

UI UX with Product Design



Certification 2-8 Weeks / 30-40 Hours

Industry ready exhaustive program

Internship & Training Program

Make Projects & Get Trained

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EduVitae
Services
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Startup India, DIPP, Govt. of India



MSME
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

About EduVitae Services

EduVitae Services, run by IITians & industry experts, is a renowned provider of education, training, research and development programs, with a large presence. We offer a wide range of specific industry ready courses and training opportunities in the areas of computer science and IT, animation and multimedia, as well as engineering, management and advanced technology. Our programs include workshops, training, internships, hackathons, corporate training, certificate courses, placement training, research, and development programs, all designed to meet the needs of students, professionals, academic institutions, and industry. Our reputation as one of the best technology training providers, is a testament to our commitment to helping our students and clients acquire the skills and knowledge they need to succeed in their careers and goals.

Our Clientele/Collaborations

Top private & government academic institutions, college's fests and corporates where directly/indirectly our presence have been felt:

Indian Institute of Technology, Kanpur
Indian Institute of Technology (Banaras Hindu University), Varanasi
Indian Institute of Technology (ISM), Dhanbad
Indian Institute of Technology, Jodhpur
Indian Institute of Technology, Bhubaneswar
Blithchron, Indian Institute of Technology, Gandhinagar
Indian Institute of Technology, Guwahati
Indian Institute of Technology, Patna
Indian Institute of Management (IIM), Lucknow
Indian Institute of Management (IIM), Indore
National Institute of Technology, Surat
National Institute of Technology, Bhopal
National Institute of Technology, Warangal
National Institute of Technology, Trichy
Chandigarh University
DIC, Department of Applied Arts (Visual Arts), Banaras Hindu University, Varanasi
Madan Mohan Malaviya University of Technology, MMMUT Gorakhpur
Maharaja Agrasen Institute of Technology, Delhi
Thapar Institute of Engineering & Technology, Punjab
Assam Engineering College, Assam
Jaypee University of Engineering & Technology
Shillong College, Meghalaya
SRCC, Delhi University
Kendriya Vidyalaya, India
DAV School, India
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Industry/Corporate/Startups/Government

MapsCrew

Rabbixel

CreativeHatti

Accenture

Capgemini

F1 Digitals

TIH IIT Roorkee, DST, Govt. of India

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and many more tech & non-tech colleges/universities/institutes/schools & organizations/startups/companies across India and globe.

Achievements & Milestones

- ✓ Our alumni / students are working in top notch company of India & MNCs **VMware, Infosys, Cognizant, CGI, Fidelity, Razorpay, EXL, CARS24, Tata Steel, NVIDIA, MyKaarma, Oyo Rooms, Samsung, Walmart Labs, L&T, JIO, Citibank, TCS, Accolite, BNY Mellon**, and many more.
- ✓ Conducted a number of workshop/training/internship programs in many colleges/universities/schools like **IITs, IIMs, NITs, IISc** & other prestigious institutions of India & with the corporates too.
- ✓ Trained many college/university/school students, some of them have created a milestone for **EduVitae Services** by meeting with **Shri Narendra Damodardas Modi** (Prime Minister of India) related to some **robotics projects**.
- ✓ Collaborating with Industries / Corporates / Startups to provide them hiring services (helping them to hire fresh trained talent with us).
- ✓ Signed MOUs / worked with top notch colleges / universities / schools / organizations like **Techkriti IIT Kanpur, Technex IIT (BHU) Varanasi, Wissenaire IIT Bhubaneswar, Techniche IIT Guwahati, Concetto IIT (ISM) Dhanbad, Pravega IISc Bangalore, IGNUS IIT Jodhpur, Ranbhoomi IIM Indore, IIM Lucknow, MMMUT GKP, NIT Surat, NIT Bhopal, NIT Warangal, NIT Trichy, Chandigarh University, Thapar University, SRCC DU, KMC DU, TIH IIT Roorkee DST Govt. of India** and many other academic institutions for professional / industry ready & learning skills training / workshop / internship programs.

Prerequisites

No prerequisite is required to start with this course. This course is carefully crafted for people with diverse backgrounds and include user centered design concepts that can be applied to industry standard UI/UX Design projects. Especially helpful for people who want to start with their UI/UX design career and for people who want to hone their UX Design skill set. Anyone with these skills can start off however be ensured that we will love to make your learning easier

- Good creative visualization
- Ability to understand what business expects from a design
- An eye for detail
- Ability to think and critique the design like an end user
- Good analytical skills

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What is required before joining this training program?

Here's the checklist

1. A laptop with Microsoft Windows (7 or later) configuration along with smartphone as per need/requirement.
2. Adobe XD (preferred)
3. Laptop Charger/Adapter for charging purpose.
4. USB Mouse for designing purpose (if required).
5. Internet Connectivity (Typically to be able to do video call / conferencing, if the program is in online mode)
6. Notepad & Pen/Pencil for important notes and most important your interest & dedication.

Training Deliverables & Takeaways

Every participant will get

- ✓ Industry Ready Curriculum
- ✓ Interactive & Doubt Session
- ✓ Certification Program
- ✓ Mini & Major Projects
- ✓ Career Guidance
- ✓ Projects/Practical Based Learning

Course & Content

All of the sessions will be theoretical & practical oriented, so it will be really great if participant(s) can look on the syllabus which we are going to cover during training days.

UI UX with Product Design

Session #1

Introduction to Product & UI UX Design

- Introduction to User Experience and User Interface Design
- Evolution of UX & UI around us
- UX Trends & Emerging Technologies (Personalization, gestures, white interfaces. AR VR AI IOT)
- Misconception about UX UI
- Profiles in the UX UI industry

Class Activity/Assignment-1

Session #2

User Centered design and the Behavioural Design

- Understanding the User and User centered design
- Psychological and behavioural aspects of design.
- Understanding stakeholders
- Case Study (Google Pay, UBER)

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Class Activity/Assignment-2 Design Thinking

Session #3

6D UX process and Introduction to UX Research

- 6D process for a great User Experience
- The 6D Steps explained and Why use 6D?
- Agile methods and Design Sprints and application exploration
- Types of User Research and prerequisites of research
- Levels and types of UX research
- Value Proposition Canvas

Class Activity/Assignment-3

Session #4

Conducting User interviews and ethnographic study

- User interviews and how to do it
- Good practices and the flow of interview
- Finding Users for the Interviews
- Preparing Questionnaires and Surveys
- Collecting Data from the interviews and surveys
- **Project Kick off**

Class Activity/Assignment-4

Session #5

Affinity Mapping and Research Analysis

- Research analysis and why to conduct it
- Starting with Affinity mapping
- Grouping and categorization
- Creation process

Class Activity/Assignment-5

Session #6

Persona, Scenario & Storyboard

- What are Personas?
- How to create Personas
- Benefits of Persona (Who uses persona)
- What is Scenario? How to create Scenario
- Importance of Scenario
- Storyboard and Its Importance
- How do we create a Storyboard?

Class Activity/Assignment-6

Session #7

Mental Models and Interaction Patterns

- What are Mental Models

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- Misaligned mental models and improving
- Mental model application in UX
- Different Interaction patterns
- Case study- Mental Models

Class Activity/Assignment-7

Session #8

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 Activity/Assignment-8

Session #9

Ideation Methods and Writing Briefs

- What is Ideation in UX and methods
- Brainwriting & Brainstorming
- Mind Mapping and Card sorting
- Open and Closed Card Sorting

Class Activity/Assignment-9

Session #10

Task Flow and Information Architecture

- Introduction to Task Flow and User flow
- Hierarchical and Linear methods of information Classification
- What is Information Architecture?
- What are IA Patterns - L.A.T.C.H
- Activity - Card Sorting
- **Project Review 1**

Session #11

Interaction Design (IXD), Wireframing and Prototyping

- Introduction and fundamentals of IXD
- Laws of IXD and accessibility
- What is a Wireframe?
- Wireframes Applications and types
- Digital & Non-Digital methods
- Low & High fidelity wireframes
- Intro to UI design patterns
- What is Prototyping?
- Types of Prototypes
- Methods of Prototyping

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- User Testing with paper prototyping
- Paper prototyping Activity (Based on selected project topic)
- Difference between wire-framing and prototyping

Class Activity/Assignment-10: Create your first wireframe

Session #12

Introduction to Adobe XD

- Introduction and Navigation overview.
- Tools and Plugins in XD
- Activity-Creating your first screen in XD.

Visual Design

- Visual design and its elements (8 Elements of Design)
- Principles of design
- Grids and its components?
- Components of grids
- Adobe XD Grids
- Designing for responsive
- Understanding typography
- Typography for web & mobile
- Colors- Theory & Psychology.

Class Activity/Assignment-11

Project Major Phase

Session #13

Style Guides & Design Systems

- Style guide creation for your project
- Define Style guides in XD
- Design Systems and its role in your project
- Creating Design System components

Class Activity/Assignment-12

Session #14

Working with design elements in XD

- Working with shapes, curves using pen tool
- Using Images and masks project.
- Shadow rules
- Repeat grids
- Layout principles and Content-aware layout
- Using vector illustrations and iconography in designs.

Class Activity/Assignment-13

Session #15

Prototyping and Component states in XD

- Prototyping-Adding interactions to your screens

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- Auto-animate
- Creating component states
- Nested Interactions
- Creating Micro-Interactions
- Adding Gesture interactions (Drag, Swipe)

Class Activity/Assignment-13: Prototyping your project and creating micro interactions

Session #16

Advanced Prototyping-Voice Interactions

- Voice commands
- Audio feedback
- Activity-Creating voice interactions for your project
- Anima-Web based plugin for XD for complex prototypes

Session #17

Usability testing and Evaluation

- Heuristic Evaluation and its 10 Laws
- Usability testing your prototype
- Wizard of Oz testing Method
- A/B Testing for UX
- Different Testing Platforms

Class Activity/Assignment-14

Session #18

Handing off the project

- Handing off your Project-Client handoff
- Handing off your Project-Developer hand off
- Exporting assets of your projects.
- Creating videos of your projects for interaction preview

Class Activity/Assignment-15

Session #19

Submissions and the Project Feedback

- Project review discussion
- Feedback sharing and improvisation input
- Idea box session

Class Activity/Assignment-16

Session #20

Portfolio assistance and Freelance Opportunities

- Different portfolio creation platforms
- Creating your first UX UI portfolio
- Different freelancing platforms
- Getting your first project

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- Client Communication and Collaboration

Session #21

Bonus Session

- UI UX Project assistance
- UI UX Project mentorship
- UI UX Research & development
- Contributing to the UI UX design community

Disclaimer

Please make sure that this training/internship will be organized by EduVitae Services, it is to note that if any IIT/NIT/IIM/IISC/Private/Government organization is EVS partner then they are responsible for providing certification to attending students/professionals, marketing, publicity and rest operations, scheduling, payment processing, training, content development etc. will be taken care by EduVitae Services.

All of the matters/disputes related to internship/training/workshop needs to be addressed to EduVitae Services team only. See our terms and conditions on www.eduvitae.co.in and fees once paid is non-refundable and non-transferrable. Company reserves full right to withdraw any offer/discount anytime without any prior notification, also it's important to understand that center & batches date of internship/training can be changed as per requirements & situations.

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