

# **UX/UI Design Bootcamp**

Course Syllabus

## OVERVIEW

### WHAT IS USER EXPERIENCE (UX) DESIGN?

Have you ever wondered how digital products like mobile applications and complex websites are created? Well, it's not all code and engineering. In fact, much of the work that happens before any code is written, and after the product is finished, falls under the job of a user experience (UX) designer. UX designers are responsible for making sure that the design, features, and functionality of a product achieves the goals of the business and satisfies its customers. They do this by combining strategy, process, research, and visual design when making decisions on how the application looks and functions.

### WHAT YOU WILL LEARN

The process for creating the outward facing appearance of a website or application is referred to as **user interface (UI) design**, while the process of gathering research and using data to inform design decisions is referred to as **user experience (UX) design**. In this course, **you will learn both**. Starting with the fundamentals, you will quickly advance through topics of increasing complexity, applying creative problem-solving skills to design and iterating on your designs based on research. You will learn how to defend your designs with data using performance metrics that you create. Lastly, you will leave this course knowing how to clearly implement every step of the design process, from concept to full-scale design prototypes.

### WHY LEARN UX DESIGN?

There has never been a better time to learn user experience design than right now. For anyone interested in a career as a UX designer, the employment demand for these skills is at an all-time high and is showing no signs of slowing down.

Learning UX design can boost your existing career or business. Understanding how to apply new problem-solving skills to your projects, ideas and work means adding value to your business and your team.

User experience design is challenging, rewarding, creative, and fun!

## UX/UI CURRICULUM

### SECTIONS

1

#### Module 1: Design Fundamentals

Learn the foundational topics and ideas of user experience design. This is when you will develop core problem solving skills through human-centered design exercises and learn how to convey meaning through visuals. We will also introduce user research and define contextually relevant research methods and techniques through applied exercises.

2

#### Module 2: Usability & Prototypes

In this module you will discover how applications and websites are constructed and learn methods to evaluate the ease of use of a product. You will start by creating an efficient information architecture model that informs a navigation and then begin sketching wireframes based on scenarios and user stories. We will also create screen flow diagrams and build paper prototypes to evaluate design interactions.

3

#### Module 3: Iteration & Synthesis

Learn how to set measurable performance goals and choose tools to test them. Use test results and feedback to inform changes in design or functionality. Execute deliverable handoffs to developers. Start synthesis presentation outline. Craft problem statement, solution, goals, artifacts, assets and research findings into a compelling story.

4

#### Module 4: Final Project

Begin your final project and use design thinking to work through a real, industry problem. Develop a design solution that addresses this problem, putting the user first. The result will be a prototype with accompanying design artifacts as well as a robust presentation to include in your portfolio.

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## UNIT OVERVIEW

### PRE-COURSE WORK

Prior to the start of class, you are expected to work through the materials provided by the instructor. This includes assigned videos, readings, lectures, as well as a pre-course assessment. The assessment will give you the opportunity to establish a comfortable cadence based on how adept you are at UX at the beginning of the class, and how much you hope to grow by the end of the program.

### Unit 1

#### Design Thinking

In the first week you will learn the foundational topics and ideas of user experience design and discover the importance of human-centered design. You will also learn concepts and ideas fundamental to visual design - this will set you up for success later on in the course.

### Unit 2

#### User Research

Develop a basic understanding of when and how to conduct user research and define contextually relevant research methods and techniques. You will participate in a usability test or click test, create user profiles, and build a user journey map.

### Unit 3

#### Foundation

Explore the world of accessibility told through the evolution of devices. See how everything from feedback and inputs to physical limitations effect the design of a digital product. Discover how sites and apps are created by familiarizing yourself with information architecture and content structures.

### Unit 4

#### Visual Design

Learn how to convey meaning through visuals using space, lines, fonts, shapes, placement, colors, and heirarchy. You will also learn how to design for emotion as well as the rules, guidelines, and standards common to designing for screens.

### Unit 5

#### Iterative Design

A user experience designer's job does not stop when the first designs are done; in fact, that's just the beginning. See what happens when your designs end up in the hands of users. Use that information to go back to the drawing board and iterate on your designs.

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## Unit 6

### Communication & Feedback

Learn how to communicate requirements to visual designers and developers. Collaborate with internal and external stakeholders (clients, business analysts, project managers...etc.) Explore ways to share the intangible, receive feedback in critiques, and make modifications based on feedback.

## Unit 7

### Analytics & Copywriting

An overview of using analytics tools, such as Google Analytics, to measure performance goals on your website or application. Learn the language, directives, and jargon imperative to UX writing.

## Unit 8

### Synthesis & Implementation

Revisit business needs, user needs, and goals. Start your synthesis presentation outline. Gather your artifacts, assets, and research findings to tell a compelling story.

## Unit 9

### Portfolio

Improve your personal website, blog, slideshow, or other type of presentation to showcase your work.

## Unit 10

### Capstone Inception

Meet with your Capstone client and define the goals of your project. Establish an initial recurring schedule for team meetings, sketch initial designs, and start shipping designs.

## Unit 11

### Capstone Project

Spend every day building and designing an application with a real client in an iterative, agile process. Use all of the skills you have learned to this point while designing on a team of your peers.

## Unit 12

### Capstone Project & Demo Day

Put the finishing touches on your product. Learn how to pitch and how to communicate technical concepts. Finally, demo your design solution to friends, family, and potential employers.

## CAREER DEVELOPMENT

Career workshops provide you with a framework to identify your post-bootcamp career goals and a 360 degree strategy to achieve them. Whether you have questions about an upcoming interview or need some help with your resume, one-on-one sessions provide you with an opportunity to get direct feedback from a career professional.



### INTERVIEW PREP & COACHING

Getting an interview is the first step to getting hired. Learn how to navigate these tricky conversations and prepare for technical interviews.



### PORTFOLIO BUILDING

Discover techniques to professionally display your work to employers. Start by building your portfolio and stacking your online profiles with the projects that you create throughout the course.



### RESUME, LINKEDIN & COVER LETTER

Your professional image matters. How you represent yourself on your resume, through a cover letter, and online is crucial to giving potential employers an accurate and enticing first impression of your skills and capabilities.



### COMPENSATION NEGOTIATION

Negotiating your salary can be an uncomfortable situation. Professional coaching helps you learn the best strategies to negotiate fair compensation when discussing an offer.

## PROJECTS & PORTFOLIO

The projects that you create throughout the course will be used to build your portfolio which will be a valuable asset to your post-bootcamp job hunt. Individual and team-based projects will help you learn how to navigate communication barriers while working in a real design environment. Teamwork is imperative to user experience design, and we encourage students to learn from each other.

## DEVELOP PRESENTATION SKILLS

Learning how to present your work and defend your designs is critical to your success as a UX designer. You will learn how to confidently share your work with stakeholders by practicing with your peers, instructors, and real clients. You will also learn how to give and receive feedback in a constructive and positive environment.

## BUILD A STANDOUT PORTFOLIO

A “Website Portfolio” is an online showcase of your personal work. It serves as a resume that people can click on to see examples of the projects that you built throughout the course. You will build multiple unique projects that should be included in your portfolio. These projects should be engaging and tell the story of your design process as well as the thinking behind your final work.

## WORK WITH REAL CLIENTS

Your capstone project will be sponsored by a real client from a company or organization that has a design problem. You will first meet with your client during the capstone inception process where as a team you will formulate a plan to address your design solution. You will continue to meet with your client until you are ready to present your finished product.

## GET IN TOUCH

### Need help or have questions?

Contact our team at Upright.  
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