UI/UX

Design

About the Course

In this UI/UX Design Expert Master's Program, you will learn the design-centric approach towards user interface and user experience. The program summarizes and demonstrates all stages of the UI/UX development process. Starting with UX Research, where you will grasp the concepts of UX laws, conceptualization, and ideation, you will move on to learning about user profiles, ROl measurement, persona mapping, storyboarding, competitor analysis, and then to applying design thinking principles to UI prototyping and styling. At last, you will learn about experience design, usability, and testing and end this program with an impressive design portfolio with three effective and compelling designs that showcase your personal brand to the world.

The UI/UX Design Expert Master's Program blends online self-paced videos that teach you the concepts, frameworks, and tools; live virtual classes that provide context and industry examples; and hands-on course-end and capstone projects that help you apply your skills in context and crystallize your learnings.

Key Features

Methodically implement the user research process

Create immersive user interfaces via wireframes and interactive prototypes

Design a portfolio on Dribbble to showcase your skills

Conduct heuristic evaluations of your UX design

8X higher live interaction with live online classes by industry experts

Experiential learning via real-life innovation projects and capstones

Industry-recognized course completion certificate

Enrollment into Simplilearn Job Assist (only for India)

Program Outcomes

By the end of the program, you will be able to accomplish the following:

- Learn UI/UX Design
- Learn all of the concepts, skills, tools, and processes in integrated labs to build all the concepts of UI/UX from scratch
- Design Portfolio

Build an impressive design portfolio on Dribble with effective and compelling designs that showcase your personal brand to the world

- Solve Complex User Problems
- Master all aspects of user experience and design thinking
- Design digital experiences that bring user satisfaction, user loyalty, and product success

© Usability Testing

Put your designs to the test for heuristic evaluation

Program Eligibility Criteria and

Prerequisites

There are no eligibility criteria for this UI/UX Design Expert Master's Program. We recommend you come with an open mind and a willingness to learn. The course is designed in such a way that even absolute beginners will be comfortable with the course progress.

Note:

It would help if you had an eye for good design and empathy for users. No design background is required to enroll in this course

Who Should Enroll in this Program?

The UI/UX Design Expert Master's Program is for people who demonstrate strong visual, creative, and communication skills. The program is best suited for but not limited to:

Anyone who is already pursuing a career in UI/UX design and wants to upskill themselves

Anyone who aspires to start a career in UI/UX design

- Anyone who is currently working in a different role and wants to transition to a UI/UX
- design role
- UX / UI Designer

Learning Path

1. User Experience Design

2. User Interface and Design Principles

3. UI Prototyping and Styling

4. UX Research and Testing

5. Portfolio Building

6. Master Certification

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User Experience Design

Module Overview:

In this course you will proceed on a roadmap to become a UX Design Expert. You will start your journey at ideation and conceptualization; to the creation of user profiles, user groups, market segments, and storyboarding; and, in the end, learn about information architecture and card sorting methods.

By the end of this course, you will be able to describe and apply current best practices and conventions in UX design, identify user groups, market segments, and perform empathy and persona mapping to enhance the audience's experience during content consumption.

Course Learning Objectives:

- Introduction to UX (User Experience)
- User centered design process
- Conceptualization and ideation
- User's mental model
- Products designed on user's mental model
- Confused mental models
- Products Designed on Confused Mental Model
- UCD Process - 5 distinct phases

Personal mapping

Storyboarding

Scenario Map

- Empathy mapping
- Methods of UX research - Qualitative/quantitative
- Data gathering methods and sources
- Expert Review
- Interviews
- Surveys and Email Questionnaire
- Observation - Eye Tracking
- Clickstream Analysis
- Focus group, user groups, market segments

Competitor analysis

User Interface and Design Principles

Module Overview:

In this course you will explore theoretical concepts of User Interface and Design Principles. By the end of this course, you will understand how to take an iterative approach to problem solving and have solid knowledge of design thinking processes to create effective user experiences.

Course Learning Objectives:

Cognitive Studies for better User

Experience

Gestalt principles

Visual design - color theory, typography

Using graphics and illustrations to finalize designs

© Use of Writing in UI Design

- **Microcopy**

User Interface Elements

© UI controls/patterns

© Input Controls

© Navigational Components

Informational Components

Containers

Types of Disabilities

- **Accessibility in design**

UI Prototyping and Styling

Module Overview:

User Interface (UI) design is what makes a design engaging and delightful for consumers.

In this course, you will learn the concepts of color theory, typography, layouts, and patterns to provide users with a great experience.

By the end of this course, you will be able to understand the role of UI design and visual communications, the design process of various successful, widely adopted designs, familiarize yourself with current UI patterns, and build prototypes.

Course Curriculum:

- Prototype?

When to Test a prototype

- Fidelity of a Prototype - High / Medium / Low

Paper Prototyping

Wireframing

- Low fidelity and wireframing

Digital Prototype

- HTML Prototype
- Grid and layout systems

Information architecture

Content audit

Information architecture and card sorting methods

Exact Organization Schemes

Ambiguous Organizational Schemes

Flat vs. Deep Hierarchies

Navigation - Primary and Secondary

Associative Navigation

Sequential Navigation

- Breadcrumb Navigation
- Click versus Clock
- © Creating Error Messages

UX Research and Testing

Module Overview:

Usability and testing are essential tools used to identify problems and validate design decisions while you are building prototypes. In this module of the program, you will learn how to set up and facilitate usability test sessions and synthesize your findings to determine if you need to redesign your prototype.

Course Curriculum:

- Heuristic Evaluation for Redesigning Project

Planning and Conducting Usability Tests

Surveys and Question

- **A/B Testing**

Heatmaps with tools like Hotjar User Testing

Portfolio Building

A Design Portfolio is an essential key to landing a role in the UI/UX industry. An impressive portfolio on Dribble will allow you to showcase your skills and demonstrate your expertise to the potential employers

Website Design

- iOS App Design
- Android App Design