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UX UI DESIGN

DESIGN



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WHAT

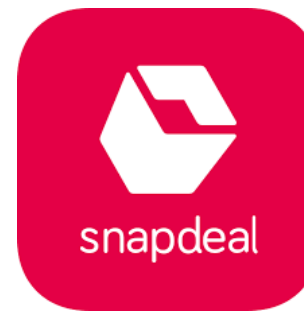
Innovate

Design & Technology

UX/UI DESIGN

COMPANIES WHO HIRE UX DESIGNERS

Google



Infosys



Flipkart



amazon

Capgemini



facebook



WHY SHOULD YOU DO

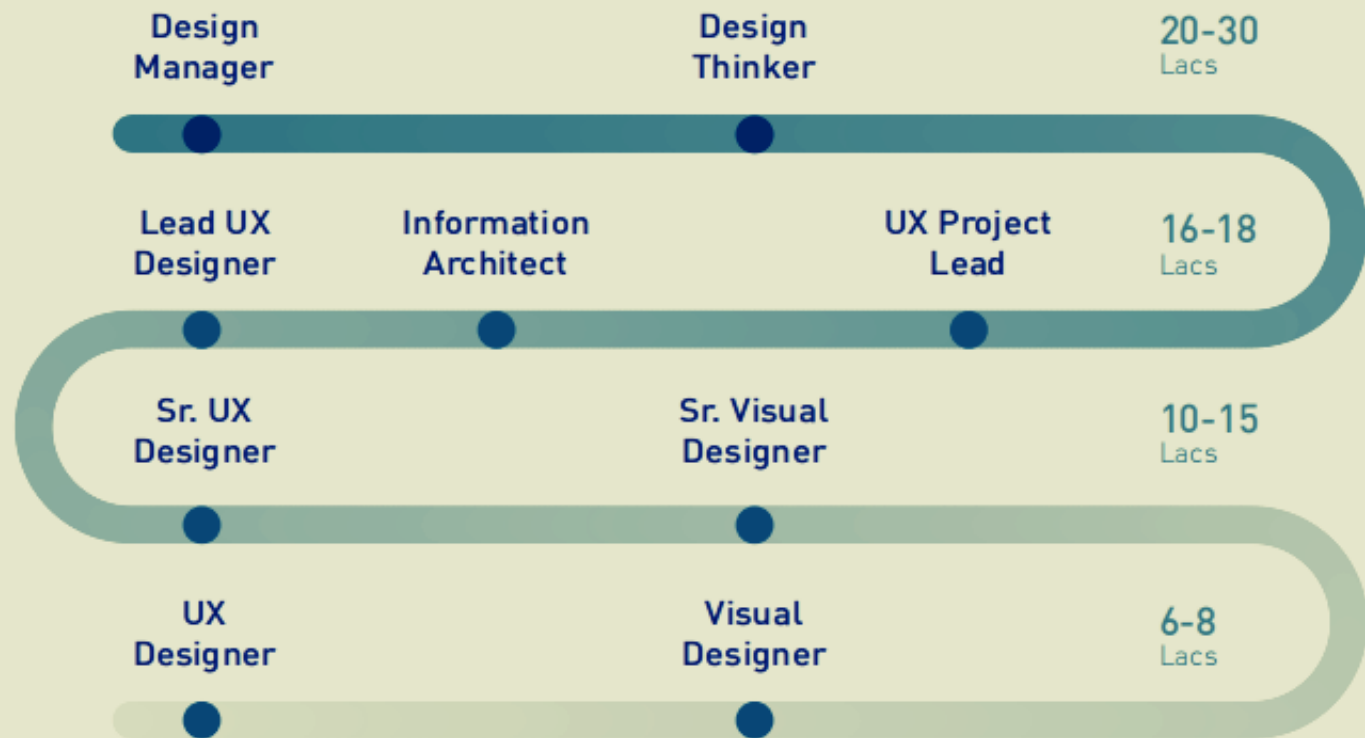
UX DESIGN COURSES



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CAREER PATH AS A UX DESIGNER



CLEARSEM UX COURSE STRUCTURE

**DURATION:
87 HOURS**

LECTURE	TOPIC	SUB-TOPIC	DELIVERY MODE	HOURS
1	Introduction to UX	Introduction to User Experience Definition and concept Evolution of UX UX around us Class activity UX Trends (Personalization, gestures, white interfaces.) Emerging Technologies AR VR AI IOT (videoshifting under this) Misconception about UX Profiles in the UX industry ImaginXP 6D process	Classroom	3
2	The 6D UX Process	Introduction and Definition ImaginXP 6D process for a great User Experience The 6D Steps explained Why use 6D? Competitor Analysis Case Study Class Studio	Classroom	3
Soft Skills Session		Importance of soft skills Difference between hard and soft skills Communication skills Problem solving skills Interpersonal skills Building a strong work ethic Flexibility/Adaptability Aligning your interest with the company's interest while making a resume	Online	1
3	Heuristic Evaluation	Introduction and Definition 10 Laws of Heuristic Evaluation Case Study - Google pay Case Study - Uber Case Study - Gmail Class Studio	Classroom	3
Portfolio Orientation		Portfolio - A way to showcase your skill to potential employers How to make a strong portfolio Walkthrough of a good portfolio Brief about publishing your portfolio Following UX designers and trends Sample portfolio links Portfolio tips PDF Common Queries	Online	1

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LECTURE	TOPIC	SUB-TOPIC	DELIVERY MODE	HOURS
4	Persona, Scenario & Storyboard	What are Personas? How to create Personas Benefits of Persona (Who uses persona) Class Studio What is Scenario? How to create Scenario Importance of Scenario What is a Storyboard? How do we create Storyboard? Importance of Storyboard	Classroom	3
5	Customer Journey Mapping	What is Customer Journey Mapping? Benefits of Customer Journey Mapping Components of a Customer Journey map Mapping the right journey Case study Class Studio	Classroom	3
6	User Research - 1	Definition and Concept Benefits of User Research Elements of User Research User Research Process User Research Methodologies User Interviews	Classroom	3
7	User Research - 2	Recap of User Research Class Studio - Research Execution Create User Interview Questionnaire Class activity - Conduct and observe user interviews Analyse findings Create a Persona and an Empathy Map Value proposition canvas - Introduction Create a Customer Journey Project Kick Off- Studio project briefing, Student project ideation	Classroom	3
8	Task Flow Analysis	Introduction to Task Flow Hierarchical and Linear methods Introduction to User Flow Task Flow Vs User Flow Example of Task Flow Analysis Class Studio	Classroom	3

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LECTURE	TOPIC	SUB-TOPIC	DELIVERY MODE	HOURS
9	Information Architecture	What is Information Architecture? What are IA Patterns - L.A.T.C.H Open and Closed Card Sorting Class Studio - Card Sorting Activity Project Kick Off- Student project topic finalisation	Classroom	3
10	Interaction Design	Introduction and Definition Evolution of IxD Fundamentals of IxD Laws important for IxD Web Accessibility Job roles, responsibilities and possibilities	Classroom	3
11	Portfolio Session by Industry Expert	Why make a UX portfolio? Industry expectations from a portfolio Must-haves in the portfolio Portfolio Do's and Don'ts Using readymade toolkits/UI kits for design High-quality image sources UX and design best practices and terminology	Classroom	3
12	Wireframing and Prototyping -1	What is a Wireframe? Why should I use wireframes? How to use wireframes Different types of wireframes Digital & Non-Digital methods Low & High fidelity wireframes Intro to UI design patterns What is Prototyping? Types of Prototypes Methods of Prototyping User Testing with paper prototyping Paper prototyping workshop Difference between wireframing and prototyping	Classroom	3
13	Wireframing and Prototyping -2	Introduction to UXPin Structure of UXPin Getting started Class Studio - eCommerce app screens	Classroom	3
14	Design Quotient Test	Industry aligned Design Test	Classroom	3

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LECTURE	TOPIC	SUB-TOPIC	DELIVERY MODE	HOURS
15	Introduction to Visual Design	What are elements of design? 8 elements of Design What are principles of design? Remember S.U.P.E.R.B Class Studio	Classroom	3
16	Grids, Colour, Typography	What is a grid? Components of grids UXPin grids Designing for responsive Understanding typography Typography for web & mobile Introduction to color	Classroom	3
Placement Orientation Call		Eligibility criteria to get placement assistance Process of placement assistance Hiring Process of companies Do`s and Don'ts for interviews Explaining expectations of company Resume format Query resolutions	Online	1
17	Introduction to Visual Design Tools	What is Photoshop? Examples of UI What is Illustrator? What are Vector Images What are Raster Images Difference between Vector and Raster Images Importing from Photoshop to UXPin Shapes and Images Icons/Graphics/Illustration	Classroom	3
18	UXPin tool practice	Class Studio - Creating MusicXP app in UXPin	Classroom	3
19	Adobe XD and Sketch App tool practice	Introduction to Adobe XD Structure of Adobe XD Introduction to Sketch App Structure of Sketch App Getting started Class Studio - Creating food app screens in XD/Sketch	Classroom	3

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LECTURE	TOPIC	SUB-TOPIC	DELIVERY MODE	HOURS
20	Axure and Invision tool practice	Introduction to Axure Structure of Axure Getting started Creating Travel app screens in Axure Linking the screens in Invision	Classroom	3
21	Specifications, Assets & Documentation	Definition and Concept Working on IOS and Android Iconography and Typography Working with specifications and assets Atomic Design - Introduction Responsive UI Native apps Working with GUI kits	Classroom	3
22	Usability Testing	What is Usability? Online Usability Testing - Introduction to Eye Tracking - Introduction to Heat Maps Usability testing process - Planning - Recruiting Participants - Writing Tasks - Facilitating and Collecting data - Analysis - Reporting	Classroom	3
23	Business & UX	Revisiting the 6D Process Business Goals Return on Investment (ROI) of UX Stake holders How to approach stake holders for an Interview Class Studio	Classroom	3
24	Review	Review 1 - Discover & Define	Classroom	3
25	Review	Review 2 - Dream & Design	Classroom	3
26	Review	Review 3 - Develop & Deliver	Classroom	3
27	Review	Portfolio Review	Classroom	3
28	Jury	Jury + Portfolio Evaluation	Classroom	3
TOTAL HOURS				87

UX/UI DESIGN



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Let's Connect

We're stoned in social media,

LET'S CONNECT!