



3-Month Internship Program

(12 Weeks): UI/UX Design Training

Week 1: Introduction to UI/UX Design

- **Topics:**
 - Understanding the difference between UI (User Interface) and UX (User Experience).
 - Key principles of UI/UX design.
 - The design thinking process and its stages: Empathize, Define, Ideate, Prototype, and Test.
 - Introduction to design tools: Sketch, Figma, Adobe XD.
- **Assignment:**
 - Research and create a presentation on the key differences between UI and UX.

Week 2: Understanding User Research

- **Topics:**
 - Importance of user research in UI/UX design.
 - User personas and their role in the design process.
 - Methods for conducting user research: surveys, interviews, user testing.
 - Creating user journey maps to visualize user experience.
- **Assignment:**
 - Create a user persona and user journey map for a fictional product.

Week 3: Information Architecture (IA)

- **Topics:**
 - Introduction to Information Architecture and its importance in UI/UX design.
 - Organizing content effectively: Hierarchy, categorization, and navigation.
 - Building site maps and wireframes.
 - Creating navigation flow diagrams for better user interaction.
- **Assignment:**
 - Design the information architecture and site map for a website or app.



Week 4: Wireframing and Prototyping

- **Topics:**

- **Introduction to wireframing:** Low-fidelity wireframes, paper sketches, and digital wireframes.
- **Prototyping:** Turning wireframes into interactive prototypes using design tools.
- **Best practices for prototyping:** Feedback loops and iterations.
- **Understanding user flow and testing it with prototypes.**

- **Assignment:**

- **Create wireframes and prototypes for a basic app using Figma or Adobe XD.**

Week 5: Visual Design Principles

- **Topics:**

- **Elements of visual design:** Color theory, typography, contrast, and alignment.
- **Importance of consistency in design and UI elements.**
- **Using grids and spacing for clean and organized layouts.**
- **Introduction to responsive design for different screen sizes.**

- **Assignment:**

- **Design a homepage or app screen with attention to visual hierarchy and design principles.**

Week 6: UI Design Best Practices

- **Topics:**

- **Designing buttons, forms, icons, and other UI elements.**
- **User interface patterns:** Cards, modals, navigation bars, etc.
- **Accessibility in UI design:** Color contrast, font readability, keyboard navigation.
- **User testing of UI components for usability.**

- **Assignment:**

- **Create a set of UI elements for a mobile app or website.**



Week 7: Interaction Design and Animations

- **Topics:**

- **Principles of interaction design: Feedback, consistency, visibility.**
- **Designing for interaction: Clicks, taps, gestures, swipes.**
- **Introduction to microinteractions and animations.**
- **Tools for designing animations: Figma, Adobe XD, Principle.**

- **Assignment:**

- **Design and implement an interactive animation for a button or element in an app.**

Week 8: User Testing and Usability

- **Topics:**

- **Importance of usability testing in UI/UX design.**
- **Conducting usability tests: Methods and tools (UserTesting, Lookback, Maze).**
- **Analyzing test results and implementing design improvements.**
- **A/B testing and heatmaps for optimizing user interfaces.**

- **Assignment:**

- **Conduct a usability test on an existing website or app and suggest improvements based on feedback.**

Week 9: Mobile App Design Principles

- **Topics:**

- **Mobile-first design: Prioritizing mobile experiences in UI/UX.**
- **Responsive design: Creating designs that work on various devices and screen sizes.**
- **Touchscreen optimization: Designing for taps, swipes, and gestures.**
- **Designing for Android and iOS platforms: Guidelines and conventions.**

- **Assignment:**

- **Design a mobile app interface with responsive layouts and touchscreen-friendly elements.**



Week 10: Branding and UI Design for Web

- **Topics:**

- **Branding fundamentals: Logo design, typography, color schemes, and brand guidelines.**
- **Creating a UI kit based on branding principles.**
- **Building a web design system for consistency across different pages and platforms.**
- **Designing for user engagement and retention on the web.**

- **Assignment:**

- **Create a web page design for a brand, adhering to branding guidelines and design systems.**

Week 11: Design Handoff and Collaboration with Developers

- **Topics:**

- **Handoff process: Delivering designs to developers and ensuring proper implementation.**
- **Using design collaboration tools: Zeplin, InVision, Figma.**
- **Writing design specifications and documentation for developers.**
- **Communicating design decisions effectively with the development team.**

- **Assignment:**

- **Prepare a design handoff document and prototype for a project, collaborating with a developer.**



Week 12: Final Project and Review

- **Topics:**

- **Bringing together all UI/UX design skills learned during the internship.**
- **Working on a final project: Designing a complete UI/UX solution for a real or hypothetical product.**
- **Presenting the final project: Design rationale, user flows, wireframes, prototypes, and usability testing.**
- **Peer review and feedback on designs.**

- **Assignment:**

- **Present a complete UI/UX design project, including research, wireframes, high-fidelity prototypes, and user testing results.**

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