**Designing User Interfaces and Experiences (UI/UX)**

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# Module 1 Designing Intuitive Front Ends and Mockup Design Principles

## How to make the most out of this course

Welcome to Designing User Interfaces and Experiences (UI/UX). You can expect to spend approximately 2-3 hours per module in this four-week class. Here are some tips regarding self-paced learning and getting the most out of this class.

1. Familiarize yourself with the course content.

Browse the module overviews and objectives to get a feel for the topics presented and the assets associated with the subject of each module. Get accustomed to the presented order of the content. Knowing what topics will be covered next allows you to connect the ideas to form a cohesive whole.

2. Plan and make a rough timeline for completion.

Now that you are familiar with the module’s topics, look at the overall completion time estimates for the assets in the modules. Set a reasonable goal for yourself to complete each module. Determine when you would like to finish the course and schedule time each day to study.

3. Actively consume each asset.

* Take notes while watching the instructional videos or download the transcripts and highlight the parts of the narration that you think are most important.
* Keep engaged by completing all the interactive activities.
* Take all the practice quizzes. Read all the feedback for correct and incorrect responses. You can retake the practice quizzes until you get all the answers right.
* Take all the graded quizzes. Incorrect responses will direct you to the video which covers the addressed information. Review the video or the transcript to identify the correct response and ascertain why that answer is correct. Retake graded quizzes until you pass.

4. Talk to your friends and family about the course.

Be accountable and commit to the course by talking to your friends and family. Engage them in conversation when you find a topic that piques your interest or where you think another perspective may be beneficial.

5. Follow your plan.

Now that you have a plan, keep yourself motivated by rewarding yourself as you achieve your goals (2).

## Key qualifications and certifications required

**Key qualifications and certifications required to become a UI/UX designer**

It’s a thrilling time to start a UI/UX design career. The UI/UX design field holds a prominent position in the job market, featuring high levels of job satisfaction, lucrative income, and numerous available opportunities.

You can take several different educational pathways if you want to pursue a career in UI/UX design. Although not always necessary, having a solid background in design concepts and user-centric thinking can significantly improve your chances of becoming a sought-after UI/UX designer.

You can consider the following educational paths to get started:

**Bachelor’s degree in UI/UX design or related discipline**:

A bachelor’s degree in Graphic Design, Interaction Design, or Visual Communication can give you in-depth knowledge of design principles, color theory, typography, and layout. This formal education will aid you in developing a critical aesthetic eye and a solid basis for design thinking.

**Bootcamps and online courses**

Consider UI/UX design boot camps and online courses for efficient and affordable training. Many reputable platforms offer hands-on programs taught by industry professionals, focusing on UI/UX design skills and tools. These options provide practical training for aspiring designers.

**UI/UX design certifications**

UI/UX design certifications can be a great addition to your resume as they demonstrate your commitment to continuous learning and professional development. Here are a few noteworthy certifications in the industry:

* Human-Computer Interaction (HCI) Courses or Certifications: HCI courses or certifications focus on understanding the relationship between humans and technology, emphasizing user experience, usability, and interaction design.
* Interaction Design Foundation (IDF) Certification: The Interaction Design Foundation offers a variety of courses and certifications focused on UX design. Their certifications cover UX design, user research, information architecture, and usability testing.
* Nielsen Norman Group UX Certification: Nielsen Norman Group is a renowned UX research and consulting firm. They offer various certification programs that cover a range of UX topics, including user research, interaction design, information architecture, and usability testing.
* Certified Usability Analyst (CUA): Human Factors International (HFI) offers the CUA certification, focusing on usability principles, user-centered design methodologies, and UX evaluation techniques. This certification demonstrates your proficiency in conducting usability testing and analysis.
* Certified User Experience Professional (CUXP): The User Experience Professionals Association (UXPA) provides the CUXP certification, which validates your expertise in user-centered design, interaction design, information architecture, and user research.
* Adobe Certified Expert (ACE): Adobe offers certifications for various design tools, such as Adobe XD. Becoming an Adobe Certified Expert demonstrates your proficiency in using specific design software commonly used in UI/UX design.

**Conclusion**

You can start a rewarding career designing user-centric digital experiences by choosing the correct educational path, registering for appropriate courses, earning certifications, and developing your abilities.

UI/UX design is an evolving field that adapts to changing user demands and technological advancements. Maintain your curiosity, accept new design trends and techniques, and keep refining your abilities to deliver exceptional user experiences.

## Do’s and Don’ts of Mockup Design

**Introduction**

Design is the process of creating physical or digital products that are simple, practical, and provide a satisfying user experience. In visual design, User Interface (UI) pertains to the actual interfaces that people interact with. The UI comprises elements and features which define the look and feel of a product. When developing a website or mobile application, it is crucial to keep in mind certain points. Here are some important "do's and don'ts" that must be observed and followed when developing the UI.

| **Do’s** | **Don’ts** |
| --- | --- |
| **Do include visual design basic elements.**  Visual design focuses on a website’s appearance to enhance user experience. Some visual design basic elements are lines, shapes, textures, and forms. These are the building blocks for developing a good design. | **Don’t create a complex UI design.**  A good UI design enhances the user’s experience in several ways. People should not find it difficult or challenging when they engage with a product. A good UI design is simple and doesn't waste the user's time. |
| **Do employ typography to communicate visually with users.**  Designers utilize typography as a visual language to interact visually with users. It facilitates communication, allowing users to follow and comprehend a product better. | **Don’t arrange elements randomly.**  It is important to arrange elements according to their importance. Elements of higher importance should come on top, whereas the elements with lesser importance should come below. |
| **Do use serif typefaces to improve readability.**  Users should be able to read content easily and connect with it. Serif and sans-serif are the two fundamental types of typefaces for improving readability. | **Don't use the same color for sidebars as other elements.**  Sidebars should not be the same color as other elements. The best practice for sidebars is to make them stand out by using a noticeable design, such as contrasting the main body of the text. |
| **Do use colors appropriately.**  The appropriate use of colors is an indication of good UI design. It directs the user's attention to specific areas of a web page or mobile interface. | **Don’t duplicate the horizontal menu.**  Avoid duplicating the horizontal menu. The duplication of the same menu items may lead to confusion for the users. |
| **Do use a grid for incorporating user familiarity.**  For web and mobile layouts, using a grid is the best practice for incorporating user familiarity. It is a structured layout and comprises columns, gutters, and margins that organize how elements should appear on a page. | **Don't hide navigation behind icons.**  Avoid hiding the navigation behind icons. Instead, use labels with icons so that the navigation for users is familiar to them. |
| **Do use sticky headers when designing headers.**  One best practice when designing headers is to use sticky headers. These are headers that remain in the same place on the screen while users scroll down. | **Don't use the same color for the sticky header and the content.**  Keep the contrast of the content in the sticky header different from the rest of the page so that the sticky header remains noticeable. |

**Conclusion**

These "do's and don'ts" are a good starting point for working on the interface and will help you create a successful website or mobile application.

## Module 1 Summary: Designing Intuitive Front Ends and Mockup Design Principles

In this module, you learned that:

* The User-Centered Design (UCD) framework focuses on users' needs, preferences, and behaviours in the design process.
* The design thinking process focuses on meeting users' emotional, cognitive, and aesthetic needs.
* There are various strategies one can use to enhance the users’ overall experience.
* Wireframes and prototypes are integral to the design process.
* There are seven key design principles and various design elements that UI and UX designers must consider when developing a UI.
* There are various UI design tools available for creating professional UIs and applications.
* Visual design essential elements are the building blocks for developing a good UI design.
* Typography, readability, and color theory are crucial to UI design.
* There are best practices for developing different web and mobile interface components.

# Module 2 Web Design Methodologies

## Module 2 Summary: Web Design Methodologies

In this module, you learned that:

* Responsive web design aims to create web pages that render effectively across all screen sizes.
* The mobile-first design is a content-oriented approach that creates the product design first.
* A company must identify its target audience and determine which approach suits its requirements.
* Media queries are responsible for the transformation in the development of responsive web apps.
* Responsive web design best practices allow developers to get the best results.
* Cross-browser testing and responsive testing are two types of testing for websites and applications.
* Progressive Web Applications (PWAs) can function offline, providing app-like navigation and excellent visual quality.
* It is essential to evaluate the advantages and disadvantages of each PWA framework before employing it.
* A Single Page Application (SPA) interacts with users by dynamically rewriting the current page, providing a much better user experience.
* Service workers operate on a different thread than the page’s main JavaScript code, which is a bridge between the browser and the network.
* There are various reasons and steps for converting a website to PWA.
* Different PWAs have different features.

# Module 3 UI Design with Figma

## Module 3 Summary: UI Design with Figma

In this module, you learned that:

* Figma is a leading, cloud-based, UI UX graphic design tool.
* Figma supports collaborative and community learning with integrated platforms like FigJam and Figma Community.
* There are eight essential concepts of Figma: Frames, components, layers, prototyping, collaboration, plugins, auto layout, and smart animate.
* Setting up a Figma account and creating a new file and a new frame involves various steps.
* There are various tools in Figma: Selection, Text, Pen, Pencil, Vector, Alignment, and Boolean operations.
* Various features of Figma include structure, frames, layers, files, and a toolbar.
* Figma components are created by selecting a design element and turning it into a component.
* Organizing and structuring components in Figma is essential to ensure your designs are consistent, efficient, and easy to update.
* There are multiple benefits of using styles and libraries in Figma.
* Cards help to group related content and actions in flexible and extensible containers and make it easy to navigate and find information.
* The are various functionalities and benefits of layout grids, like column, row, gutter size, baseline grids, and so on, in Figma.

# Module 4

## Useful UI/UX Resources and References

As we conclude our course, Designing User Interfaces and Experiences (UI/UX), it is time to pause and reflect on what you have learned so far. You now possess a solid understanding of the UI and UX design fundamentals and the importance of user-friendly interfaces. You also have a grasp of essential concepts, tools, and methodologies in visual design development that will allow you to create exceptional web and front-end applications. The practical knowledge you have gained through hands-on labs will allow you to have a great UI/UX and front-end development career.

Here is a list of useful UI/UX resources you can explore further for inspiration and innovative ideas.

* [calltoinspiration –Small details for exacting ideas](https://calltoinspiration.com/)
* [UI Jar – Great design ideas for projects](https://uijar.com/)
* [Design Vault – UI designs and patterns from real products](https://designvault.io/)
* [Refero – Great collection of design references](https://refero.design/)
* [Pixels – Web designs that are out of this world](https://pixelfika.com/pixels)
* [SiteInspire – Exceptional web and interactive designs](https://www.siteinspire.com/)
* [UX Archive – Collection of user flows from the world’s most popular mobile apps](https://uxarchive.com/)
* [scrnshts– Collection of the best app store design screenshots](https://scrnshts.club/)

## Congratulations and Next Steps

Congratulations on completing this course on Designing User Interfaces and Experiences (UI/UX) for the [IBM Front-End Developer Professional Certificate](https://www.coursera.org/professional-certificates/ibm-frontend-developer). We hope you enjoyed it and find great satisfaction using your new skills in the workplace or elsewhere..

We encourage you to leave your feedback and rate this course so that we can continue to improve the course content.

You can also further your professional development by:

* Completing the HONORS Project (optional) which will help you to have more hands-on experience with both Figma and Thunkable.
* Using Coursera’s [Career Center](https://www.coursera.support/s/career-center?language=en_US), which will guide you in developing your resume, promoting your new skills, and conducting your job search.

To continue your learning, you should consider these related programs:

[Introduction to Web Development with HTML, CSS, JavaScript](https://www.coursera.org/learn/introduction-to-web-development-with-html-css-javacript?specialization=ibm-frontend-developer)

Are you interested in becoming a web developer? This course will help you discover the languages, frameworks, and tools for creating interactive and engaging websites right from the beginning.

You will begin by learning about the roles of front-end, back-end, and full-stack developers and how they work together on web development projects. You will gain familiarity with the terminology and skills essential for web development. Next, you will explore the languages for developing websites or applications. You will gain a thorough understanding of HTML and CSS and learn how combining both technologies help developers create the structure and style of their websites. Finally, you will learn how JavaScript can make your web pages dynamic with features that include interactive forms, dynamic content modification, and sophisticated menu systems.

[Introduction to Software Engineering](https://www.coursera.org/learn/introduction-to-software-engineering?specialization=ibm-frontend-developer)

Software Engineers are in great demand and now is a great time to learn more about this exciting career path. If you are curious to learn more about the field of software engineering, this course is for you. No prior knowledge or qualification in programming or software development is necessary.

This course teaches you about the power of the Software Development Lifecycle (SDLC) and software development methodologies like Agile. You will explore fundamental programming principles and foundations of design, architecture, and deployment. In addition, you will investigate the skills a software engineer needs and identify job opportunities with hands-on projects. You will also learn about programming basics and software development tools and stacks.

Throughout this course, you’ll hear from expert and novice software engineers to get a feel for what the job is like from their perspective. After completing this introductory course, you will be conversant in software engineering tools, technologies, terminology, processes, and practices.

[Intermediate Web and Front-End Development](https://www.coursera.org/learn/intermediate-web-and-front-end-development?specialization=ibm-frontend-developer)

Do you want to learn how to develop your own website and optimize it for search engines? This course will teach you how Content Management Systems (CMSs) like WordPress enable web developers to create and manage their websites. You will also learn how Search Engine Optimization (SEO) techniques can help improve the visibility of your website.

In addition, you will investigate automated build tools and bundlers like Webpack, which help with bundling assets, modules, and dependencies into a single bundle, allowing developers to focus on development. Following that, you will explore how web optimization assesses and perceives the user experience of load time and runtime. You'll examine how JavaScript Testing frameworks like Mocha and Jasmine can automate testing to improve testing speed and efficiency, test accuracy, and reduce test maintenance costs and risks. Finally, you will discover why debugging is an important part of software development.