designlab platform to be reviewed by their mentor.
- Students receive written feedback from their mentor on the Designlab course platform. Students must submit multiple versions of their work until their work is approved by their mentor. Students can expect to receive written feedback on their work within 48 hours.
- Students conduct weekly 1-on-1 remote video chat sessions with their mentor to discuss their project work, receive feedback, and ask questions about the curriculum.
- Students also must attend mandatory weekly Group Critique sessions — online group video chats with fellow students led by a community moderator, where students practice valuable professional skills like sharing and receiving design critique.
- Students also join a Designlab community forum, powered by the chat tool Slack. Students can exchange questions about the coursework, share articles and readings, discuss job opportunities, and participate in weekly discussions led by a Designlab community moderator.

PROGRAM OVERVIEW

Designlab UX Academy is organized into two Phases: Phase 1: Practicum, and Phase 2: Capstones and Portfolio-Building.

Phase 1: Practicum

Phase 1 contains a series of instructional modules covering the foundational skills in user experience and user interface design:

1. Design is...
2. User Research
3. Ideation to Prioritization
4. Information Architecture
5. Interaction Design
6. User Interface Design
7. Prototyping & Testing

Phase 2: Capstones & Portfolio-Building

Students work on 3 in-depth “Capstone” projects — end-to-end 80-hour projects consisting of the full cycle of user experience work (including but not limited to user research, interaction design, and visual design mockups). Students develop a case study detailing their process and output for each Capstone project. After completing 3 Capstones and their corresponding case studies, students design and develop their online portfolio.

Once students complete both phases of the course, in order to graduate, they must submit their portfolio for official review by one of our expert design reviewers. Designlab’s portfolio reviewers are senior mentors, all of whom have prior experience as hiring managers in the industry.

Reviewers grade student work according to our official program rubric, assessing work quality through the lens of whether students would be capable of securing an entry-level role in the industry. If students do not receive a passing grade in the Review, they will receive additional sessions and curriculum, and must iterate on their work until they are ready to re-submit their portfolio to receive a passing grade.

Portfolio reviewers are design professionals who have minimum 5 years experience in the design industry. They grade according to a standardized rubric detailed below.

In the case that a student’s portfolio does not pass the review, they will be allotted additional time and mentor sessions to prep and polish their portfolio. A student will remain in this prep phase until their mentor determines they are ready to submit for another review. More information on this is given below.

PORTFOLIO REVIEW

As mentioned above, in order to graduate from the UX Academy program, students must complete all modules in the course and then submit their final portfolio (a product of all their coursework) which will be reviewed by a design reviewer who will objectively grade their work according to a standardized course rubric. Students must demonstrate proficiency by achieving a score of “4” or higher out of “5” in the following skills categories: portfolio structure (UX), portfolio presentation (UI) , portfolio case studies.

Students can expect to receive a final evaluation of their portfolio within 7 business days.

UX Academy Foundations

Required 1-on-1 contact hours (Synchronous): 8

Foundations is an 8-week course (88 total hours including asynchronous + synchronous coursework) that has been designed to help you build a set of basic visual design skills, including user interface (UI) design. Although it's a valuable course in its own right, we've also shaped it to serve as the preparatory course for anyone interested in taking our UX Academy career accelerator. During the course, you'll be paired 1-on-1 with an expert professional designer who will work with you as your mentor. You'll meet with them weekly to discuss your work via video or voice call, and they'll leave written feedback on your assignments. While the course is designed around a part-time 8 week schedule, you're welcome to complete it more quickly if you prefer. You'll be able to access the coursework via the platform after you're done with the course, but please note that you won't have access to mentor feedback or mentor calls after the 8 weeks are up.

PROGRAM OVERVIEW

Curriculum Foundations is an online program that is divided up into 8 units. Each unit contains lessons, readings, and projects that are designed to work holistically to provide you with a proper foundational knowledge of UI and visual design. It also prepares students for applying to UX Academy. Projects are short design briefs that give you the opportunity to get hands-on experience with your design tool of choice and execute the skills and techniques you've learned. As a designer, your aim is for completion (to the best of your ability), not perfection 😎

1-on-1 Mentorship

Mentor sessions – We recommend meeting with your mentor through a video call once per unit to discuss your work and ask questions. You can book mentor sessions in your student dashboard.

Written feedback – Your mentor will also leave comments and feedback on your project submissions. You may be asked to iterate on your designs, which can take more time but remember that this is all part of the larger design process.

Group Crits

We strongly recommend attending one Group Crit session during your time in Foundations, after you've completed Unit 4. These sessions are intended to be an introduction to Group Crits at Designlab.

A facilitator will spend time introducing the format of Group Crits in addition to the value and benefit of getting design critique regularly. You will also have the opportunity to practice presenting your work, talking through your designs and decisions, and giving feedback on other projects shared by your classmates.

LEARNING GOALS IN DETAIL

- ★ Project work
- Overall learning goals

UNIT 1: Visual Design Basics

- ★ Audit your current level of design skills
- Review overall learning goals
- Get started in Figma or Sketch— check out our Perks page for discounts!
 - Check out our free 7-day email courses to get started with Figma or Sketch
 - Visit our YouTube channel for mentor tutorials on Figma
- ★ Reproduce a hero section
- ★ Redesign a hero section through analyzing, sketching, and digitizing a better solution

UNIT 2: UI Design Principles

- Understand how the visual principles from Unit 1 apply to user interfaces
- ★ Complete some UI design exercises that apply these principles
- Learn how to create a landing page in Figma, Sketch, or AdobeXD
- ★ Recreate a landing page and reflect on the process
- ★ Design a landing page (newsletter signup page)

UNIT 3: UI Design Elements

- Understand UI design in more detail, including UI elements and design patterns
- Learn good practices about size, spacing, and scale in UI design
- Learn how to create a mobile UI design in Figma, Sketch, or Adobe XD
- ★ Recreate 3 mobile app screens and reflect on the process
- ★ Design 3 mobile app screens

UNIT 4: Design Evaluation and Critique

- Learn the importance of giving and receiving design critique well
- Understand the importance of effective and healthy communication
- Grasp why iterating on design work is essential for good results
- Learn how to use components in Figma or Sketch
- ★ Recreate a multi-step form and reflect on the process

UNIT 5: Designing for Multiple Devices

- Understand the principles of responsive design today
- Consolidate learning about size and scale in UI design
- Learn how components and design systems support multi-device design
- ★ Explore the breakpoints of different websites
- ★ Reproduce a responsive design (desktop, tablet, mobile)
- ★ Design a responsive homepage

UNIT 6: Images, Icons, and Logos

- Learn how to use photography in UI design
- Learn how to use icons and illustrations in UI design
- Learn how to design responsive logos
- ★ Reproduce some logo designs
- ★ Sketch logo concepts
- ★ Digitize your logo design
- ★ Create a simple icon set

UNIT 7: Color and Typography

- Understand the basics of color theory and how to apply it to interface designs
- Learn the basics of typography and how to choose fonts for interface designs
- ★ Practice building color palettes for a user interface
- ★ Practice choosing typefaces for a user interface
- ★ Create a style tile

- ★ Design mobile app screens using your style tile, logo, and icons

UNIT 8: 10-Hour Design Challenge

- ★ Apply your learnings from Units 1-7 to an independent design brief
- Understand the value of iterating on this project
- Practice working in a sprint-like format (and have fun!)

UX Academy Foundations and UX Academy

This program is offered to students who want to enroll in one single program that includes the exact same coursework in UX Academy Foundations followed by the exact same coursework in UX Academy in their respective track (e.g. part-time, full-time). See separate program descriptions above for more information.

UI Mastery Certification

Required contact hours (Synchronous): 16

Total Hours: 64 hours

UI Mastery Certification is an 8-week online distance learning program designed for experienced UX, UI, and product designers who want to sharpen their visual craft and elevate the quality of complex digital interfaces. Structured as a studio-style experience, the program combines weekly live critique sessions, targeted asynchronous curriculum, and dedicated 1:1 mentorship to help students build sharper judgment, stronger systems thinking, and highly polished UI work. Participants progress through a sequence of hands-on weekly projects and a capstone redesign, supported by expert Designlab Design Fellows and industry leaders who guide critique, iteration, and career-focused reflection.

Upon completion of the UI Mastery Certification program, students will demonstrate advanced proficiency across the key dimensions of exceptional interface design. They will deepen their command of UI polish, including visual realism, contrast management, and micro-typography, learning to create interfaces that feel tangible, contemporary, and carefully tuned at the pixel level. They will strengthen their ability to structure complex layouts and navigation systems across platforms, using hierarchy, containment, and cognitive chunking to make dense products feel clear and approachable. Students will also refine their clarity and usability skills, designing effective flow patterns, applying

productive friction, and aligning typography, layout, and interaction into cohesive, scalable systems. Throughout the program, they will practice turning critique into decisive iteration, applying feedback loops to build a case study–ready capstone project that showcases system-level thinking, visual excellence, and their readiness for senior- and staff-level roles.

Design 101

Required synchronous contact hours: 4

(Asynchronous): 24 hours

Designlab Design 101 is a 4-week online distance learning course built for beginners. It is intended to teach students the fundamentals of user experience and user interface design by developing the following skills: ideation, sketching, color theory, typography, imagery, layout and composition, user interface design patterns, wireframing, and hand-off. Students will complete their course with their own finished product.

Students who complete Design 101 can be expected to achieve the following learning outcomes: learning to see design, ideating and sketching, color theory, typography, imagery, layout and composition, designing the details, going hi-fi, and handoff.

Advanced Figma

Required contact hours (Synchronous): 4

Total Hours: 24 hours

Advanced Figma is a 4-week online distance learning course designed for mid-to-senior level designers seeking to master Figma's advanced features. The program provides comprehensive training in advanced user interface design and design systems using Figma. Students will develop expertise in flexible layouts, component systems, and design tokens while learning professional workflows and collaboration techniques.

Students completing the Advanced Figma program will master sophisticated techniques for creating flexible UI layouts, demonstrating expertise in using auto

layout, constraints, and advanced positioning methods. They will develop the ability to create and maintain comprehensive design systems using Figma variables, learning to establish consistent design patterns across complex projects. The program ensures proficiency in developing reusable component libraries with nested properties, enabling students to create scalable design solutions. Students will master professional shortcuts and organizational techniques that streamline their workflow, while gaining expertise in defining and managing design tokens for colors, typography, and spacing. This comprehensive skill set enables them to create more efficient, consistent, and maintainable design systems.

Advanced Usability & Accessibility

Required contact hours (Synchronous): 4

Total Hours: 24 hours

Advanced Usability and Accessibility is a 4-week online distance learning course designed for mid-level UX/UI/Product designers. The program provides comprehensive training in universal design principles, accessibility standards, and advanced usability evaluation methods. Students will learn to create digital experiences that are inclusive and accessible to users with diverse abilities while developing skills to advocate for accessibility throughout the design process.

Graduates of the Advanced Usability & Accessibility program will develop comprehensive expertise in applying universal design principles to digital products, ensuring inclusive access for users of all abilities. They will master the creation of proto-personas that incorporate accessibility considerations, learning to represent diverse user needs in their design process. Students will gain proficiency in conducting thorough usability evaluations using advanced methods and tools, while developing expertise in implementing WCAG guidelines and ARIA standards in digital designs. They will learn to use specialized accessibility testing tools to evaluate and improve digital products, creating compelling recommendations for accessibility improvements. The program culminates in students developing the ability to advocate effectively for accessible design within organizations, positioning them as champions for inclusive design practices.

AI for Visual Design

Required contact hours (Synchronous): 4

Total Hours: 24 hours

AI for Visual Design is a 4-week online distance learning course designed for creative professionals at all levels. The program provides comprehensive training in leveraging artificial intelligence tools for visual design creation and enhancement. Students will learn to use leading AI platforms for image generation, manipulation, and animation while developing skills in prompt engineering and creative workflows.

Upon completing the AI for Visual Design program, students will demonstrate mastery in generating and refining creative concepts using cutting-edge AI tools, developing sophisticated prompt engineering skills for achieving specific visual outputs. They will gain expertise in seamlessly integrating AI tools into existing design workflows, learning to create AI-powered animations and dynamic visuals that enhance their creative capabilities. Students will develop proficiency in maintaining brand consistency while leveraging AI capabilities, understanding how to use artificial intelligence as a powerful tool while preserving design integrity. They will master the application of ethical considerations and copyright standards to AI-generated work, ensuring responsible use of AI technology in professional design contexts.

Prototyping in Figma

Required contact hours (Synchronous): 4

Total Hours: 24 hours

Prototyping in Figma is a 4-week online distance learning course designed for mid-to-senior level designers seeking to advance their interactive prototyping skills. The program provides comprehensive training in creating sophisticated, functional prototypes that effectively communicate design solutions to stakeholders and development teams.

Students completing the Prototyping in Figma program will develop advanced skills in evaluating and selecting appropriate prototyping approaches for various design challenges. They will master the creation of sophisticated interactive prototypes using

Smart Animate, learning to implement complex scrolling behaviors and component interactions that accurately represent real-world user experiences. Students will gain expertise in utilizing variables for dynamic state management, enabling them to create more realistic and responsive prototypes. They will learn to design seamless animations that enhance user experience without compromising usability, while developing proficiency in preparing comprehensive documentation for developer handoff. This thorough skill set enables them to create high-fidelity, interactive prototypes that effectively communicate design intent to stakeholders and development teams.

Strategic Business Acumen for Designers

Required contact hours (Synchronous): 4

Total Hours: 32 hours

Strategic Business Acumen for Designers is a 4-week online distance learning course designed for mid-to-senior level designers, agency designers, freelancers, in-house designers, and design entrepreneurs. The program provides comprehensive training in business strategy, metrics, and stakeholder communication to help designers become more effective strategic partners within their organizations.

Upon completion of the Strategic Business Acumen for Designers program, students will gain comprehensive abilities to connect design decisions directly to business objectives and KPIs, while developing expertise in conducting competitive analyses and identifying market opportunities. They will master the art of articulating design value and ROI to stakeholders, and learn to evaluate and propose appropriate business models for various contexts. Students will become proficient in applying strategic frameworks such as Viability Mapping, and develop the critical skill of balancing business metrics with user needs. Through the course, they will learn to position themselves as strategic partners within their organizations and effectively demonstrate the business impact of their design decisions through concrete metrics and outcomes.

Data-Driven Design

Required contact hours (Synchronous): 6

Total Hours: 30 hours

Data-Driven Design is a 6-week online distance learning course tailored for mid-to-senior level designers, freelancers, in-house professionals, and agency designers. This program equips participants with the tools and techniques to harness data as a powerful driver of design decisions, ensuring their work is both impactful and aligned with business goals.

Upon completing the Data-Driven Design course, students will gain a deep understanding of how to integrate data into the design process to optimize outcomes. They will learn to collect, analyze, and interpret user and business data, leveraging insights to inform wireframes, prototypes, and final designs. Students will master key techniques such as A/B testing, usability testing, and conversion rate optimization while developing a robust ability to communicate data-backed decisions to stakeholders. By applying frameworks like Metrics Mapping and Iterative Optimization, participants will enhance their proficiency in balancing user needs with measurable business outcomes. The course empowers designers to position themselves as data-informed strategic contributors, capable of demonstrating the tangible impact of their design choices through clear metrics and results.

AI Prototyping Camp

Required contact hours (Synchronous): 12

Total Hours: 24 hours

AI Prototyping Camp is a short, intensive online distance learning program designed for product designers, product managers, and digital builders who want to accelerate how they prototype and ship using AI-powered tools. This 4-day camp focuses on practical, hands-on workflows with leading AI prototyping platforms such as Figma Make and Lovable, guiding participants through turning text prompts into realistic multi-screen flows, refining AI-generated interfaces, and producing interactive prototypes that can be shared, tested, and prepared for development handoff.

Upon completion of the AI Prototyping Camp program, students will be able to evaluate when AI-first prototyping is the right approach for different product challenges, and confidently use tools like Figma Make and Lovable to generate, customize, and iterate on multi-screen user journeys. They will develop fluency with AI prompt strategies, critique loops, and component-based workflows to progressively refine AI-generated layouts into

polished, production-ready flows. Students will also gain experience planning and executing a small but complete interactive prototype—from scoping and concept exploration through to a five-screen clickable experience—while learning to communicate design intent, constraints, and implementation details effectively with cross-functional partners. Collectively, these skills prepare participants to lead AI-enabled prototyping efforts on their teams, moving from idea to testable concept significantly faster while maintaining strong design quality.

Job Placement Assistance

Career Services

Required 1-on-1 contact (Synchronous) hours: 26

Total Hours (Asynchronous): 48 hours

Upon graduating the UX Academy program by submitting their portfolio and passing the Portfolio Review, students may optionally choose to enter a Career Services module that is offered at no additional charge.

Career Services is a 34-week optional module designed to assist students with their job search in the digital design industry. Each student is paired with a dedicated Career Coach, a vetted senior designer with a track record of hiring experience. Students work through customized coursework while conducting weekly video calls with their Career Coach to help with mock interviews and negotiation techniques. The curriculum is designed to help students improve their resumes, cover letters, and portfolios, while continuing to sharpen students' design skills with weekly UI challenges, mandatory portfolio polishing, and a mandatory weekly quiz testing student knowledge of design materials and the industry. Additionally, there is a strong focus on teaching students how to approach portfolio presentation, whiteboard challenges, interviewing techniques, freelance/contract work, networking, securing references, interviewing, soft skills in the work environment (as a new designer). Career Services is designed to be an end-to-end course covering everything the student will need once they graduate with their portfolio: getting, doing, and succeeding in the job.

Expected Job Classifications

In order to report the gainful employment of our graduates, this Catalog outlines job classifications Designlab graduates are prepared for by UX Academy. The classifications listed below are the direct, intended outcomes - although there are many others students may acquire due to the interdisciplinary, cross-functional nature of design.

These were categorized using the United States Department of Labor's Standard Occupational Classification codes, at the Detailed Occupation (six-digit) level:

- 15-1255 Web and Digital Interface Designers
- 27-1024 Graphic Designers

Student Achievement and Graduation

Requirements

- Students must complete 100% of the assigned lessons & projects with mentor approval according to the course schedule, and submit iterations for projects based on mentor feedback.
- Students must attend all of their 1-on-1 mentor sessions, meeting with their mentor regularly according to the program schedule.
- Students must attend the following minimum number of weekly online video Group Critique sessions during the time they're enrolled in the program (10 for full-time students, 15 for self-paced and part-time students).
- Students must pass the following skills checkpoints:
 - Objective project assessments for each project according to a skills rubric. Students are responsible for ensuring all of their coursework is approved by their mentor.
 - Two Phase 1 formal checkpoints:
 - A mid-phase Progress Report, where mentors will evaluate students' course progress and skills development.
 - An end-of-phase Progress Report, where mentors will ascertain students' overall development and ability to proceed to Phase 2. If student work does not meet the required quality by the end of

Phase 1, they will be asked to repeat work and develop skills before moving on to Phase 2.

- A formal portfolio review at the end of Phase 2 (known as the “Portfolio Review”).

Schedule of Total Charges

UX Academy Tuition

- **Estimated total costs for period of enrollment and program:** \$8,499
- Students can pay for their program in a lump sum, via a short term payment plan (6 equal monthly payments) or through a third party loan program.
- **Deposit Fee:** \$399, fully refundable
- **Student Tuition Recovery Fund Fee:** \$0 for every \$1,000
- **Optional Payment Plan Fee:** \$400

UX Academy Foundations

- Estimated total costs for period of enrollment and program: \$499

UX Academy Foundations and UX Academy Tuition

- Estimated total costs for period of enrollment and program: \$6374

Advanced Figma

- Estimated total costs for period of enrollment and program: \$799

Advanced Usability & Accessibility

- Estimated total costs for period of enrollment and program: \$799

AI for Visual Design

- Estimated total costs for period of enrollment and program: \$799

Design 101

- Estimated total costs for period of enrollment and program: \$799

Prototyping in Figma

- Estimated total costs for period of enrollment and program: \$799

Strategic Business Acumen for Designers

- Estimated total costs for period of enrollment and program: \$799

AI Prototyping Camp

- Estimated total costs for period of enrollment and program: \$999

All Courses

- **Equipment:** N/A
- **Books:** N/A
- **Parking:** N/A

- **Scholarships/Discounts:** None currently available

Financial Aid and Related Policies

Designlab does not participate in federal or state financial aid programs.

Students may opt to pay for their program through a lump sum cash payment, through a short-term payment plan, or through a student loan serviced by a third party lender partnered with Designlab called Climb Credit.

Climb Credit is a new kind of student lending company which focuses on financing career-building programs to help students get a high return-on-investment from their education. They believe education is an investment toward your future career and earning potential.

Climb offers a quick online application which can be completed in as little as 5 minutes with no impact to credit, instant decisions 90% of the time with the ability to accept and e-sign your documents in just a few clicks, and a customer service available by email, phone and instant chat from 9am to 9pm Eastern. Designlab has no affiliation or oversight in loans provided or declined by Climb Credit.

If a student receives a loan to pay for the educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If a student receives federal student financial aid funds, the student is entitled to a refund of monies not paid from the federal financial aid funds.

Faculty

Designlab does not employ a traditional classroom format and does not have traditional faculty. We employ seasoned mentors who meet all of the BPPE's statutory and regulatory standards for non-degree program faculty. They have at least three years of real-world professional experience, education, and training in current practices of the subject area they are teaching, or have qualifications equivalent to the minimum qualifications of faculty as defined by the BPPE statute and regulations. The faculty list of our instructors, their course expertise, and professional experience can be accessed publicly at <https://designlab.com/design-mentor-directory>.

Student Grievance Policy

Designlab encourages students to bring all complaints or grievances about academically-related situations to its attention. Many questions or concerns that students may have can be resolved simply through discussion.

A student may present a grievance through the following complaint and dispute resolution procedures. Designlab will investigate all complaints or grievances fully and promptly.

A grievance is defined as a student's written expression of dissatisfaction concerning conditions of enrollment or treatment by mentors, other students, or staff. Grievances may include misapplication of Designlab's policies, rules, regulations, and procedures, or unfair treatment.

1. A student should first bring the grievance to the attention of their mentor or contact hello@designlab.com.
2. Our team of Customer Experience specialists evaluates the claim, attempts to resolve the conflict, and escalation goes in this order:
 - a. Customer Experience Lead
 - b. CEO and Co-founders
3. At any time, the student may contact the BPPE with concerns or complaints:
 - a. Bureau for Private Postsecondary Education, P.O. Box 980818 West Sacramento, CA 95798-0818
 - b. Phone: 916-574-8900
 - c. Fax: 916-2631897
 - d. Website: www.bppe.ca.gov

Student Services

Designlab students have access to the following services:

- In-house curriculum and curated reference material on the platform
- Career Services
- Online student forums (e.g.: Discord, Facebook, LinkedIn)
- Admissions Advising
- Support and Issue Resolution

Cancellation And Refund Policies

STUDENT'S RIGHT TO CANCEL

- You can cancel the course within the first two weeks for any reason and receive a full refund for all payments made.
- You have the right to cancel your enrollment at any time; however, cancellation of your enrollment after the cancellation period will be subject to the Withdrawal and Refund Policy below.
- In order to cancel or withdraw from the program, you must contact Designlab via hello@trydesignlab.com requesting to cancel your enrollment.
- If you cancel your enrollment at any time after the two-week period, Designlab will issue a prorated refund for the unearned portion of the tuition. Please refer to the Withdrawal and Refund Policy section below. All refunds due will be made within 45 days of your effective withdrawal date or cancellation.
- If you have completed more than 60% of the period of attendance for which you were charged, the tuition is considered earned and you will receive no refund (calculated by days attended for the period attendance: 65 days for full-time, 201 days for part-time/self-paced).

Withdrawal and Refund Policy

The date of contact regarding cancellation or withdrawal is used in calculating any refund amount. The refund to be paid to students for their program of instruction shall be calculated as follows:

1. Divide the number of hours the student attended the program before withdrawal by the number of hours in the program (based on the student's cohort launch date) to calculate the percentage of course attended.
2. The amount owed for purposes of calculating the refund is derived by multiplying this percentage by the Total Tuition.
3. The refund is the difference between the amount already charged for the program** and the amount calculated in #2.

** \$250 nonrefundable deposit will be deducted from student refund if this is after the 2-week cancel period

NOTE ON REFUNDING WITH A LOAN PAYMENT

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if appropriate, to the state or federal

agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid programs from which the student received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to the student. If the student has received federal student financial aid funds, the student is entitled to a refund of monies not paid from federal student financial aid program funds.

Student Tuition Recovery Fund (STRF)

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 N. Market Blvd., Suite 225, Sacramento, CA 95834 916-574-8900.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.

2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or taxpayer identification number.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 N. Market Blvd., Suite 225, Sacramento, CA 95834 916-574-8900.

Recordkeeping

Designlab maintains a file for each student who enrolls in the institution whether or not the student completes the educational service. Student records are maintained for a minimum of five years from the student's date of completion or withdrawal, with progress and performance data, and completion certificate, including a student transcript, maintained indefinitely. Designlab maintains and retains all records required by The California Private Postsecondary Education Act of 2009 ("the Act"). Student records required by the Act are maintained in the state of California, and stored in digital software in a manner secure from damage or loss. Designlab will take reasonable steps to protect the privacy of personal information contained in student records.

All student records will be made immediately available by the institution for inspection and copying during normal business hours by the Bureau of Private Postsecondary Education and any entity authorized to conduct investigations. If Designlab closes, it will arrange for the storage and safekeeping in California of all records required to be maintained by the Act for as long as those records must be maintained.

Students may request to review their student records, or a copy of their completion certificate of transcript by contacting hello@designlab.com.

Unanswered Questions

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at:

- Address: 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834, P.O. Box 980818, West Sacramento, CA 95798-0818
- Web site Address: www.bppe.ca.gov

- Telephone Number:
 - (888) 370-7589 or by fax (916) 263-1897
 - (916) 574-8900 or by fax (916) 263-1897

Complaint Process

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling the Toll-free telephone number: (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site.

- Toll-free telephone number: (888) 370-7589
- Website Address: www.bppe.ca.gov