

GRADUATE CERTIFICATE / GRADUATE DIPLOMA

# Digital Product Design

- ➔ Elevate your career with multidisciplinary skills in digital product design. Tackle real-world challenges, and lead successful product deliveries while gaining hands-on experience. Develop strategic insights, and drive impactful decisions with stakeholders so you can execute or uplift successful digital products.
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This document contains information on the:

- GC209 Graduate Certificate in Digital Product Design
- GD215 Graduate Diploma in Digital Product Design

INDUSTRY PARTNERS:

**Accenture** **Song** **Canva**  **REA Group**



## Who this program is for:

Digital Product Design is ideal for:

- Existing design professionals, looking to upskill their design career and gain a fundamental understanding of digital product design.
- New design professionals, or those working in related industries or looking for a career change into digital product design.



### DURATION:

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- Graduate Certificate: 1 year part time, 9 months full time.
- Graduate Diploma: 2 years part time, 1 year full time.

### PRICE:

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- Graduate Certificate: \$3,840 per course, \$15,360 in total.\*
- Graduate Diploma: \$3,840 per course, \$30,720 in total.\*

\*Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

FEE-HELP and other financial support may be available. Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.

### HOURS OF STUDY PER WEEK, PER COURSE:

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Expect 10-12 hours study per week, per course, with each term comprising of 10 weeks.

### ENROLMENT:

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Four intakes annually: January, April, July, and September.

## Why study Digital Product Design?

As we approach the next evolution of the internet with Web 3.0, the role of the digital product designer is more critical than ever.

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Our Digital Product Design programs equip you with the tools, skills, and methodologies to thrive in this dynamic field. You'll master an iterative design process that showcases the feasibility, viability, and desirability of innovative digital solutions.

Advance your career by embracing best practices in human-centered design while gaining the ethical, business, and technical expertise needed for success. Dive deep into every stage of the design process, from research to delivery and learn to craft exceptional solutions for both new and existing products.

In 2022, the product design and development services market was **valued at \$9.4 billion**. By 2030, it's expected to be worth **\$24.1 billion**.

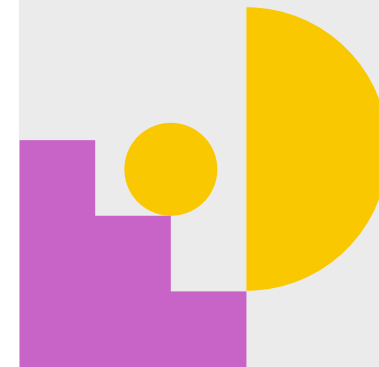
(GLOBAL PRODUCT DESIGN AND DEVELOPMENT SERVICES MARKET SIZE, SHARE & TRENDS ANALYSIS REPORT, 2024)

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Job growth for Digital Product Designers is set to **raise by 21.7% in the next 5 years**.

(SEEK, 2024)

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## So, why study Digital Product Design with us?

- **Learn from industry leaders:** This program was developed with industry leaders in the digital design space, giving you an opportunity to experience industry design challenges and receive relevant hands-on experience.
- **Get hands-on with the tools:** Learn how to use industry tools, such as Figma and know that you can apply these skills in your next digital design role.
- **Build leadership capabilities:** Understand how product design contributes to organisational decision making and prepare yourself to step into leadership roles.





## Why study with RMIT Online?



### Flexible online learning

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The freedom of learning online means you can study, whenever and wherever you want.

### Real world skills

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Our project-based assessments mean you'll roll up your sleeves and create a project for a real world business scenario, allowing you to see the immediate impact of your learning within your organisation.

### Full-time support

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Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

### Industry connected

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We combine the forces of a leading technology university with high-profile industry partners to ensure that you are job ready — learning practical skills that align with industry best-practice.

### Propel your career

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Online postgraduate programs receive the same qualification as on-campus — without putting your life on hold.

### Future-focused

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With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



## The online learning experience:

Never feel like you're studying alone with our online learning student support, here to help you every step of the way. Troubleshoot any problems easily, from enrolment till your day of graduation. With a fully online learning experience, flexibly study around your work or life commitments with our personalised student experience tools, designed to keep you on track and set up for success.



### Online facilitator

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You'll study in a small cohort of around 25 students under the expert guidance of an Online Facilitator who has industry experience and academic qualifications in your field of study. This gives you opportunities to ask questions, get feedback, engage with peers, and connect to how things work in industry.

### Student support

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Our Student success team will be there to help you from the moment you join us, through onboarding webinars, phone calls, online resources, study coaching, and more. Rest assured that you'll get the support you need, when you need it.

### Onboarding for success

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You'll get access to an onboarding module that prepares you for online study journey. This onboarding module will have helpful study tips, academic skills, insights, and information about key tools and services available to you. By completing this module, you'll be set up for success in your studies.

### Personal learning profile

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All our students are encouraged to engage with our personal learning profile tool, which has been informed by the latest educational research. Understanding your personal learning profile will give you insights into your strengths and opportunities you have on your learning journey.

### Active learning

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Each course is designed using our best practice learning design approaches for active learning. Active learning, such as games, case studies, scenarios, and interactive content, benefits your study because you apply new knowledge, practice new skills, and are better prepared for your assessments. Students in active learning courses are shown to be more successful.

### Portfolio

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You'll get access to your own learning portfolio that you can build on throughout your degree. Research shows that students who use a portfolio as part of their study can more easily articulate and showcase their achievements, develop deeper learning, and have a better sense of themselves as learners.

### Progress insights

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Each course provides you with a visual indicator to show your progress through the course. Seeing your progress helps you plan, manage, and navigate your study time and learning activities for your own study success.

### Career Services

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Enjoy invitations to our masterclasses and on the couches, as well as mentorship program career workshops and 1-1 career advice.

## PREREQUISITES

### Entrance requirements:

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An Australian Bachelor's degree (or equivalent overseas qualification).

If you don't have these academic qualifications, you may be eligible for entrance into this program if you have a minimum of five years' professional experience in innovation and start-ups, creative practice, digital design studios, human resources, business analysis, management consultancy, process analysis or other similar roles.

To have your professional experience considered, you must include in your application a CV and a statement that details your experience.

### English language requirements:

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You must meet the University's minimum English language requirements to be eligible for a place in this program:

- If you are a local student, refer to the [English requirements for postgraduate coursework programs](#).
- If you are an international student, refer to the [English requirements and equivalency information](#). The program requires a minimum overall score of 6.5 with no band less than 6.0 in IELTS (academics)

### Australian student visas:

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RMIT's Online Graduate Certificate in Digital Product Design and Online Diploma in Digital Product Design does not meet Australian Student Visa requirements. For an Australian student visa, you must have an on-campus place in a program of study.

For more details on RMIT's on-campus programs visit [rmit.edu.au](https://rmit.edu.au)

### Credit pathways:

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At RMIT Online, we're committed to supporting your lifelong learning journey.

Upon successful completion of the Graduate Certificate in Digital Product Design (GC209) you may be eligible to continue your studies in the following RMIT Online programs:

- [Graduate Diploma of Digital Product Design](#) (GD215)
- [Master of Business Administration](#) (MBA)
- [\(MC199\)](#) with 48 credit points (4 courses) worth of credit.



# Fee summary:



## 2026 indicative fees

In 2026, the annual student contribution amount (tuition fee) you will pay for the standard year of full-time study is:

- Graduate Certificate in Digital Product Design: 2026 tuition fees are \$3,840 per course, totaling \$15,360<sup>^</sup>
- Graduate Diploma in Digital Product Design: 2026 tuition fees are \$3,840 per course, totaling \$30,720<sup>^</sup>

<sup>^</sup> Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

### Additional expenses:

- Student services and amenities fee (SSAF): AU\$373 maximum fee for 2026
- Other items related to your program, including field trips, textbooks and equipment.

### Annual fee adjustment:

Amounts quoted are indicative fees per annum, and are based on a standard year of full time study (96 credit points). A proportionate fee applies for more or less than the full-time study load. Fees are adjusted on an annual basis and these fees should only be used as a guide.

### Paying your fees and applying for refunds:

For information on how to pay your fees to apply for a refund, please see paying your fees and applying for refunds.

## Fee assistance

### SA-HELP Loans

You may be eligible to apply to defer payment of the Student services and amenities fee (SSAF) through the [SA-HELP](#) loan scheme. If you use SA-HELP, the amount will be added to your accumulated HELP debt.

### How does a HELP loan work?

If your FEE-HELP and/or SA-HELP loan application is successful, the Australian Government will pay RMIT, on your behalf, up to 100% of your fees. This amount will become part of your accumulated [HELP](#) debt.

You only start repaying your accumulated HELP debt to the Australian Government once you earn above the minimum income threshold for repayment, which is set each year by the Australian Government (this also applies if you are still studying).

The Australian Taxation Office (ATO) will calculate your compulsory repayment for the year and include this on your income tax notice. For more information about loan repayment options see [Commonwealth assistance \(HELP loans\)](#) or [Study Assist](#).

### Additional expenses

In addition to tuition fees, you will be charged an annual [student services and amenities fee \(SSAF\)](#), which is used to maintain and enhance services and amenities that improve your experience as an RMIT student. The SSAF is calculated based on your enrolment load and the maximum fee for 2026 is \$373.

For more information about calculating your actual SSAF see [Paying SSAF](#). You may also be required to purchase other items related to your program, including field trips, textbooks and equipment. These [additional fees and expenses](#) vary from program to program.

<sup>^</sup> Fees typically increase each year and may change without notice. Total fees are estimates only, and should only be used as a guide.



## Choosing the right program for you:

	GC209 Graduate Certificate in Digital Product Design	GD215 Graduate Diploma in Digital Product Design	GC208 Graduate Certificate in User Experience Design
<b>Objective</b>	Elevate your career with the fundamental strategic skills of digital product design. Develop a designer mindset, and understand the design methodology, processes, and tools needed to launch successful digital products.	Transform your career with multidisciplinary digital product design skills and lead the delivery of successful products. Gain strategic insight into design problems, formulate solutions, and effectively communicate this with stakeholders.	Equip yourself with the skills to think like a designer, understand users' pain points, and craft exceptional solutions that delight.
<b>Who this course is for</b>	<ul style="list-style-type: none"> <li>Existing design professionals, looking to upskill in their design career and gain a fundamental understanding of digital product design.</li> <li>New design professionals, who've recently graduated and those working in business, research, arts, humanities or tech roles. eg: product manager, business analyst or service designer. This program is also ideal for career changers looking to enter the digital product design industry.</li> </ul>		<ul style="list-style-type: none"> <li>Existing UX professionals, or designers within a related field. You'll likely be working as an in-house designer or for a small-medium agency.</li> <li>Working professionals who are looking to start off their career or change careers into UX or human-centred design (HCD).</li> </ul>
<b>Course Outcomes</b>	<b>Dependent upon your previous experience, possible job outcomes for this program include:</b> <ul style="list-style-type: none"> <li>Junior-mid digital product designer</li> <li>Junior design strategist</li> </ul>	<b>Dependent upon your previous experience, possible job outcomes for this program include:</b> <ul style="list-style-type: none"> <li>Mid-senior digital product designer</li> <li>Junior to mid design strategist</li> <li>Design lead</li> </ul>	<b>Dependent upon your previous experience, possible job outcomes for this program include:</b> <ul style="list-style-type: none"> <li>Junior to mid UX designer</li> <li>Experience designer</li> <li>Design consultant</li> </ul>

# Glossary of terms

Here's a list of key terms that you'll encounter throughout the upcoming program overview and detailed course overview sections of this brochure. We recommend you understand these terms, and may need refer back to this glossary where required.

**Award:** A qualification that will be conferred on a student upon successful completion of an award program.

**Graduate Certificate:** A Graduate Certificate provides a solid grounding in an area. It includes introductory to intermediate-level content across 8 months intensive part time. Graduate Certificates are considered post-graduate qualifications, and in Australia are considered Level 8 under the Australian Qualifications Framework.

**Graduate Diploma:** Graduate Diplomas are a more detailed and extensive study, emphasising theoretical concepts and critical analysis explored over 16 months intensive part time. Graduate Diplomas are considered post-graduate qualifications, and in Australia are considered Level 8 under the Australian Qualifications Framework.

**Census:** This is your key enrolment and HELP loan application deadline. It's important, because if you miss the census date you might have to pay for study that you don't want or need to do.

**Course:** A unit of study with specified learning outcomes that may be a component of a program. A course is generally 12 credit points.

**Course coordinator:** Your course coordinator ensures your course is run to the highest standard. They are the academic experts who wrote and developed most of the course content. They are here to assist and oversee how the course runs including but not limited to assessment moderation and grades release, publishing results, and reviewing extension requests for approval.

**Credit points:** A measure of study load that will be represented by a numerical value that must be assigned to a course.

**Experiential learning:** Experiential learning refers to the process of learning through experience, and more narrowly defined as learning through reflection on doing. This course will focus on practically applying the skills you've gained into various tasks and projects. You'll work on a virtual industry project and demonstrate industry-ready skills upon completion of the program.

**Major:** A series of eight or more courses in an area of specialisation within a bachelor degree program.

**Minor:** A series of four courses in the same subject or area of specialisation.

**Program:** A curriculum of study that will provide a structured approach for you to achieve defined learning outcomes and may lead to one or more awards and must have at least one program offering. At RMIT Online, a program is made up of multiple courses.

**SSAF:** A Student Services and Amenities fee based on your enrolment load, which is used to maintain and enhance services and amenities that improve your experience as an RMIT Online student.

**Student success advisor:** provides personalised non-academic study support and will equip you with study tips and online resources. They also offer advice and referral to the relevant RMIT services, ensuring you receive responses and outcomes in a timely manner. They will be your #1 RMIT supporter throughout your studies.

**Tutor/online facilitator:** A facilitator for your learning in the online environment. This could be through driving your engagement and conversation through discussions, hosting weekly webinars, and providing you with feedback and feed forward on your assessments so that you can adequately prepare for the next assignment.

**Onboarding webinar:** A live video session hosted by the Student Success team before your first study term begins. The purpose of this webinar is to outline key information you need to be aware of, support services available through RMIT, and study tips that will enable success in your program.

**Webinar:** A live online video session hosted by your Online Facilitator where they will share their industry experiences, guide you through the course material, and prepare you for upcoming assessments. Your Online Facilitator will inform you of webinar dates and times, and recordings will be available after each live session if you're unable to make it.

For other definitions of key academic dates, please see our [FAQs](#), under 'What do each of my key dates for my program mean?'



## Detailed course overview

In this following section, you'll delve into a detailed course overview and course learning outcomes for each of the individual courses on offer within the Digital Product Design degree programs.



# Program overviews

The Graduate Certificate and Graduate Diploma in Digital Product Design will equip you with the tools, skills, methods and processes needed to work as a versatile and capable digital product designer.

## Subjects in this degree: (Graduate Certificate)

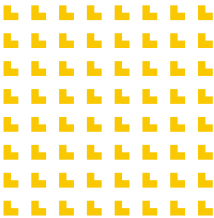
Course Title	Points	Code
Digital Product Design Strategy and Contexts	12	INTE2615
Design Practice and Leadership	12	INTE2613
Digital Product Design Process and Methods	12	INTE2614
User Experience Research	12	INTE2612

## Subjects in this degree: (Graduate Diploma)

Course Title	Points	Code
Digital Product Design Strategy and Contexts	12	INTE2615
Digital Product Design Process and Methods	12	INTE2614
Design Practice and Leadership	12	INTE2613
User Experience Research	12	INTE2612
Product and Business Strategy	12	BUSM4802

Course Title	Points	Code
Product Design and Customer Experience	12	BUSM4803
Product Development and Operations	12	BUSM4804
Digital Leadership and Digital Delivery with Agile	12	BUSM4805
Service Design in Practice	12	GRAP2977
Design Strategy Practice and Principles	12	GRAP2978
Service Design Research	12	GRAP2979
Service Futures	12	GRAP2976
Programming Fundamentals	12	COSC2531
Data and Privacy in the Digital Age	12	LAW2570
User Experience Practice and Principles	12	INTE2611
User Experience Design & Prototyping	12	INTE2610
User Interface Design & Business Analyst Fundamentals	12	INTE2608
User Interface Design & Product Management Fundamentals	12	INTE2609

\* Please note for INTE2608 & INTE2609 you may only choose one of these courses, not both of them.



*The following pages outline each subject across both the Graduate Certificate and Graduate Diploma degrees.*

## Digital Product Design Strategy and Contexts (INTE2615)



### Course overview

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This course introduces you to digital products. You will gain an understanding of how they are conceived and designed for local and international markets. Using design thinking frameworks, you will experience the process of new product development (NPD), problem definition, opportunity scoping, and ethical design research.

You will be introduced to the various team and stakeholder roles and capabilities that are required to successfully bring new digital products to market, including the importance of persuasive storytelling and a sound business case.

### Learning outcomes

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- Interpret and evaluate market opportunities to develop new digital products.
- Synthesise ethical design research and market research and apply to new product development.
- Assess and communicate the risks associated with a future product's market size or impact opportunity for potential customers.
- Review and propose various operational scenarios of an interdisciplinary team at key stages during product development.
- Propose and present product research and development to stakeholders using appropriate protocols to ensure and maintain transparency.

## Digital Product Design Process and Methods (INTE2614)



### Course overview

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In this course, you will design a new digital product using an existing client's brief. Using industry standard tools and ethical best practice, you will gain hands-on experience of framing a client's problem. You will then apply design research to explore the client's brief and the possibilities for the digital product and move into conceptualising, prototyping and designing a product solution.

You will gain a working understanding of digital product lifecycles and explore how products grow and change through industry and user feedback. By understanding and enacting the roles of various team members, you will have a broad understanding of the responsibilities and expertise required to build a successful digital product, including different interface modalities, user contexts, business constraints, accessibility considerations, and market forces.

### Learning outcomes

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- Critically apply a user-centred method to interpret a client brief and propose an approach to design a digital product.
- Research, prototype and deliver products using industry standard digital tools.
- Evaluate and iterate existing digital products to improve their user experience, ethical integrity, technical constraints and business value.
- Strategically review product maturity phases for the role they have in managing the business of digital product design.
- Critically reflect on the operational aspects of a digital product design project within a team.

## Design Practice and Leadership (INTE2613)



### Course overview

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In this course, you will explore the fundamentals of leadership within a design context. You will determine your leadership capabilities as a designer, not only as an individual, but as a crucial part of a team, an organisation and society.

This is the designated Work Integrated Learning (WIL) course for the [Graduate Certificate of Digital Product Design](#). In the role of course facilitator, industry partners will support and review your work, as well as providing industryrelevant case studies and real-world scenarios. This ensures ongoing industry best-practice in both accessing and gaining feedback from the course content.

By developing a deeper understanding of the ways in which design shapes the world, you will be aware of the prevailing conversations, trends and future directions of the roles and impact of design for the economy, society, culture and the planet. You will examine how ethics, skills of team members and culture all contribute to, and constrain current and emerging design practice. You will also critically define your viewpoints, rationales and biases as you grow as a design leader.

### Learning outcomes

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- Design project plans which incorporate aspects related to diverse teams and disparate contexts.
- Critically appraise and communicate design theory and practice for application within professional contexts.
- Critically reflect on the needs of diverse communities, both locally and globally, as considerations for inclusive design.
- Maintain an ongoing reflective and ethical practice to support your career development.

## User Experience Research (INTE2612)



### Course overview

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In this course, you will be introduced to the role research plays within the user experience domain. You will learn how to evaluate and implement research tools and activities to effectively articulate and interpret the 'problem space' and shape findings and insights for your client.

You will develop an understanding of how research is used in competitor analysis, user interviews, observations, surveys, testing, and analytics in order to deliver a suitable user experience.

Project scoping protocols (including privacy, ethics, and data management) are reviewed to look at how to support your organisation to deliver evaluative and generative modes of research to enhance the user experience.

### Learning outcomes

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- Develop and refine research briefs based on stakeholder requirements and best practice.
- Account for ethical data collection and privacy concerns when performing user experience data research.
- Critically analyse and determine the most suitable user research approach.
- Conduct usability surveys, testing and ethnographic research within structured frameworks to generate findings and improved outcomes.
- Communicate and present in-progress and final findings clearly to a client/stakeholder.



## Product and Business Strategy (BUSM4802)



### Course overview

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This course covers the fundamentals of product and business strategy, and how this applies to the development of products that meet customer and market needs. You will analyse the success factors for different product types and commercial and risk impacts and learn how to develop and deliver a compelling business case to stakeholders.

You will apply your new skills projects based on real-world examples, including problem statements, product metrics, commercial models and market analysis.

### Learning outcomes

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- Develop innovative product strategies by analysing markets and competitors and defining commercial and customer drivers.
- Assess the commercial and risk impacts of different products types by analysing their key success factors and metrics.
- Communicate the vision, rationale and business benefits of a product strategy.

## Product Design and Customer Experience (BUSM4803)



### Course overview

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This course focuses on the customer experience of a product and how to identify, evaluate, and iterate product features to maximise customer success. During this course, you will be introduced to the fundamentals of user experience, and how to understand a customer's needs based on a variety of research, testing, and data inputs. Measuring, analysing, and interpreting customer success data will be central to this course, and how these insights can be utilised to improve products. You will also develop a deep understanding of key customer sales and service metrics, and how these map across the customer lifecycle.

### Learning outcomes

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- Construct a customer lifecycle plan by analysing customer needs, identifying key product metrics and applying insights to product improvement.
- Develop and interpret the key metrics that drive customer sales and service.
- Evaluate the different phases of the customer lifecycle and articulate how to manage these to drive customer sales and service outcomes.

## Product Development and Operations (BUSM4804)



### Course overview

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This course introduces you to the practices required to develop and manage a product. You will learn about the key artefacts of a product development plan such as product goals, requirements and features, and how these are utilised to effectively develop products. You will practice product development techniques such as creating jobs-to-be-done, user stories, and prioritisation. Marketing, sales, and service will also be taught, enabling you to understand how to manage products across the lifecycle. You will become familiar with product roadmap tools by creating a product roadmap comprising development and go-to-market elements.

### Learning outcomes

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- Design a product development plan by deconstructing product build requirements and evaluating the underlying operational metrics.
- Analyse different types of marketing and sales strategies, and applications for a range of product types.
- Utilise appropriate software tools to create and communicate a product development and go-to-market plan.
- Clearly articulate evidence-based decision trade-offs in a product roadmap plan, by exercising prioritisation and influencing skills.

## Digital Leadership and Digital Delivery with Agile (BUSM4805)



### Course overview

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The digital leadership component of this course will expose you to the leadership practices and mindsets required to lead product development and product teams. During this course, you will be introduced to leadership frameworks and models within fast changing digital environments. The agile delivery component will enable you to understand the depth and breadth of agile frameworks, methods, tools and techniques, and how to select, blend, and apply these broadly across business domains.

### Learning outcomes

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- Critique a range of digital leadership models by identifying leadership requirements and opportunities in organisational contexts.
- Develop leadership approaches to address changing workforce needs by evaluating leadership methodologies and emerging challenges in contemporary businesses.
- Critically evaluate a range of agile frameworks and their suitability in multiple business contexts.
- Analyse agile practices by identifying agile success metrics and improvement opportunities.

## Service Design in Practice (GRAP2977)



### Course overview

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In this course, you will examine the fundamental practice and principles of service design and how these can be applied across a range of complex situations within society.

You will investigate how service design uses human-centred methods and approaches to define problems and improve productivity and quality of services.

As you become familiar with the tools and processes service design applies to real-world situations you will also begin to situate yourself as a designer within a multi-disciplinary service economy.

### Learning outcomes

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- Articulate how service design supports activities in a range of fields, including corporate, social and public sectors.
- Apply a range of design processes and principles such as thinking in critical, systemic and holistic ways to analyse complex systems and issues.
- Critically reflect on the role of the designer within human-centred approaches to service design.
- Evaluate service design solutions from real-world contexts and propose options.



## Design Strategy Practice and Principles (GRAP2978)



### Course overview

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In this course, you will explore how designers work with corporate, social, and public sectors to contribute to the envisioning, communication, execution, and innovation of strategy.

You will examine the strategies behind the successful delivery of services and experiences, with attention to the broader stakeholder network both internal and external.

You will investigate and apply tools, methods, and processes to help you align design practices with current and emerging movements in organisational strategy.

### Learning outcomes

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- Identify current and emerging approaches in organisational strategy.
- Articulate and apply knowledge of how design supports strategic activities in organisations.
- Apply strategic design to an organisational problem.
- Critically evaluate the efficacy of strategic design and propose alternatives.

## Service Design Research (GRAP2979)



### Course overview

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In this course, you will develop fundamental knowledge of design research practice and the role it plays within service design. You will become familiar with various design research tools and the methods by which they can be applied within a human-centred design framework.

Through activities including case-study analysis, fieldwork, observation, and reflection you will develop insights into how research allows you, as a designer, to create or improve service experiences for stakeholders.

The practice of critical reflection through the process will allow you to examine your own design 'lens' and professional identity as an ethical practitioner.

### Learning outcomes

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- Demonstrate understanding of the role design research plays within a human-centred design framework.
- Critically evaluate and apply judgement in the use of design research tools and methods in diverse contexts.
- Analyse and synthesise material gathered in a design research process.
- Communicate insights, possible risks, and opportunities within a professional setting.

## Service Futures (GRAP2976)



### Course overview

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In this course, you will learn how to synthesise various design processes with observations and information in order to produce an end-to-end service prototype.

You will use design research tools to observe, assess, and then map and articulate the current state of a real-world service. Through a process of critical analysis, idea generation, and iterative design, you will develop a future-focussed and stakeholder-centric service prototype.

The practice of critical reflection through the process will allow you to examine your own design 'lens' and professional identity and produce an artefact that reflects this.

### Learning outcomes

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- Demonstrate understanding of a human-centred design approach.
- Critically evaluate and apply judgement in the contextual use of design methods and tools.
- Collaborate constructively within a multi-disciplinary professional setting.
- Articulate a professional design proposition which demonstrates a process of reflective practice.

## Programming Fundamentals (COSC2531)



### Course overview

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Programming skill represents a generic problem solving ability, and is considered essential for anyone involved

in the development and maintenance of software systems. This course aims to introduce you to foundational knowledge about:

- computer systems;
- their components and interactions between components;
- the conceptual building blocks necessary for programming; and
- basic computer programming skills.

### Learning outcomes

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- Analyse simple computing problems.
- Devise suitable algorithmic solutions and code these algorithmic solutions in a computer programming language.
- Develop maintainable and reusable solutions using the object-oriented paradigm.

## Data Privacy in the Digital Age (LAW2570)



### Course overview

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In this course, you will develop an advanced understanding of the key principles of Australian and international privacy laws. You will comprehend the value of personal and commercial data in an increasingly connected world and examine the obligations of organisations in relation to the collection, storage and use of customer data.

You'll critically examine the legal, security and privacy issues that arise from the collection, storage and usage of such data and examine the response required from organisations in the event of a data breach. The ethical, social and regulatory implications of key privacy and data topics will be examined, while technology solutions for greater transparency, privacy and security will be explored.

### Learning outcomes

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- Examine the value of personal data to emerging technologies and the ways personal data is constrained and protected by Australian and International law.
- Analyse and explain the business and organisational responsibilities for the collection, access, sharing and storage of personal data under Australian and International privacy laws and regulations.
- Critically examine the ways data collection, storage, sharing and access of emerging technologies outpaces current laws and regulations.
- Develop ethical and sustainable legal frameworks and policies to manage the access, sharing and storage of data under Australian and key international privacy laws and regulations.
- Recommend emerging technology solutions to improve the privacy and transparency of data use, sharing and storage.

## User Experience Practice and Principles (INTE2611)



### Course overview

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In this course, you will be introduced to the role that user experience (UX) design plays in connecting organisations to customers and users. You will learn how to evaluate and manage key elements of a user experience design project including stakeholder relationships, ethics and inclusivity, and technology considerations.

You will develop an understanding of the value of user experience design to help shape project briefs, to persuade and win client work, and scope projects which achieve client objectives while representing best practice in user experience.

You will also gain an understanding of the role that UX plays across public and private sectors and be able to prioritise and align user experience projects to the requirements and constraints of those sectors.

### Learning outcomes

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- Define and communicate the purpose and value of UX design to industry within individual, team, and global contexts.
- Critically reflect on the role of user experience design practice, systems, tools, and processes to create impactful UX solutions.
- Articulate the complexity of meeting stakeholder requirements whilst accounting for project constraints such as equitable access, inclusivity, and responsible design (ethics) to generate meaningful UX solutions.
- Propose contextually appropriate approaches to UX challenges which shape and respond to client requirements.

## User Experience Design and Prototyping (INTE2610)



### Course overview

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In this course, you will develop skills in using the tools, processes, and approaches to create meaningful digital interactions between a service and a user, i.e. the user experience. This is accomplished through inclusive design practices, digital and analogue tools, and the exploration of different modalities such as voice, touch, sight, sound, and gesture.

By the end of this course, you will be able to design user experiences which are integrated with the technical 'back end' of a digital service, and leverage the constraints and affordances of code, information architecture, and hardware in UX design.

### Learning outcomes

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- Critically evaluate existing user experiences for ethical, inclusivity and quality considerations.
- Critically analyse how user experience design interacts with, and is constrained by, technical infrastructure, processes and platforms.
- Identify and assess the value and appropriateness of different design tools through a user experience design project.
- Explore and apply ways to build, iterate and maintain user experiences.
- Integrate and apply sequences of multi-stakeholder feedback to a design project

## User Interface Design and Business Analyst Fundamentals (INTE2608)



### Course overview

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Two *Future Skills* courses have been combined to provide you with the knowledge and skills to create buildable business solutions, whilst optimising usability and user experience in organisational contexts.

The User Interface Design (UI) course is intended to provide you with the contemporary techniques and tools needed for a career within UI design. You will gain skills in UI design fundamentals, atomic design, component libraries, Figma, application design, screen design, accessibility, heuristics, and testing.

The Business Analyst Fundamentals course will equip you with business analyst skills, whilst also learning the fundamentals of change and project management, business consulting, process improvement, optimisation, and customer service. You will apply agile skills to help solve complex organisational problems.

### Learning outcomes

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- Create, test and iterate prototypes to improve the experience of an existing digital product.
- Present testing research and heuristics used to justify the user interface design process undertaken to produce a final prototype.
- Devise business problem requirements that address conflicting needs and reflect contemporary ways of working.
- Critically analyse cognitive and behavioural professional skills relevant to business analysis and apply these skills to stakeholder engagement approaches to justify process and business value



## User Interface Design and Product Management Fundamentals (INTE2609)



### Course overview

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Two *Future Skills* courses have been combined to provide you with the knowledge and skills to design a successful product. The User Interface (UI) Design course is intended to provide you with an understanding of the mindsets, techniques and tools needed for a career within UI design. You will gain skills in UI design fundamentals, atomic design, component libraries, Figma, application design, screen design, accessibility, heuristics, and testing.

Product Management Fundamentals will help you explore and understand the role of a product manager by taking a digital or physical product to market, measuring data, and improving its performance at every stage of the product lifecycle. You will gain the necessary skills to begin a career within product management. You will learn how to manage successful products in a modern business by creating value through scalable solutions and continuous delivery.

### Learning outcomes

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- Create, test and iterate prototypes to improve the experience for an existing product.
- Present testing research including heuristics to justify the user interface design process undertaken to produce a final prototype.
- Analyse product types and stages of a product's life cycle and identify how this applies to a specific product and product vision.
- Develop the value proposition for a product and assess the market to determine product/market fit by developing a go-to-market (GTM) strategy.
- Justify the use of product development methodologies to support innovation and delivery of product success within the development process.

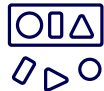
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REA Group is a global online real estate advertising company, aiming to help customers with all aspects of their property experience – not just buying, selling, and renting. REA leverages brilliant UX designers, developers, product managers, marketers, account managers to create exceptional digital experiences.



**Matt Kurowski,**  
Program Manager, RMIT

Matt Kurowski is a senior strategic service designer across finance, fintech, and the public sector. He has expertise in strategic partnerships, organisation design, new digital product and omnichannel service development. Currently Matt contributes to RMIT and RMIT Online's postgraduate courses in sociotechnical business design such as service design, user experience design, and digital product development.



### Student success team RMIT Online

Our student success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.



## How to get started:



Enrolment in our graduate programs is easy. Get in touch with one of our Student Enrolment Advisors today and we can get the wheels moving.

### STEP 1 Chat to a Student Enrolment Advisor

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Our Student Enrolment Advisor have all the information you will need to choose the best courses for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisor during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

### STEP 2 Send us your documents

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All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

### STEP 3 Wait to hear from us!

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If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit [online.rmit.edu.au](https://online.rmit.edu.au)

**\*Further Information:** Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application.