



UI/UX Design Master class

Unlock the Secrets of Exceptional User Interface and User Experience Design. In today's digital landscape, user-centric design is paramount.

Course Overview

This comprehensive UI/UX Design Master class is your gateway to mastering the art of creating engaging, intuitive, and visually appealing digital experiences. Whether you're a beginner or an experienced designer, this course will empower you to elevate your skills and stay at the forefront of the design industry.

Become a full-fledged UI/UX designer in this program that enables you to master user experience & user interface design through an applied learning approach and a Comprehensive curriculum — covering topics like Design Thinking, User Experience Design, User Interface Design, Prototyping & Styling, and more.

With an equal emphasis on hands-on learning through a practical learning experience via real-world projects and assignments, Capstone projects on Finance, Healthcare, e-commerce, Service, Fitness, Technology, and many more industries; and Designer Toolkit Training (Figma, Adobe XD, Sketch, Invision, & Balsamiq), Networking Sessions via Top Design Leaders. This program provides the perfect mix of theoretical knowledge in an applied learning format.

In this course, you will proceed on a roadmap to become a UX Design Expert. You will start your journey at ideation and conceptualization; to the creation of user profiles, user groups, market segments, and storyboarding; and, in the end, learn about information architecture and card sorting methods. By the end of this course, you will be able to describe and apply current best practices and conventions in UX



design, identify user groups, market segments, and perform empathy and persona mapping to enhance the audience's experience while interacting with content.

User Experience Design: UX

Key Learning Objectives

- ❖ Introduction to UX (User Experience)
- ❖ User-centered Design Process
- ❖ Conceptualization and ideation
- ❖ User's Mental Model
- ❖ Products Designed on User's Mental Model
- ❖ Confused Mental Models
- ❖ Products Designed on Confused Mental Model
- ❖ UCD Process – 5 Distinct Phases
- ❖ Persona mapping
- ❖ Storyboarding
- ❖ Scenario Map
- ❖ Empathy Mapping
- ❖ Methods of UX research - Qualitative/Quantitative
- ❖ Data Gathering Methods and Sources
- ❖ Expert Review
- ❖ Interviews
- ❖ Surveys and Email Questionnaire
- ❖ Observation - Eye Tracking
- ❖ Clickstream Analysis
- ❖ Focus Group, User Groups, Market Segments
- ❖ Competitor Analysis

User Interface and Design Principles: UI Visual Design

Key Learning Objectives:

- ❖ Cognitive Studies for Better User
- ❖ Experience
- ❖ Gestalt Principles
- ❖ Visual Design - Color Theory,
- ❖ Typography
- ❖ Using Graphics and Illustrations to Finalize Designs
 - Informational Components
 - Containers
- ❖ Types of Disabilities
- ❖ Use of Writing in UI Design
- ❖ Microcopy
- ❖ User Interface Elements
- ❖ UI Controls/Patterns
 - Input Controls
 - Navigational Components
- ❖ Accessibility in Design

UI Prototyping and Styling: Wireframing, Prototyping, Interaction Design, Design Tools.

User Interface (UI) design is what makes a design engaging and delightful for consumers. In this course, you will learn the concepts of color theory, typography, layouts, and patterns to provide users with a great experience. By the end of this course, you will be able to understand the role of UI design and visual communications, learn the design process of various successful, widely-adopted designs, familiarize yourself with current UI patterns, and build prototypes.

Key Learning Objectives:

- ❖ Wireframing
- ❖ Prototyping
- ❖ Information Architecture
- ❖ Fidelity of a Prototype - High / Medium / Low
- ❖ Paper Prototyping
- ❖ Digital Prototype
- ❖ HTML Prototype
- ❖ Grid and Layout Systems
- ❖ Interaction Design
- ❖ Organization Schemes
- ❖ Information Design
- ❖ Sketching Screens
- ❖ Balsamiq
- ❖ Sketch
- ❖ Figma
- ❖ Adobe XD
- ❖ Invision
- ❖ Navigation
- ❖ Flat vs. Deep Hierarchies
- ❖ Associative Navigation
- ❖ Sequential Navigation
- ❖ Breadcrumb Navigation
- ❖ Click versus Clock
- ❖ Creating Error Messages
- ❖ Guerilla Usability Testing
- ❖ Iconography

UX Research and Testing: Heuristics Evaluation, User Testing.

Usability and testing are essential to identify potential problems and validate design decisions while you are building prototypes. In this module of the program, you will learn how to set up and facilitate usability test sessions and synthesize your findings to determine if you need to redesign your prototype.

Key Learning Objectives:

- ❖ Assessing Prototypes
- ❖ Writing Good Heuristic Evaluations
- ❖ Visibility of System Status
- ❖ User Control and Freedom
- ❖ Engagement Levels
- ❖ Error Tolerance
- ❖ Aesthetic and Minimalist Design
- ❖ Planning and Conducting Usability Tests
- ❖ Surveys and E-mail Surveys
- ❖ Survey Tools
- ❖ A/B Testing
- ❖ UX Laws
- ❖ Design Validation & Tradeoffs
- ❖ Heatmaps with Tools like Hotjar User Testing

Portfolio Building - Capstone Project

A design portfolio is essential to landing a role in the UI/UX industry. This module will help you create a portfolio that incorporates everything you learned in this bootcamp.



In this capstone, you will work on three design projects to build a website, an iOS app, and an Android app.

Who Should Attend?

- ❖ Aspiring UI/UX Designers
- ❖ Graphic Designers looking to transition
- ❖ Web Developers aiming to enhance their design skills
- ❖ Product Managers seeking a deeper understanding of design
- ❖ Anyone passionate about crafting exceptional user experiences

What You Will Learn

Module 1: Introduction to UI/UX Design

- ❖ Understanding the design process
- ❖ User-centered design principles
- ❖ UI vs. UX: Defining the roles

Module 2: User Research and Analysis

- ❖ Conducting user interviews and surveys
- ❖ Creating user personas and journey maps
- ❖ Analyzing competitor products

Module 3: Information Architecture

- ❖ Organizing content for usability
- ❖ Creating sitemaps and wireframes
- ❖ Card sorting and navigation design

Module 4: Interaction Design

- ❖ Designing intuitive user interfaces
- ❖ Gestalt principles and visual hierarchy
- ❖ Prototyping with industry tools (Figma, Adobe XD)

Module 5: Usability Testing and User Feedback

- ❖ Planning and conducting usability tests
- ❖ Analyzing user feedback for improvements
- ❖ Iterative design and rapid prototyping

Module 6: Mobile and Responsive Design

- ❖ Designing for various screen sizes
- ❖ Mobile-first approach
- ❖ Adaptive and responsive design techniques

Module 7: Accessibility and Inclusive Design

- ❖ Web Content Accessibility Guidelines (WCAG)
- ❖ Designing for all abilities and disabilities
- ❖ Inclusive design case studies

Module 8: UI Animation and Micro interactions

- ❖ Adding life to your interfaces with animation
- ❖ Micro interactions and their impact
- ❖ Tools for animation and prototyping

Module 9: Designing for Emerging Technologies

- ❖ Voice user interfaces (VUI)
- ❖ Augmented reality (AR) and virtual reality (VR)
- ❖ Designing for wearable devices



Module 10: Portfolio Development and Career Guidance

- ❖ Crafting a compelling design portfolio
- ❖ Job search strategies and interview tips
- ❖ Building a successful career in UI/UX design

Course Schedule

Start Date: [Insert Date]

End Date: [Insert Date]

Class Days: [Insert Days]

Class Time: [Insert Time]

Location (if in-person): [Insert Venue]

Online Platform: Zoom Meeting

Faculty

Our instructors are industry experts with years of experience in UI/UX design, having worked with leading companies and start-ups. They bring real-world insights and practical knowledge to the classroom.

How to Register

To reserve your spot in the UI/UX Design Master class, visit our website at [Insert Registration Link] or contact us at [Insert Contact Information].

Course Highlights



Duration: 12 weeks (120 hours)

Class Format: In-person or Online

Certification: Industry-recognized UI/UX Design Certification

www.greentechnologys.com