

# Course Title: - UI UX Design (60 hours)

This course prepares the student for a comprehensive understanding of Advanced UI UX Design, immersing them in the art of crafting captivating interfaces and seamless user experiences. From grasping user mental models to mastering prototyping and usability testing, the program covers essential principles and tools. Elevate your design prowess, create designs with accessibility in mind, and champion user-centric innovation. By the end, you'll be equipped not only with design skills but also with the potential to obtain a Certificate in this field.

Key Learning Objectives	Course Content	Hours
<p><b>Module 1:</b> At the end of the module the students will be able to:</p> <ul style="list-style-type: none"><li>➤ Understand the scope and structure of the Advanced Certification in UI UX Design program.</li><li>➤ Comprehend the importance of User Experience (UX) and User Interface (UI) design in modern digital products.</li><li>➤ Identify factors influencing user experience, including user groups, market segments, and information architecture.</li><li>➤ Gain familiarity with essential concepts such as empathy mapping, persona development, and card sorting methods.</li><li>➤ Learn the significance of user-centered design and best practices in UX design.</li></ul>	<p><b>Module 1: Induction for Advanced Certification in UI UX Design</b></p> <ul style="list-style-type: none"><li>• Get acquainted with your peers</li><li>• Gain a full understanding of the program</li><li>• Learn about program outcomes</li><li>• <b>Summary and Review</b></li><li>• <b>Online quiz test</b></li></ul>	<p><b>4</b></p>

<p><b>Module 2:</b> At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Define User Experience (UX) and its significance in product design.</li> <li>➤ Explore the user-centered design process and its five distinct phases.</li> <li>➤ Understand how to conceptualize and ideate during the design process.</li> <li>➤ Learn about user mental models and their impact on product design.</li> <li>➤ Explore different methods of UX research, including qualitative and quantitative approaches.</li> <li>➤ Gain familiarity with data gathering methods, such as expert reviews, interviews, and observation techniques.</li> <li>➤ Understand the importance of competitor analysis in the design process.</li> </ul>	<p><b>Module 2: Introduction to UX and User-Centered Design</b></p> <ul style="list-style-type: none"> <li>• Introduction to UX (User Experience)</li> <li>• User-centered Design Process</li> <li>• Conceptualization and ideation</li> <li>• User’s Mental Model</li> <li>• Products Designed on User’s Mental Model</li> <li>• Confused Mental Models</li> <li>• Products Designed on Confused Mental Model</li> <li>• UCD Process – 5 Distinct Phases</li> <li>• Persona mapping, Storyboarding, Scenario Map</li> <li>• Empathy Mapping</li> <li>• Methods of UX research - Qualitative/Quantitative</li> <li>• Data Gathering Methods and Sources</li> <li>• Expert Review, Interviews</li> <li>• Surveys and Email Questionnaire</li> <li>• Observation - Eye Tracking, Clickstream Analysis</li> <li>• Focus Group, User Groups, Market Segments</li> <li>• Competitor Analysis</li> <li>• <b>Summary and Review</b></li> <li>• <b>Online quiz test</b></li> </ul>	<p><b>9</b></p>
<p><b>Module 3:</b> At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Grasp the foundational principles of visual design for creating effective user interfaces.</li> <li>➤ Understand cognitive studies and how they contribute to a better user experience.</li> </ul>	<p><b>Module 3: User Interface and Design Principles</b></p> <ul style="list-style-type: none"> <li>• Cognitive Studies for Better User Experience, Gestalt Principles</li> <li>• Visual Design - Color Theory, Typography</li> <li>• Using Graphics and Illustrations to</li> <li>• <b>Finalize Designs</b> <ul style="list-style-type: none"> <li>• Informational Components</li> </ul> </li> </ul>	<p><b>11</b></p>

<ul style="list-style-type: none"> <li>➤ Learn about Gestalt principles and their application in design.</li> <li>➤ Explore color theory, typography, and the use of graphics and illustrations in UI design.</li> <li>➤ Recognize different types of disabilities and how to design inclusively.</li> <li>➤ Understand the significance of microcopy and its impact on user interactions.</li> <li>➤ Identify various UI elements, controls, and patterns used in interface design.</li> <li>➤ Comprehend the importance of accessibility in design.</li> </ul>	<ul style="list-style-type: none"> <li>• Containers</li> <li>• Types of Disabilities</li> <li>• Use of Writing in UI Design</li> <li>• Microcopy</li> <li>• User Interface Elements</li> <li>• <b>UI Controls/Patterns</b> <ul style="list-style-type: none"> <li>• Input Controls</li> <li>• Navigational Components</li> </ul> </li> <li>• Accessibility in Design</li> <li>• <b>Summary and Review</b></li> <li>• <b>Online quiz test</b></li> </ul>	
<p><b>Module 4:</b> At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Understand the role of UI design in creating engaging and delightful user experiences.</li> <li>➤ Learn about color theory, typography, layouts, and patterns in UI design.</li> <li>➤ Explore the prototyping process, including wireframing and information architecture.</li> <li>➤ Familiarize yourself with prototype fidelity levels (High, Medium, Low) and their applications.</li> <li>➤ Learn about different prototyping methods, including paper, digital, and HTML prototypes.</li> <li>➤ Understand grid and layout systems in UI design.</li> <li>➤ Explore interaction design principles and organization schemes.</li> <li>➤ Gain proficiency in using design tools such as Balsamiq, Sketch, Figma, and Invision.</li> </ul>	<p><b>Module 4: UI Prototyping and Styling</b></p> <ul style="list-style-type: none"> <li>• Prototyping, Wireframing</li> <li>• Information Architecture</li> <li>• Fidelity of a Prototype - High / Medium / Low</li> <li>• Paper Prototyping, Digital Prototype</li> <li>• HTML Prototype, Grid and Layout Systems</li> <li>• Interaction Design, Organization Schemes</li> <li>• Information Design</li> <li>• Sketching Screens, Balsamiq</li> <li>• Sketch, Figma, Invision, Navigation</li> <li>• Flat vs. Deep Hierarchies</li> <li>• Associative Navigation</li> <li>• Sequential Navigation</li> <li>• Breadcrumb Navigation</li> <li>• Click versus Clock</li> </ul>	<p><b>13</b></p>

<ul style="list-style-type: none"> <li>➤ Comprehend navigation hierarchies, including flat, deep, associative, and sequential navigation.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Error Messages</li> <li>• Guerilla Usability Testing</li> <li>• Iconography</li> <li>• <b>Summary and Review</b></li> <li>• <b>Online quiz test</b></li> </ul>	
<p><b>Module 5:</b> At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Understand the significance of usability testing and research in the design process.</li> <li>➤ Learn about heuristic evaluations and how to assess prototypes using usability heuristics.</li> <li>➤ Explore principles such as visibility of system status, user control, engagement, error tolerance, and minimalist design.</li> <li>➤ Discover techniques for planning and conducting usability tests, including A/B testing.</li> <li>➤ Gain familiarity with survey tools and methods for gathering user feedback.</li> <li>➤ Understand the concept of UX laws and their implications in design.</li> <li>➤ Learn about heatmaps and user testing tools like Hotjar.</li> <li>➤ Explore the process of design validation and making tradeoffs to achieve optimal user experiences.</li> </ul>	<p><b>Module 5: UX Research and Testing: Heuristics Evaluation, User Testing</b></p> <ul style="list-style-type: none"> <li>• Assessing Prototypes</li> <li>• Writing Good Heuristic Evaluations</li> <li>• Visibility of System Status</li> <li>• User Control and Freedom</li> <li>• Engagement Levels</li> <li>• Error Tolerance</li> <li>• Aesthetic and Minimalist Design</li> <li>• Planning and Conducting Usability Tests</li> <li>• Surveys and E-mail Surveys</li> <li>• Survey Tools</li> <li>• A/B Testing</li> <li>• UX Laws</li> <li>• Design Validation &amp; Tradeoffs</li> <li>• Heatmaps with Tools like Hotjar User Testing</li> <li>• <b>Summary and Review</b></li> <li>• <b>Online quiz test</b></li> </ul>	<p><b>23</b></p>