



Course Syllabus

School of UI/UX Design

School of UI/UX Design Overview

16

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36

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11

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8

Quizzes

3Technical
Programs**5**Advisor
Meetings**24**Instructor
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Unit 1
Introduction to Design

Unit 2
Figma

Unit 3
Color Theory

Unit 4
Adobe Illustrator

Unit 5
Typography

Unit 6
Layout & Grids

Unit 7
Typesetting

Unit 8
User Interface Design

Unit 9
Design Systems

Unit 10
Adobe Photoshop

Unit 11
Design Accessibility

Unit 12
Product Design Thinking

Unit 13
User Experience Design

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Designing with AI

Unit 15
Working with Clients

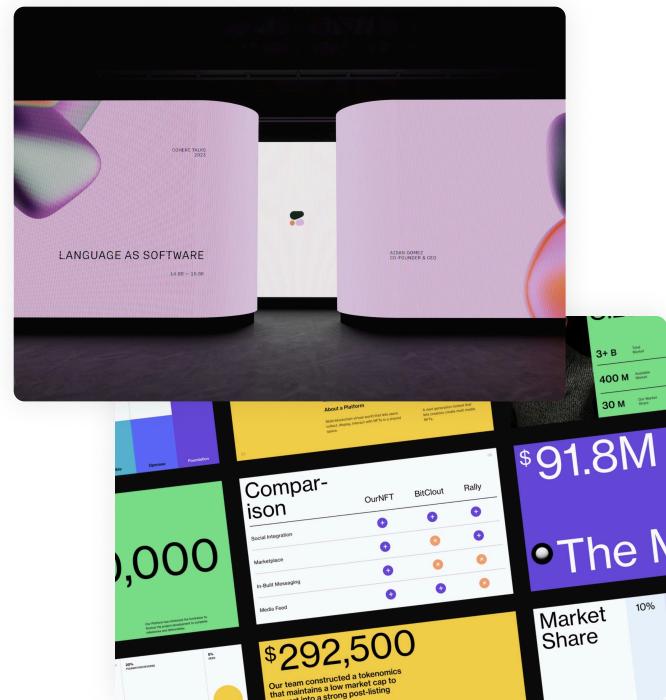
Unit 16
Developing a Design Portfolio

Unit 1

Intro to Design

From websites to packaging to printed advertisements and more—design is all around us and we interact with it everyday.

In Unit 1, you'll dive into design and design thinking, and begin to observe how it impacts the way we experience the world around us. You'll look at examples of design and identify design principles.

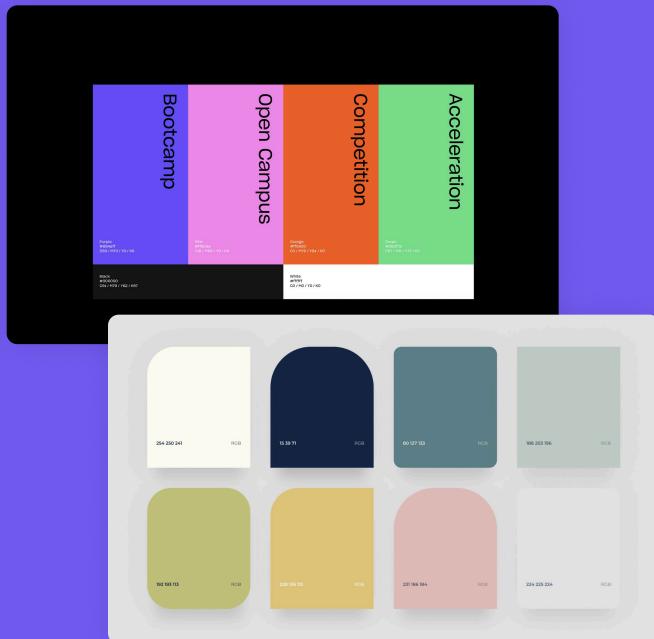


Unit 2

Figma

Figma is the leading tool for digital design such as responsive websites, mobile and desktop apps, digital ads, and even decks and presentations.

In Unit 2, you'll learn the fundamentals of navigating and using Figma as a designer and then directly apply your new skills in your first creative brief.



Unit 3

Color Theory

Color Theory is one of the pillars of design. Color injects tone, mood, and evokes emotional responses from viewers and users.

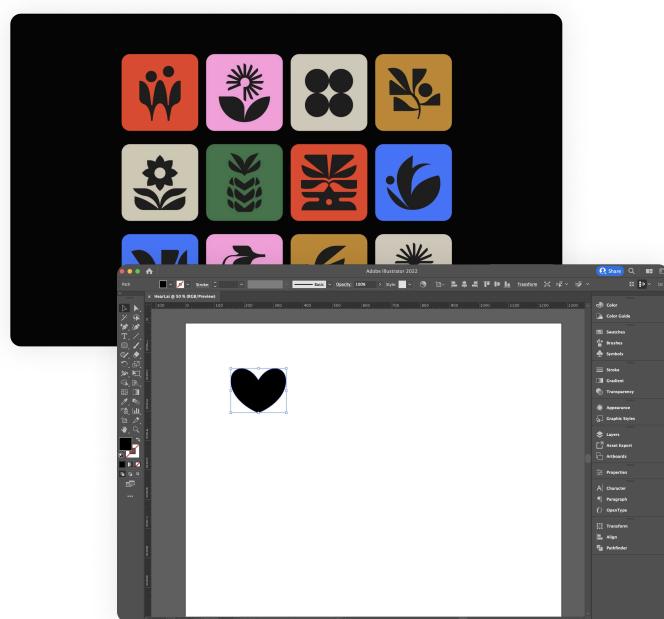
In Unit 3, you will learn about color models, how to choose and apply color, and the psychological impact it has on your designs.

Unit 4

Adobe Illustrator

Adobe Illustrator is a vector-based program used for the creation of illustrations, graphics, icons, and logos. Illustrator is also a great tool for creating visually striking customized typography.

In Unit 4, you'll learn the basics of shape and type creation and how to manipulate them into illustrations, graphics, and icons.



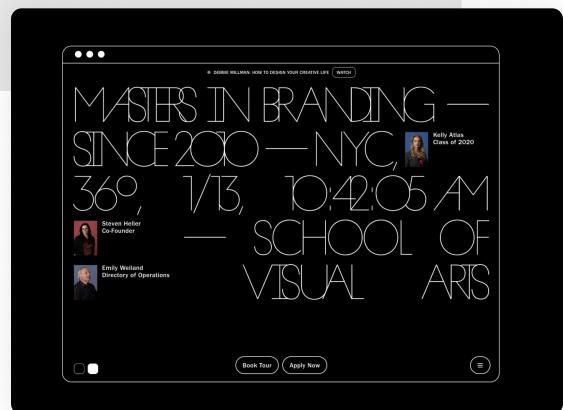
Unit 5

Typography

Typography, another pillar of design, is an extensive world of characters and glyphs used to convey tone, mood, and attitude in written language.

In Unit 5, you'll learn the history of typography as well as the different classes, the anatomy of type, and how to choose and pair fonts in your work.

Sharp Sans Semi-Bold

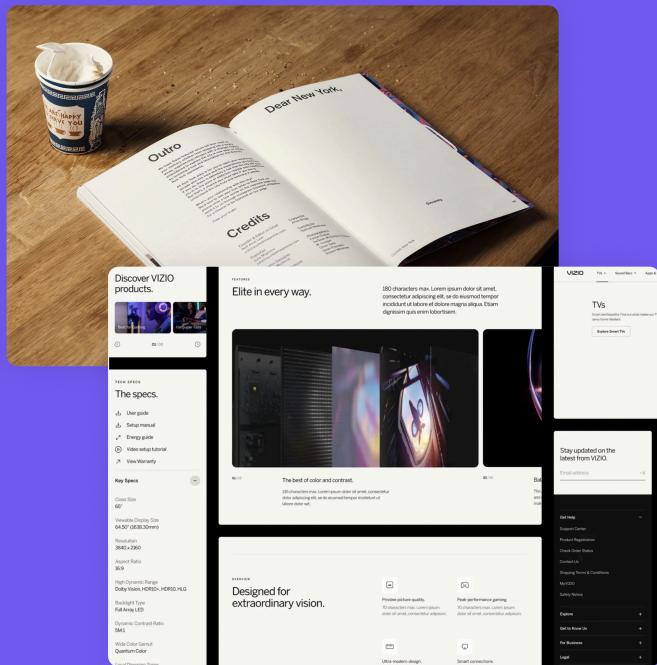


Unit 6

Layouts & Grids

All design has an invisible structure holding its elements in place, tying together visual details, and creating balance and alignment. Grids allow you to understand space on a page.

In Unit 7, you'll master the art of using columns, rows, guides, and margins to create neat and orderly pieces of design.



Unit 7

Typesetting

Typesetting is the art of crafting text into clean, beautiful paragraphs and columns that increase legibility and please the reader's eye. When you're dealing with large amounts of text, knowing how to finesse it is everything.

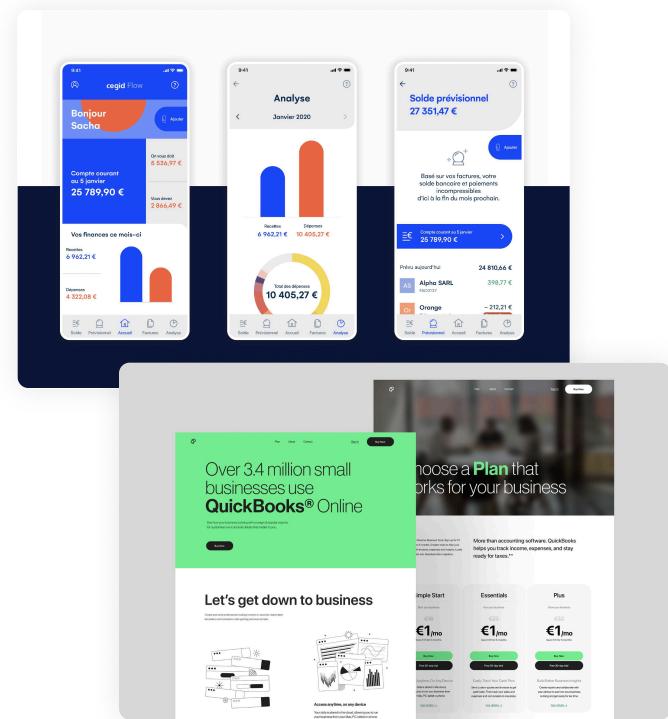
In Unit 8, you'll learn the technical side of laying out large amounts of text, and tips and tricks for encouraging readership.

Unit 8

UI Design

User Interface Design is the visual form digital experiences take. Colors, spacing, sizing, and shapes of elements are all things you will consider when creating beautiful digital design experiences.

In Unit 9, you'll build off of all the visual design skills you've learned thus far and apply them to digital experiences like websites and apps.

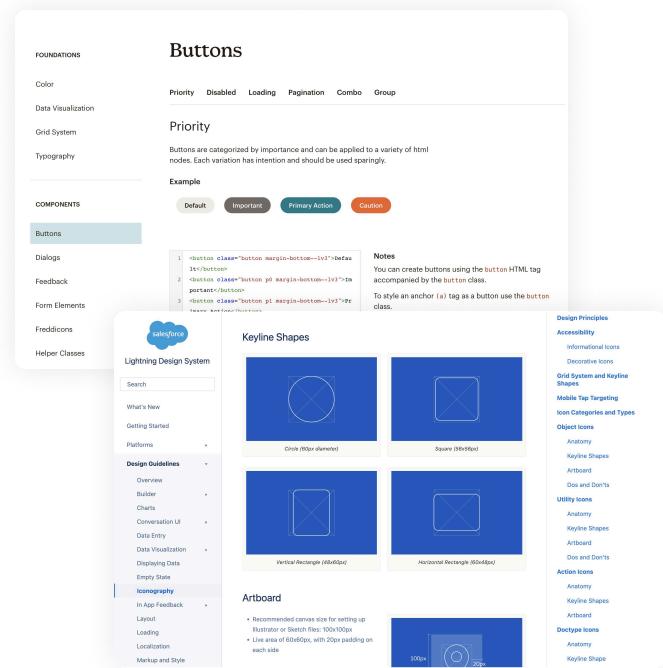


Unit 9

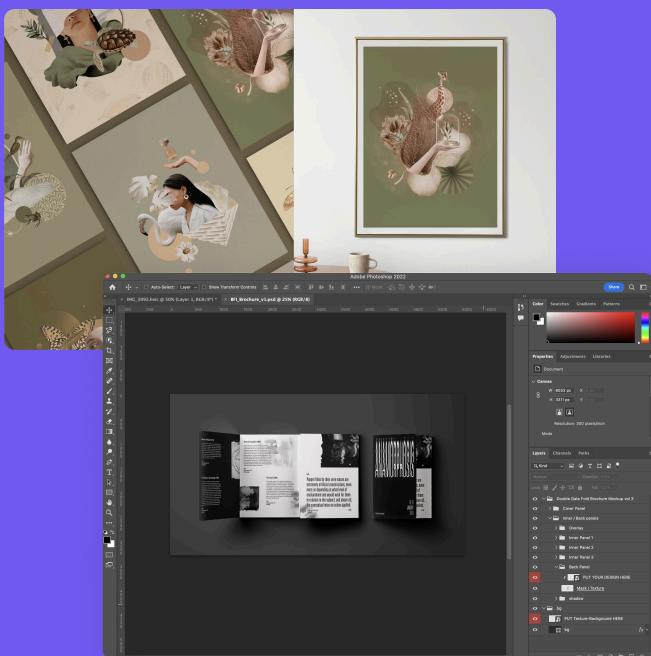
Design Systems

Design Systems are collections of reusable visual components, which are leveraged heavily when creating visual design on a large scale. The use of these systems allow companies to retain visual consistency and cohesion.

In Unit 10, you'll learn how to approach creating a design system and applying it in your own designs.



The screenshot shows the Lightning Design System interface. On the left, there's a sidebar with categories like Foundations, Components, and Design Guidelines. Under Components, 'Buttons' is selected. The main area shows a section titled 'Buttons' with tabs for Priority (Priority, Disabled, Loading, Pagination, Combo, Group), Example (Default, Important, Primary Action, Cta), and Notes. It includes code snippets for creating buttons using the button HTML tag and an anchor tag. Below this, there's a section for 'Keyline Shapes' with four examples: Circle (95px diameter), Square (95x95px), Vertical Rectangle (65x95px), and Horizontal Rectangle (95x45px). A note at the bottom right says 'Artboard' with a recommendation for a recommended canvas size of 1000x1000px. The right side of the interface lists various design principles and icons.

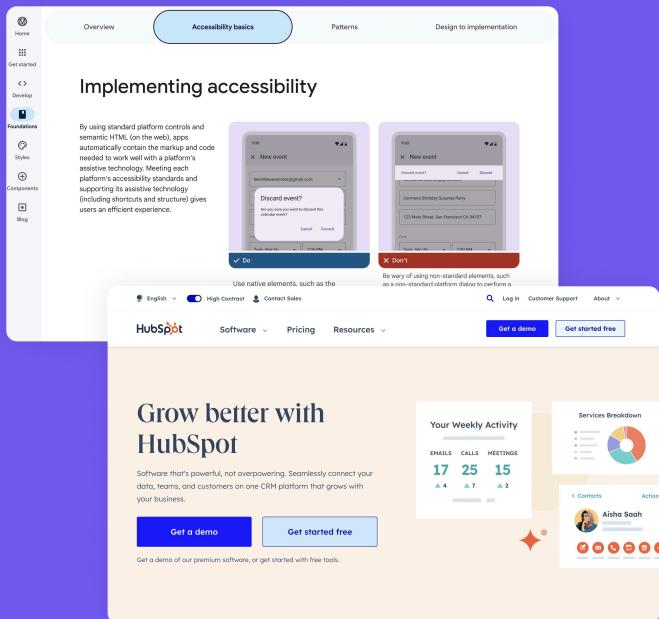


Unit 10

Adobe Photoshop

Adobe Photoshop is a powerful pixel-based (raster) editing program. It is used for photo retouching, creating digital collages, manipulating imagery, and digital painting.

In Unit 11, you will dive into the basics of Photoshop and learn how to best use and edit imagery.



Unit 11

Design Accessibility

Designing with accessibility in mind is an important aspect of design to learn and consider. Many of your viewers or users may have disabilities that make readability and discoverability a challenge.

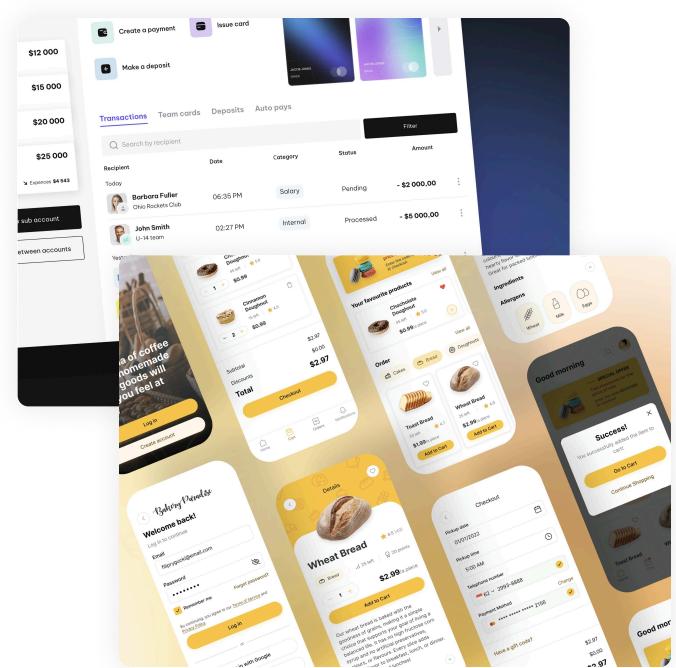
In Unit 12, you'll learn how to approach design accessibility and implement some techniques to increase accessibility in your own designs.

Unit 12

Product Design Thinking

Product Design Thinking is a specific mindset and methodology that simplifies how you perceive potential users' needs and wants. It helps us breakdown and understand who we're designing for and what their end goals for using our products are.

In Unit 12, you'll begin using Product Design Thinking methods to in order to better understand how to create human-centered products.

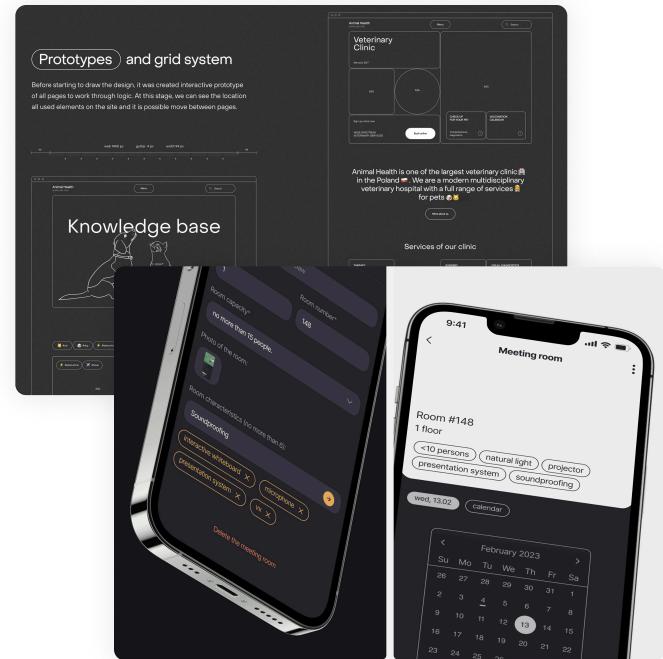


Unit 13

UX Design

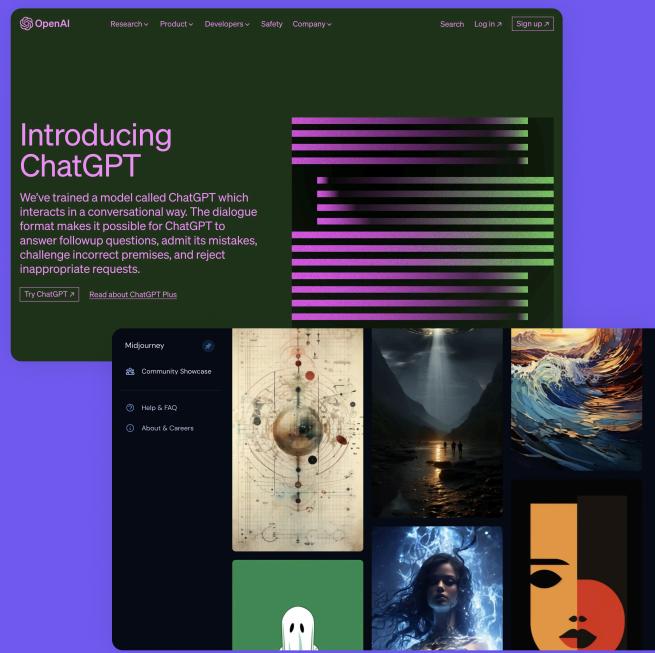
User Experience Design is the design of various physical actions a user takes throughout a digital product. It entails understanding how best a user can and should navigate and complete tasks in digital product environments.

In Unit 13, you'll learn how to research, ideate, wireframe, and prototype digital products.



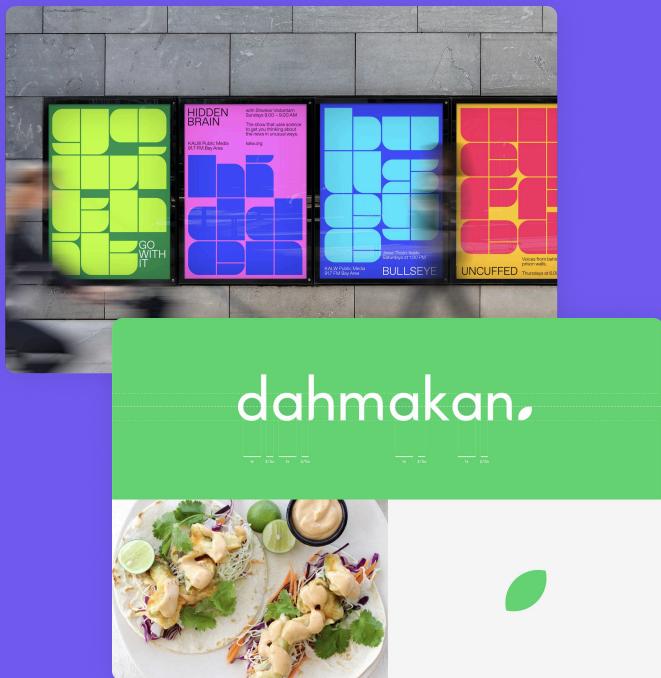
Unit 14

Designing with AI



AI (Artificial Intelligence) is a burgeoning tool in the designers' arsenal. AI can aid in the creation of verbiage and written content, photo and illustration content, and even graphic elements.

In Unit 14, you will gain insights in how best to begin experimenting and using AI in your design work.



Unit 15

Working with Clients

One of the most important facets of being a good designer is understanding how to work with clients —whether it be in a freelance capacity or working with managers and stakeholders.

In Unit 15, you'll learn about presenting concepts, receiving client feedback, and handing over final design assets.

Unit 16

Developing a Design Portfolio

A portfolio of work is the most important piece in your self-promotional toolkit. Your portfolio serves as an introduction and a showcase of your skillset. Portfolios are requested with every design-related job application, so having an exceptional one is the key to standing out.

In Unit 16, you'll spend several weeks working 1:1 with your instructor to refine your work and curate a portfolio that best represents you.

Sample Calendar

Key

-  Quiz
-  New Project
-  Exercises
-  Instructor Session
-  Advisory Session

Week 1	Unit 1: Intro to Design, Unit 2: Intro to Figma	  
Week 2	Unit 2: Intro to Figma (continued)	   
Week 3	Unit 3: Color Theory	 
Week 4	Unit 4: Intro to Adobe Illustrator	   
Week 5	Unit 4: Intro to Adobe Illustrator (continued)	 
Week 6	Unit 5: Typography	    
Week 7	Unit 6: Layout & Grids	  
Week 8	Unit 7: Typesetting	  
Week 9	Unit 8: User Interface Design	  
Week 10	Unit 8: User Interface Design (continued)	  
Week 11	Unit 9: Design Systems	  
Week 12	Unit 9: Design Systems (continued)	  
Week 13	Unit 10: Intro to Adobe Photoshop	  
Week 14	Unit 11: Design Accessibility	   

Sample Calendar

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Week 15 Unit 12: Product Design Thinking



Week 16 Unit 12: Product Design Thinking (continued)



Week 17 Unit 13: User Experience Design



Week 18 Unit 13: User Experience Design (continued)



Week 19 Unit 14: Designing with AI



Week 20 Unit 15: Working with Clients



Week 21 Unit 15: Working with Clients (continued)



Week 22 Unit 15: Working with Clients (continued), Unit 16: Portfolio Development



Week 23 Unit 16: Portfolio Development



Week 24 Unit 16: Portfolio Development + Personal Branding



Week 25 Unit 16: Portfolio Development + Case Studies



Week 26 Unit 16: Portfolio Development + Website Build



Week 27 Unit 16: Portfolio Development + Website Build



Week 28 Unit 16: Portfolio Website Build + Career Coaching

