



• Global Level Li

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- # INTRODUCTION

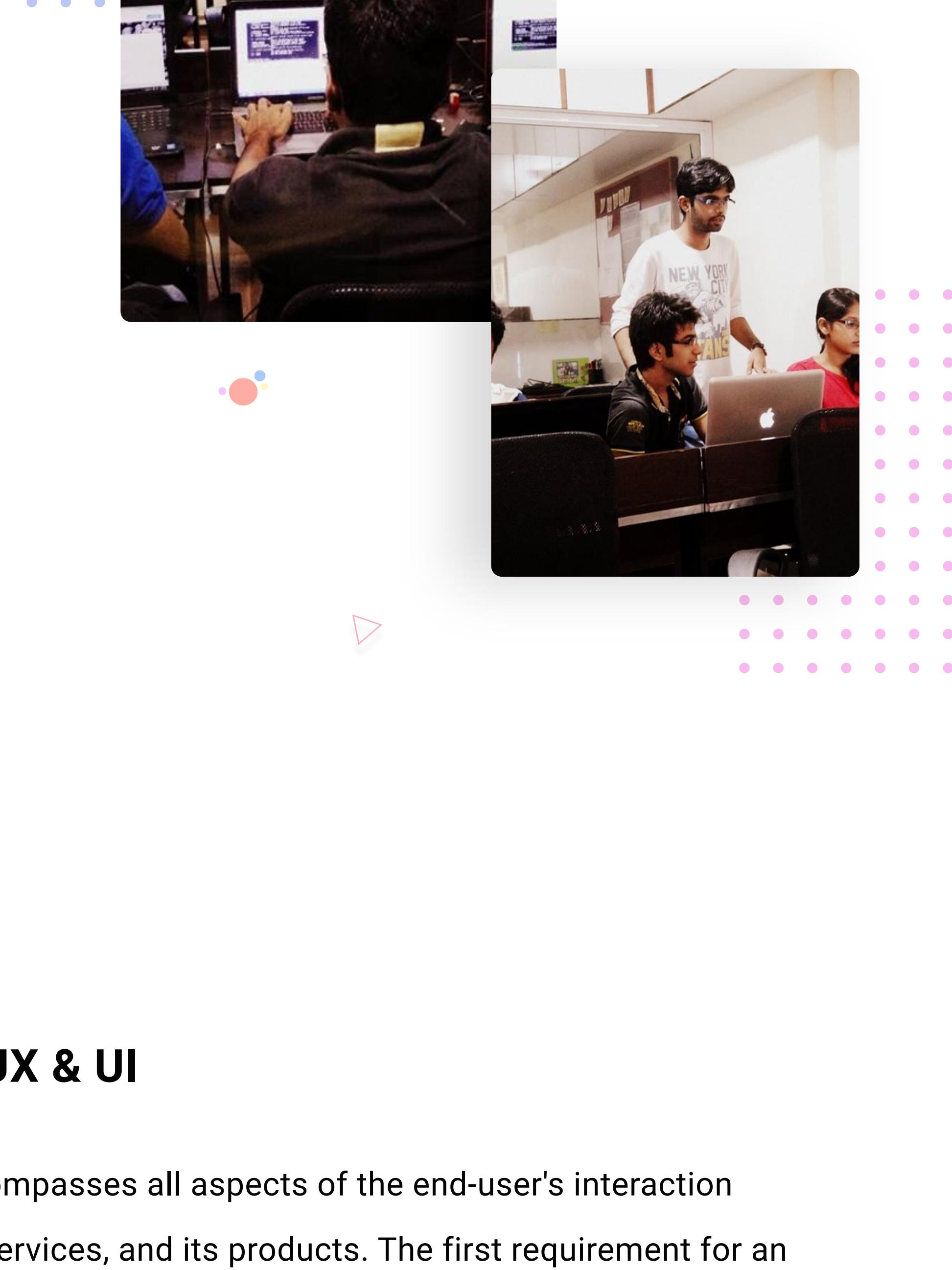
they have relevant knowledge and experience in their respective industry.

projects. We rope in industry professionals who train the students. We work in collaboration with our IT and Design partner - Centillio, a company based in Singapore and India. This collaboration ensures that our students have a constant influx of real time projects to work on.

The brochure will help you understand the topics and concepts that we cover in the program and also about the various benefits attached to this program. Let's find out.

Introduction

What's in UX?



Usability Testing

Asset hand

Add On Benefit

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

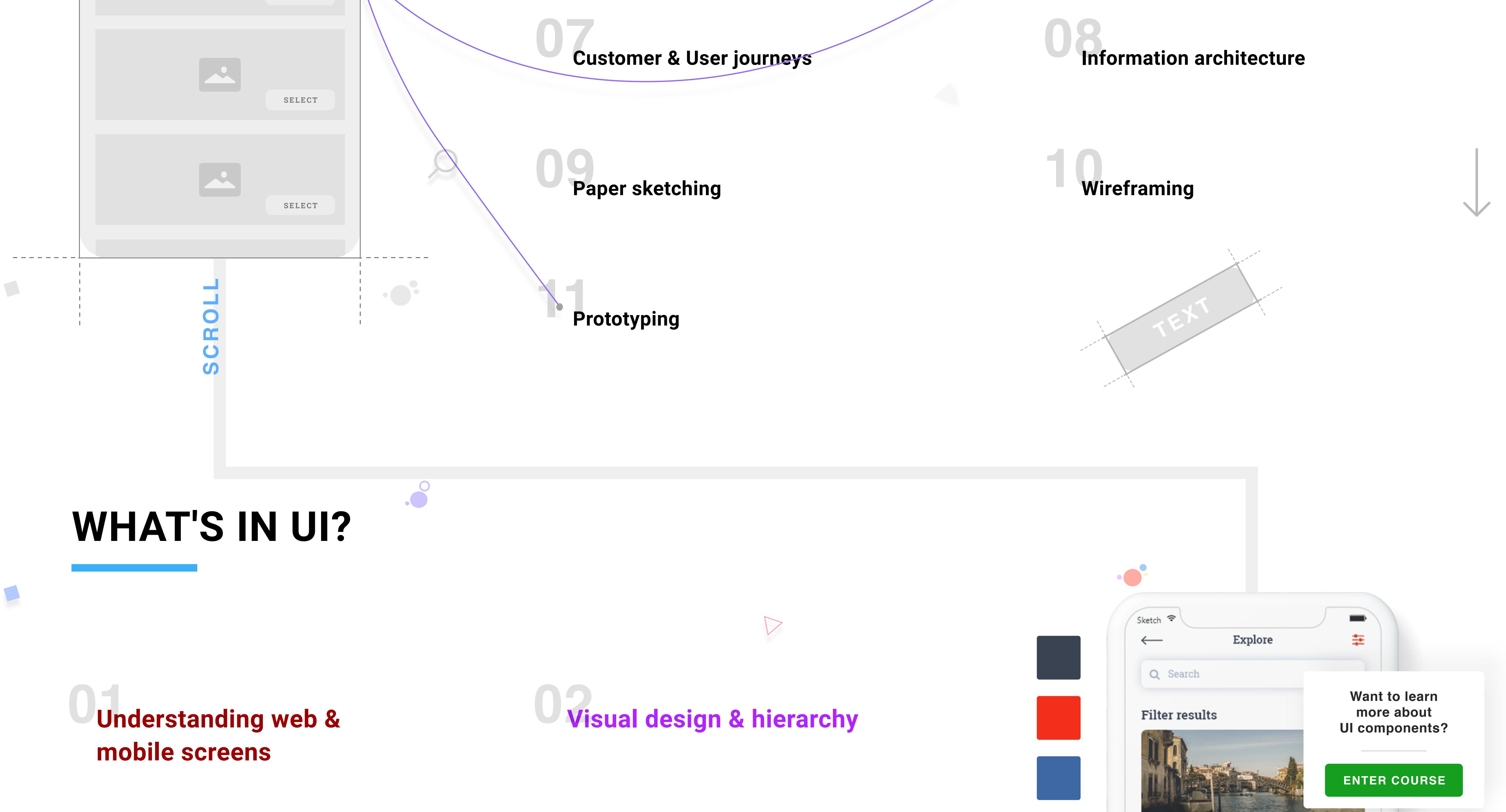
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Industrial design, and interface

Visual design is the look and feel of the site, the personality if you will; the brand. Interaction design is the way people interact with your site. When someone clicks a button on your site, does the button change in a noticeable way so they know they've been successful?

02

The slide features a large, semi-transparent light gray play button icon with a white triangle pointing to the right, centered at the bottom. The background is white, and there are faint, large, gray numbers 3 and 4 positioned on the left and right sides respectively, serving as section markers.



01 Understanding web & mobile screens

- 03 Typography & working with text

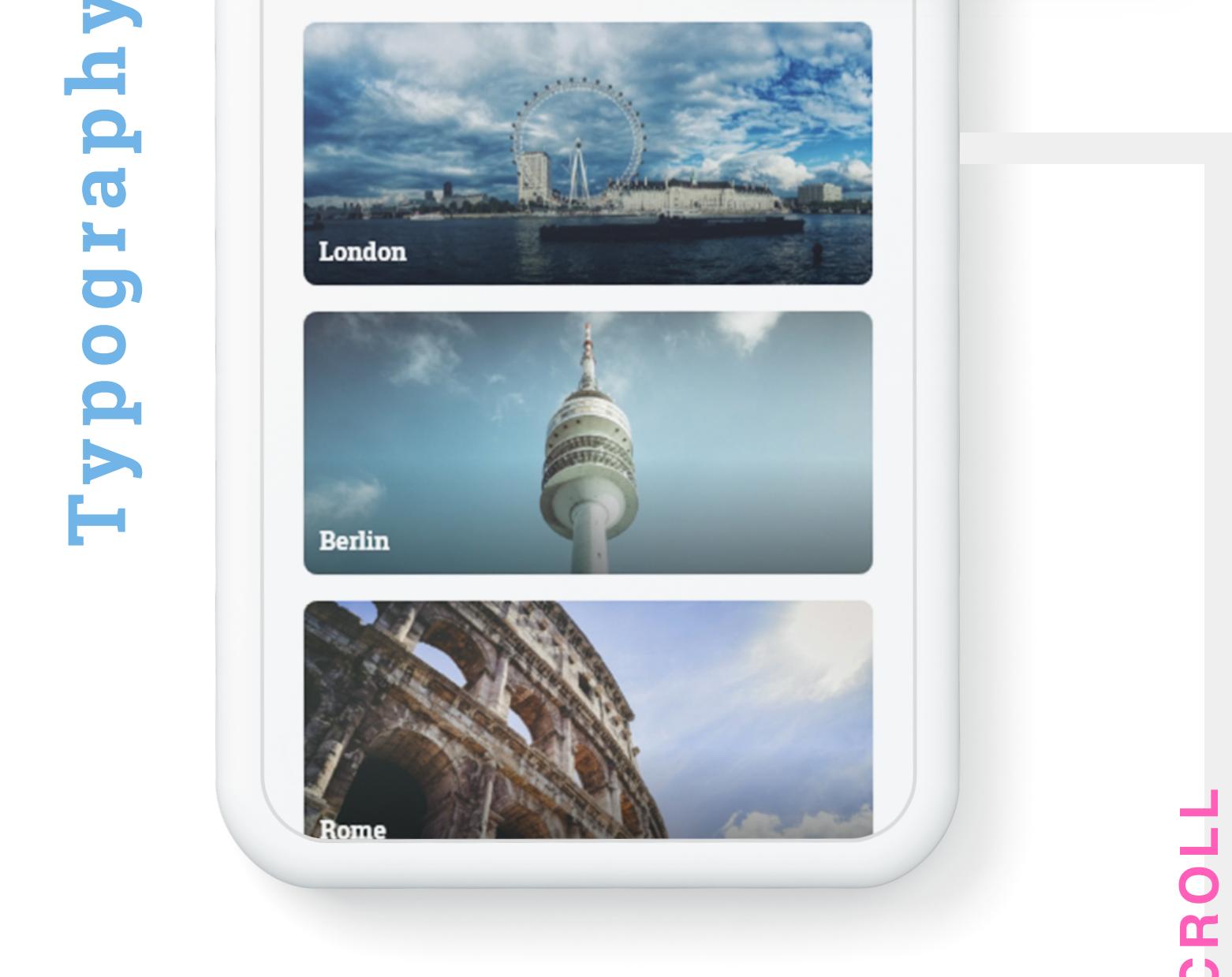
04 Colours

05 Layouting, Shapes/grids

06 UI components

07 Accessibility

08 Interaction Design



WHAT IS DESIGN THINKING & ATOMIC DESIGN?

Design thinking is often referred to as 'outside the box' thinking, as designers are attempting to develop new ways of thinking that do not abide by the dominant or more common problem-solving methods.

Atomic Design, introduces a methodology for creating scalable systems, reusable components as well as design systems. A Design System is the single source of truth which groups all the elements that will allow the teams to design, realize and develop a product. A Design System is not a deliverable, but a set of deliverables. It will evolve constantly with the product, the tools and the new technologies.

USABILITY TESTING

Usability Testing is a research methodology used in User Centered Design Process to evaluate a product by testing it on potential users.

ASSET HAND OFFS

Asset handoff play an important role where the designer hands off all the design assets to the developer before development.

WORK ON LIVE IT PROJECT

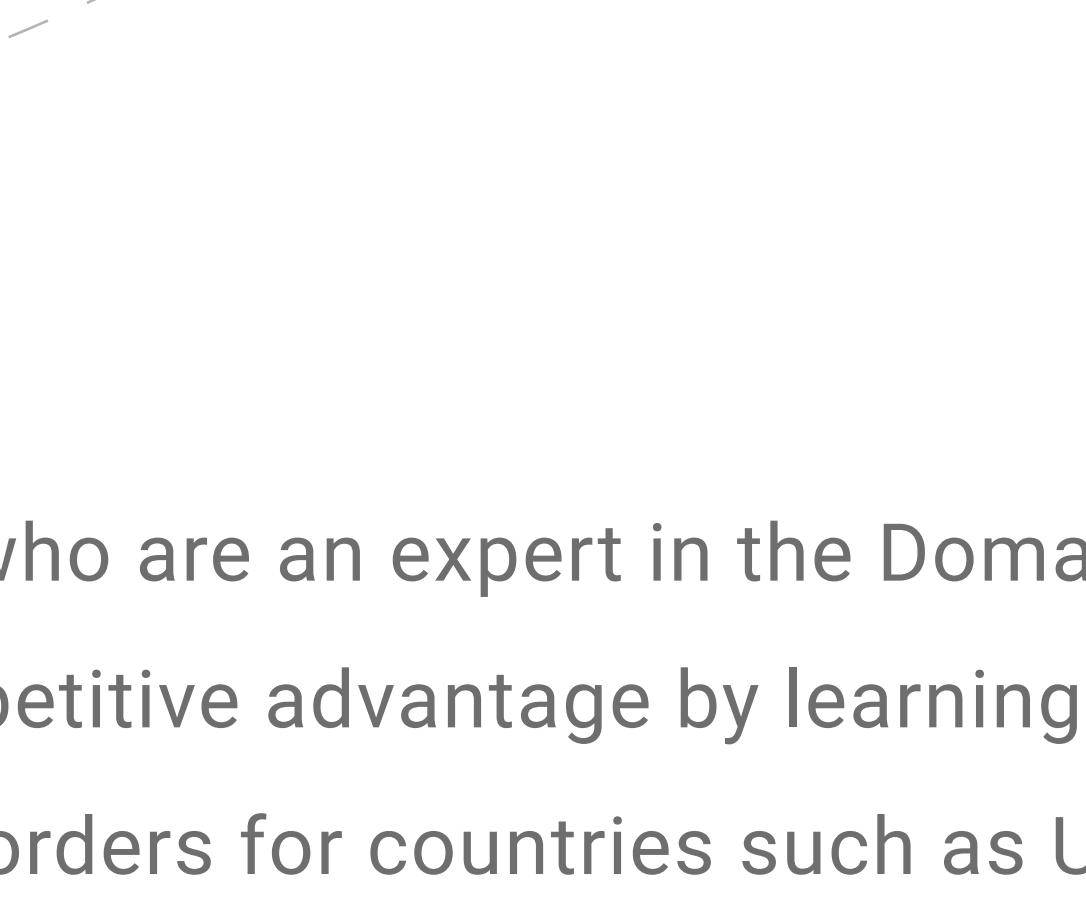
Post your project submission and certification , you get a chance to work with our partner company Centillion on a live IT project and get awarded with an internship letter.

PROFILE BUILDING AND INDUSTRY TRAINING

Our trainers would assist you in building your UX portfolio and design presentations. For those who don't know, this portfolio and design presentations would include your work and screen mockups which you would require to show for a job interview or to anyone who would want to see your past work. We would ensure that you have projects to showcase in your portfolio and also help you showcase it in the best way possible.

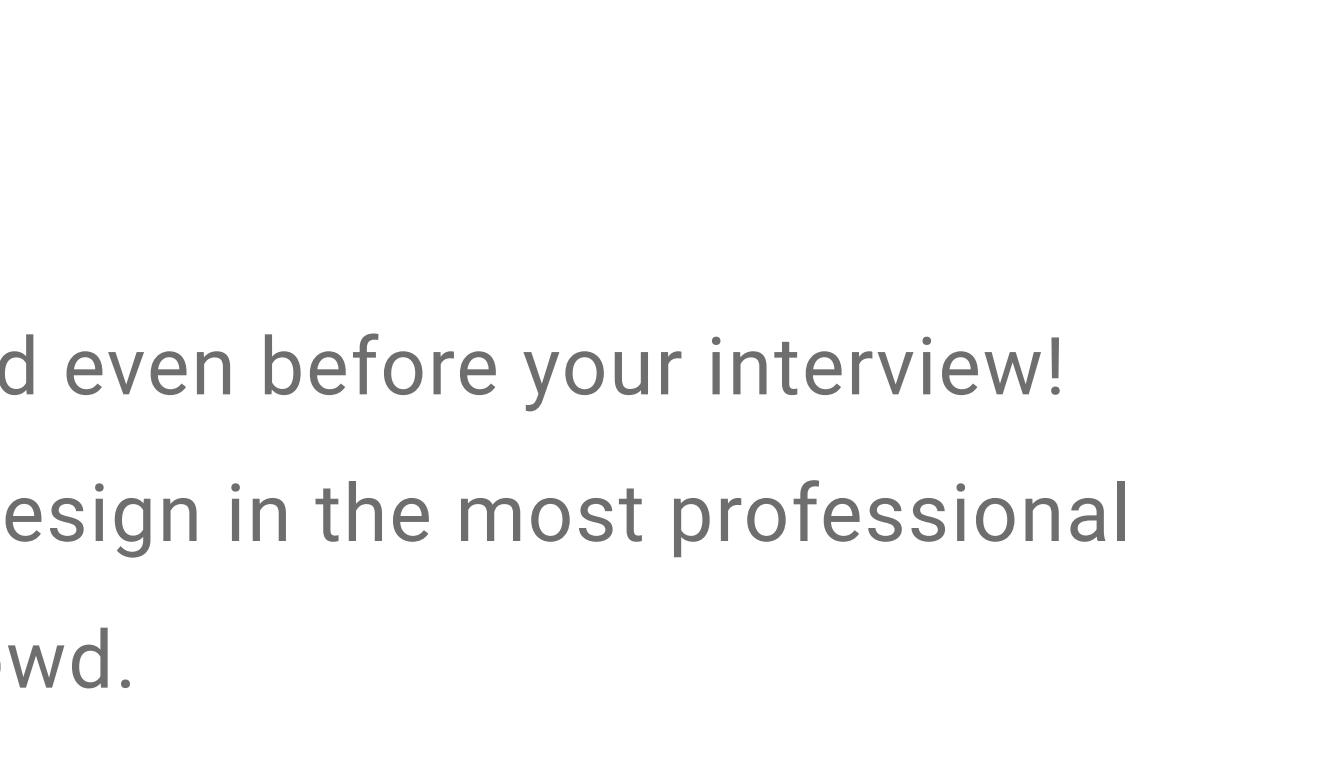
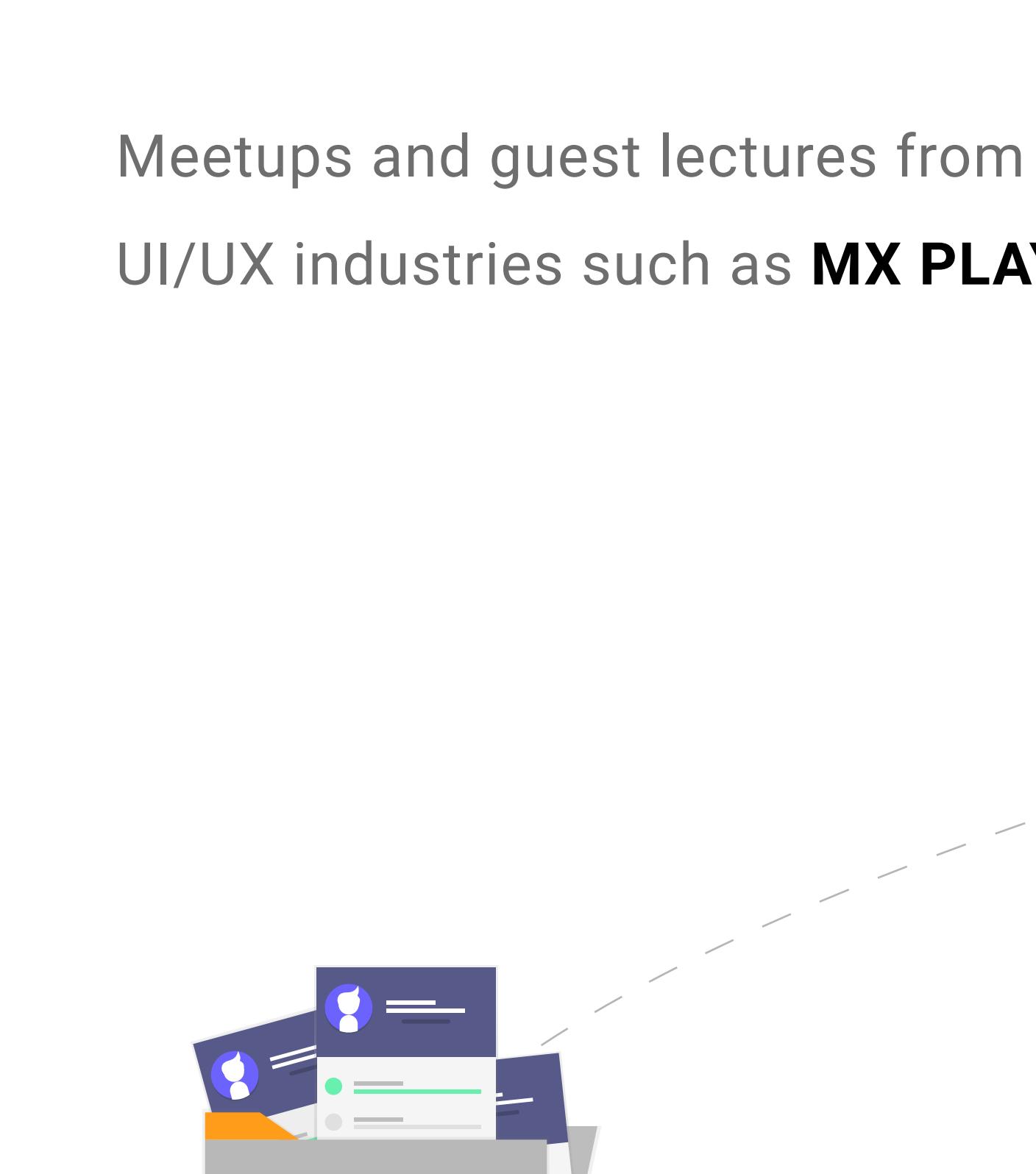
ADD ON BENEFITS

Get special assistance by our industry expert to build an impressive portfolio on platforms like '**BEHANCE**' by highlighting tasks/ projects made during portfolio building sessions.



GLOBAL DESIGN PATTERNS

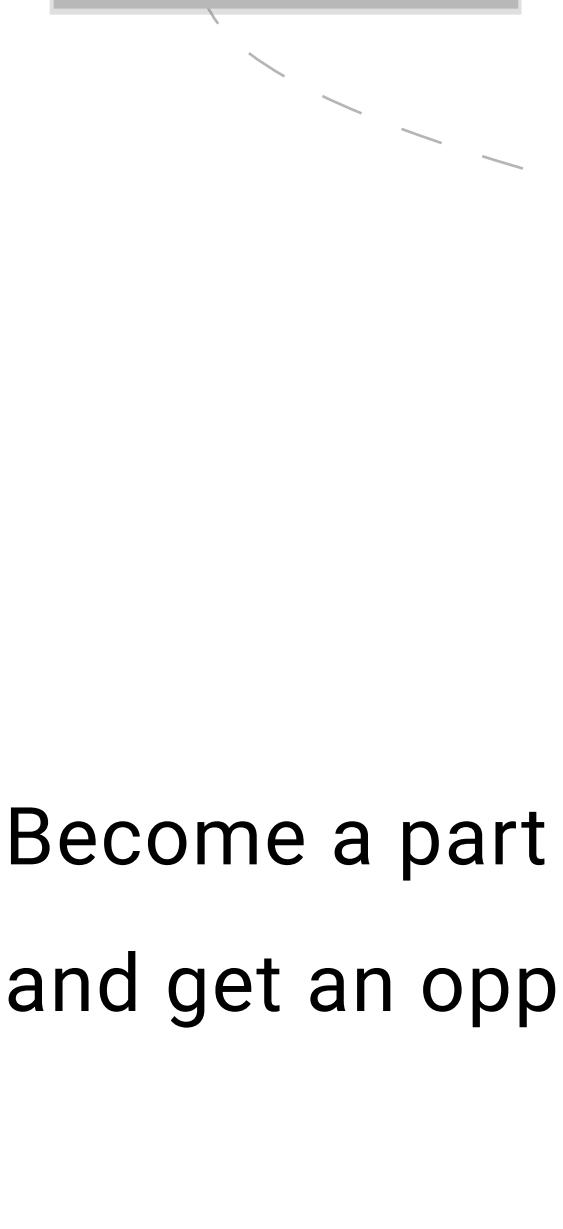
Get trained under Professionals who are an expert in the Domain of Global Design and gain a competitive advantage by learning the design thought process across borders for countries such as USA, UAE, Singapore, UK and more.



Meetups and guest lectures from the CEO's or the top executives of UI/UX industries such as **MX PLAYER** and **CENTILLION**

CV MAKING

In the field of design, you are tested even before your interview! Learn the art of showcasing your design in the most professional manner and stand out from the crowd.



Become a part of our **FREELANCING COMMUNITY** and get an opportunity to work on projects



Get profited by the **Placement Assistance with our placement partners.**



Get a walkthrough of Industry recognised tools :

Sketch & XD.



FEATURES COMPARISON

FEATURES	INTERMEDIATE	ADVANCED
• Introduction to UX & UI	✓	✓
• Components of UX Design	✓	✓
• Components of UI Design	✓	✓
• Design thinking & Atomic Design	✓	✓
• Usability Testing	✓	✓
• Asset hand offs and Delivery	✓	✓
• Member of our Freelancer Community	✓	✓
• Work on real time live projects	✓	✓
• Learn from Industry experts	✓	✓
• Expert Mentorship Support	✓	✓
• Lifetime Placement Assistance	✓	✓
• CV making and Portfolio Building on Behance	✗	✓
• Guest lectures by Industry Leaders & CEO's	✗	✓
• Tools	✗	✗
• Global Design Patterns	✗	✓
• Walkthrough tools	✗	✗
• Duration	3 Months	6 Months
• Access to yearly skill upgradation lectures	✗	✓
• Access to Bootcamps in selected cities (Currently not available due to pandemic restrictions)	✗	✓

ABOUT FREELANCERS COMMUNITY

We are building a community of design enthusiasts. Our freelancer community comprises all our students who have been a part of ITLH since the beginning. There are various projects that the students can pick and work on to hone their skills and to build their profile. There is also scope to work in the capacity of a freelancer through this community.

MUMBAI

SINGAPORE

About **73%** of managers said they planned to **DOUBLE THE NUMBER OF UX DESIGNERS IN THEIR ORGANIZATION IN THE NEXT 5 YEARS**

- Ux Design Institute

Our ITLH Alumni have been able to bag roles in prestigious companies such as

Deloitte **amazon** **Capgemini** **bookmyshow** **INGRAM** **PHILIPS**

Tech Mahindra **accenture** **VIACOM 18** **OLA** **genpact**

MAERSK **socialpanga.com** **CredAvenue** **NUTANIX**

KAPIVA **iSchoolConnect** **Clavia** **/thoughtworks**

Course Fees

INDIA

₹75,000*

DUBAI

AED 3768*

All Inclusive*

PAYMENT OPTIONS



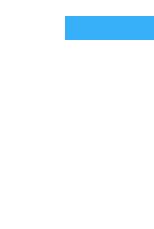
Google pay or UPI



PhonePe

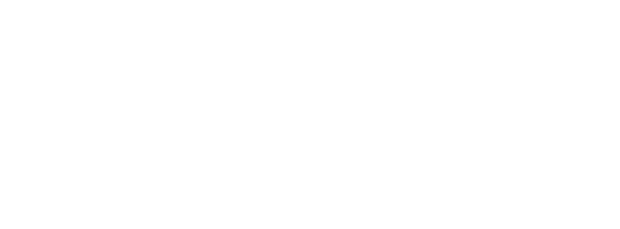


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UI/UX Curriculum

USER EXPERIENCE

Module 1

- Intro to UI & UX
- What is Product designing?
- Basic Design Process
 - Problem solving
 - User Research
 - Paper Sketching
 - Low-fidelity wireframes
 - High-fidelity wireframes
 - Prototyping
 - Visual design(UI)
 - User Testing
- Basic principles of UI & UX
- 5 Stages of Design Process
 - Empathise
 - Define
 - Ideate
 - Prototype
 - Test
- What is the difference between UI & UX?
- Standardised UI/UX process flow
- Basic Industry Standards to be followed

Module 2

- 5 Major elements of UX design
 - Strategy
 - Scope

- Structure
- Skeleton
- Surface
- 5 Major Elements of UI Design
 - Language
 - Color
 - Images
 - Typography
 - Icons
- Develop basic skills in creative problem-solving, innovation, and human-centred design through a fast-paced design thinking activity. (P)
- Importance of Prototypes, Feedback, and Critique.

Module 3

- Present designs and justify design decisions.(P)
- Gestalt's principle
 - Figure and Ground
 - Continuation
 - Proximity
 - Similarity
 - Closure
 - Symmetry and Order
 - Focal Points
- What is Good UX and Bad UX?

Module 4

- User Research
 - What is research?
 - Kinds of user research
 - Qualitative Research
 - Quantitative Research
- Process Overview
- Questionnaire(P)
- Conducting user interviews(P)

Module 5

- Competitive analysis(P)
- Affinity Mapping(P)
- Card sorting(P)
 - Difference between Open cart sorting and closed card sorting

Module 6

- Setting KPI(P)
- UX Vision(P)
- Personas(P)

Module 7

- Information Architecture(IA) (P)
 - Making flow diagrams - (Task flow and User flows)
 - Understanding navigation
 - Primary and secondary navigation
- User Journey Mapping(P)
- Paper sketching using user flows(P)

Module 8

- **Introduction to Figma**
 - Layouts and Grids in Figma
 - Use of components in Figma
 - Importance of Artboards and their dimensions
 - Basic shortcuts to increase productivity
- Low fidelity wireframes on Figma (P)
 - Converting paper sketches into low fidelity wireframes

Module 9

- What is UX writing?
- Importance of Accessibility
- What are Dark Patterns?

USER INTERFACE

Module 1: Getting Started

- Class Introductions
- UX revisions
- Introduction to UI Design
- Branding & Graphic Design

Module 2: Art movements & trends in UI

- Neomorphism
- Skeuomorphism
- Flat Design vs Realism

- Milestones in GUI

Module 3: Mastering the pen tool

- Illustrator practice by tracing visuals
- Iconography practice

Module 4: Designing with Figma (with plugins)

- Converting low fidelity wireframes to High fidelity wireframes.

Module 5: Colours & Typography

- Choosing colours
- Creating combinations
- Anatomy of Type
- Choosing Fonts

Module 6: Iconography

- Semiotics
- Icon grid
- Case studies
- Styles & variations in icons

Module 7: Advanced UI

- Hierarchy
- Layout & Spacing
- Designing Text
- Working with colour

Module 8: Advanced UI

- Creating Depth
- Images & Illustrations
- Concluding thoughts

Module 9: Atomic Design & Design Systems

- Molecular structure of design
- Components & UI Libraries
- Introduction to Design Systems
- Case Studies

Module 10: UI Animation

- Micro-Interactions
- Principles for animation in UI

Module 11: Project Management

- PM Techniques
- Managing a Design Project

Module 12: Portfolio

- Starting your design career
- Contents
- Quality
- Audience
- Identity

ADD-ON BENEFITS

(APPLICABLE ONLY FOR ADVANCE PROGRAM)

Once the jury is done and the final project is submitted, we will begin with our portfolio building program.

Portfolio Building

- Students will be given 4-5 projects to work, based on the instructors analysis.
- Projects will have a strict deadline to make sure students get a hang of industry standards.

Guest lecture

- **Introduction to Sketch and XD**
 - Who is this course for?
 - Why Sketch and XD?
- **Learn the fundamentals**
 - A primer on Sketch/XD and its interface
 - Working with Artboards
 - Creating and modifying basic vector shapes
 - The backbone of Sketch/XD – Symbols
 - Designing wireframes
 - Using libraries and exporting files
- **Sketch/XD App essentials**
 - Learn about the Plugins to boost your productivity
 - Techniques and shortcuts
- **Design together - Practical UI project with step to step solution**
 - How to Collaborate with developers
- **Test your skills with design challenge and assignment**

Guest Lecture

- **Remote User Research Process and Analysis Tools:** This will cover all the best ways/tools to do User Research Remotely, Remote Design Sprints, Brainstorming Sessions, and other UX Activities.
- **Creatively finding User Participants for Research:** Includes low, medium, and high cost methods of finding relevant user research participants.
- **Data Analysis for UX Designers:** Quantitative Analysis and Product Vision Setting by analyzing User Data from Google Analytics, Google Tag Manager, Mixpanel, Firebase, Hotjar and other tools. This is very helpful for designers in companies which doesn't allow much user-research.

Guest Lecture

- **UI Design Patterns** - What are design patterns? Why is design patterns important in the UI? Preferred Color schemes used by different countries.
- **Global design patterns** - How design patterns are valued globally, How does the UI design patterns vary from country to country. Difference in UI patterns for few countries.
Eg: USA,SINGAPORE,UAE,INDIA
- **Things to keep in mind while designing a multilingual website.**
- **Why is visual balance important in designing?**

Disclaimer :

A few expectations that need your attention :

- 1) This is not a graphic designing course, this course is heavily focused on the aspects of User Experience and User Interface. However tools training are given on the topics which are important for UIUX and not Graphic Designing.
- 2) The course doesn't focus just on tools but on the creative thinking and practical learning approach.
- 3) ITLH constantly works on improvising and adding new latest market trends because of which Guest Lecture and Lecture topics are subject to change as per the management's discretion.