upGrad
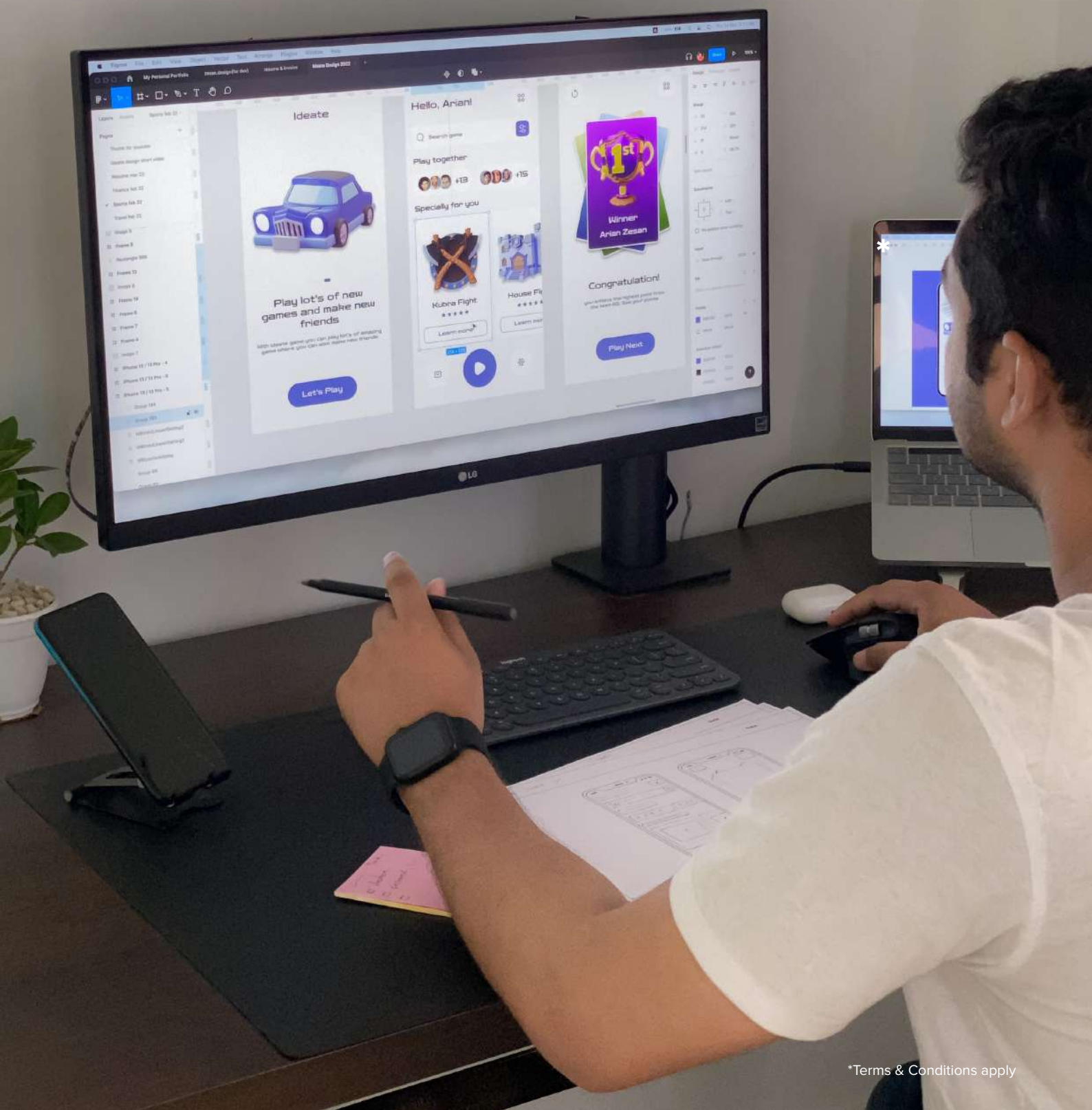
UI/UX Designer Bootcamp

Land an Exclusive Interview Opportunity!

*Terms & Conditions apply

INDEX

ABOUT
UPGRAD

upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. With an exponential increase in demand for skilled individuals, our aim is to help working professionals upskill in emerging new-age technologies.

"UI/UX Designer Bootcamp" aims to deliver conceptual knowledge along with hands on-experience to ensure a successful start for your career in the industry. At upGrad, we aim to leverage technology in order to transform the way education is delivered in the digital age.

Our aim is simple:
We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers.

Ronnie Screwvala
Co-founder and Executive Chairman
upGrad

ABOUT THE
BOOTCAMP

Our UI/UX (User Interface/User Experience) Bootcamp is a comprehensive program designed to teach participants the fundamental principles and practical skills required to become proficient UI/UX designers. The bootcamp covers a range of topics, including design thinking, wireframing, prototyping, usability testing, and user research.

Participants will learn how to create effective user interfaces that are aesthetically pleasing, easy to use, and intuitive. They will also learn how to analyze user behavior and design solutions that meet the needs and expectations of users.

The bootcamp typically includes a mix of lectures, hands-on exercises, and real-world projects. Participants will work in teams to design and develop their own projects, which will be reviewed and critiqued by industry professionals.

Upon completion of the bootcamp, participants will have a portfolio of projects that demonstrate their skills and understanding of UI/UX design principles. They will be prepared to apply

PROGRAM
HIGHLIGHTS

126+

Hours of Live Training

5+

Case Studies

10+

Hours of Group Career Coaching

2

Behavioural Mock Interviews

8+

Weeks of Internship

1

Masterclass by Experts

PROGRAM
DETAILS

Program Duration

3 Months

Eligibility Criteria

Final year students pursuing their graduation or professionals with 0-3 years of experience wanting to kick-start career in UI/UX Domain can apply for the program.

Program Fee

₹ 76,000 + GST   ₹ 68,400 + GST (non-refundable fees)

(Pay after placement options also available)

Admission Process

Step 1:
Apply for the program

Step 2:
Complete your application

Step 3:
Pay block amount

Step 4:
Reserve your seat

WHY THIS
BOOTCAMP?

Here are some reasons why a UI/UX Bootcamp can be beneficial:

1. **Career Development:** UI/UX Bootcamps can help individuals transition into a new career in design or improve their existing skills, making them more competitive in the job market.

2. **Hands-On Learning:** UI/UX Bootcamps typically offer a project-based approach to learning, allowing participants to apply the concepts they learn to real-world design challenges.

3. **Industry-Relevant Curriculum:** Many UI/UX Bootcamps are designed in collaboration with industry professionals, ensuring that the curriculum is up-to-date and relevant to the needs of the industry.

4. **Flexibility:** Bootcamps can offer a more flexible learning environment, with part-time and online options available, allowing individuals to balance their education with work or other responsibilities.

	Video Courses	Bootcamps	upGrad
Internship	No	No	Yes
Industry projects	No	Yes	Yes
Interview Opportunity*	No	No	Yes
Career guidance sessions	No	Yes	Yes
Value for Money*	No	No	Yes
Top Product companies Instructors	No	No	Yes

*Terms & Conditions apply

PROGRAM
CURRICULUM

1. UI/UX Fundamentals and Introductions

Learning Objective :	This module helps you take your first steps towards becoming a successful UI/UX designer. You will be introduced to basics of UI/UX design and the tools (Figma and Adobe XD) used in for creating various projects.

Topics Covered :	• **UI Design**
	
	  • User Interface Definition
	  • Design Thinking Introduction
	  • Visual Design Principals Introduction
	  • Web and App Design Essentials
	
	• **UX Design**
	
	  • User Definition
	  • UX History
	  • Human Needs and their Importance
	  • Experience Definition
	  • Research Introduction
	
	• **Collaboration**
	
	  • Teamwork Essentials
	  • Project Present Introduction
	  • Lean and Agile UX Introduction
	
	• **Tools Introduction**
	
	  • Figma (Brief Description and its Pros & Cons)
	  • Adobe XD (Brief Description and its Pros & Const

PROGRAM
CURRICULUM

2. Research

Learning Objective :	Understand systematic study of target users and their requirements, to add realistic contexts and insights to design processes. Also adopt various methods to uncover problems and design opportunities

Topics Covered :	• User Research Methods
	
	    • Introduction (Types and how to choose between)
	    • Quantitative Research (Surveys, Five-Second-Testing)
	    • Qualitative Research (User Interview, Focus Groups, Usability Testing)
	    • Behavioral Research (A/B Testing, Analytics, Eye Tracking, Card Sorting)
	
	• Survey and Interviews
	
	    • Conducting user interviews (How, When, Why)
	    • Conducting user Surveys (How, when, Why)
	
	• Generative Research
	
	    • ntroduction (Why and How to Conduct)
	    • Generative Research vs. Evaluation Research
	
	• Quantitative & Qualitative Research
	
	    • Similarities and differences
	    • Quantitative & Qualitative Research Sample Questions

PROGRAM
CURRICULUM

2. Research

Topics Covered :	
	• User PersonTas 　　•　Introduction (What is and Why Needed) 　　•　Defining User Personas (Creating a new one visually) 　　•　Personas Elements and Spectrums **• Journey Maps** 　　•　Journey Maps (What is it and why) 　　•　Journey Maps Types (Current state, Future state, Day in the Life, and Service Blueprint) 　　•　Journey Maps elements and touchpoints 　　•　Creating Journey Maps (Visually) **• Empathy Maps** 　　•　Empathy Maps (What is it and why) 　　•　Empathy map types (Single and Multiple User) 　　•　Steps and Elements 　　•　Creating Empathy Map (Visually) **• Storyboards** 　　•　Benefits and Structures 　　•　Storyboards elements 　　•　Creating a simple one **• User Flows** 　　•　User Flows or UX Flows (What is it and why) 　　•　User Flows Steps Introduction 　　•　Understanding Users 　　•　Creating Flow Outline (Using Flow Elements)

PROGRAM
CURRICULUM

3. Analysis and Synthesis

Learning Objective :	Dive into the dyenamic journey of the process of sorting, categorizing, and transforming raw data into valuable information

Topics Covered :	• **Information Architecture**
	
	  • IA (What is it and why)
	  • IA Elements and Principles
	  • IA in action (for a website navigation)
	
	• **User Segmentation**
	
	  • User Segmentation (What is it and why)
	  • Types and Methods
	  • Building a sample User segmentation in action
	
	• **Sitemap Refining**
	
	  • Sitemaps (What is it and why)
	  • Values and Anatomy
	  • Sitemap Types (Flat & Deep)
	  • Creating a Flat Sitemap in action
	
	• **Navigation Defining**
	
	  • Benefits and Structures
	  • Rules, Goals and Types
	  • Menu and Navigation for Mobile Specifications
	  • Creating a navigation in action
	
	• **Content Auditing Essentials**
	
	  • CAE (What is it and why)
	  • CAE Types and Parts
	  • Creating a CAE Sample

PROGRAM
CURRICULUM

4. Ideation and Designing

Learning Objective :	Explore a creative process where designers generate ideas in sessions (e.g., brainstorming, worst possible idea).

Topics Covered :	• **Ideation**
	
	  • Introduction to Ideation
	  • Ideation Practical Methods
	  • Ideation Tools Overview
	
	• **Brainstorming**
	
	  • Brainstorming (What is it and why)
	  • Techniques, Rules and steps
	  • Holding a brainstorming session (Practicing the Steps)
	
	• **User-Centered and Interaction Design**
	
	  • UCD (What is it and why)
	  • Basics, Principles and Methods
	  • UCD Process
	
	• **Mobile-First Design Essentials**
	
	  • Why, When and Importance
	  • Process and Steps
	  • Responsive Design Essentials
	  • Practicing for three devices (Desktop, Tablet, Mobile)

PROGRAM
CURRICULUM

4. Ideation and Designing

Topics Covered :	**• Design Systems** • Design Systems (What and Why) • Benefits • Types and Creating Steps • Design systems best examples in market • How to create a design system and requirements **• UI Design** • Grids and Spacing • Design Principles (Visibility, Mapping and Constraints) • Layout, Color, and Alignment • Text, Typography, and Hierarchy essentials • Creating UI Elements • Gestalt principals (The Core Key Ideas) • Design Patterns essentials • Responsive design essentials • HTML/CSS Basics • Design Deliverables

PROGRAM
CURRICULUM

5. Sketching, Wireframing and Prototyping

Learning Objective :	Learn how a blueprint or schematic that helps communicate the structure of your app or website to the relevant stakeholders

Topics Covered :	• Sketching
	
	  • Introduction and basics
	  • Methods, Techniques and Tools
	  • Sketching in action
	
	• Wireframing
	
	  • Introduction (what is it and why)
	  • Process and Types (Low to High Fidelity)
	  • Comparing online / offline tools
	  • Wireframing in action
	
	• Prototyping
	
	  • Prototyping (What and Why)
	  • Types and steps
	  • Comparing the best prototyping tools
	  • Creating simple ones (in low and high-fidelity type)

PROGRAM
CURRICULUM

6. Analysis/ Evaluation

Learning Objective :	During this module we will be working on the process of measuring the interactions of a user and a UI and attempting to make them valuable for future use. It involves setting out principles and guidelines that assist the use of a digital product and its user flow

Topics Covered :	• **Usability Testing**
	
	  • Introduction (What and Why)
	  • Test Plans and Scripts
	  • Types, Methods and elements
	  • Tools review
	  • Analyzing and reporting essentials
	  • Conducting a usability test
	
	• **A/B Testing**
	
	  • Introduction (What and Why)
	  • Conducting steps
	  • Requirements and Variables
	  • Tools review
	  • Evaluating the results
	
	• **Heuristic Evaluation**
	
	  • Introduction (What and Why)
	  • Principles (Consistency, Aesthetic, Recognition, Flexibility...)
	  • Conducting steps and checklist

PROGRAM
CURRICULUM

7. Collaboration / Team Work

Learning Objective :	At this stage of the Program explore the comprehensive process where multiple stakeholders in a project can give real-time feedback and perspectives through all stages of the design process

Topics Covered :	• **Collaboration**
	
	   • Introduction (Why and How)
	   • Principle (Four Eyes)
	   • Sharing, Feedback and Commenting
	   • Collaboration in selected tool
	
	• **Agile UX**
	
	   • What is sprint? The Importance
	   • Benefits and Requirements
	   • Skills needed
	
	• **Lean UX**
	
	   • What, When and Why
	   • Benefits, phases and principles
	   • MVP definition in Lean UX

PROGRAM
CURRICULUM

8. Portfolio

Learning Objective :	Showcase your work as UX designer's work. It typically contains detailed case studies of UX design projects, demonstrating skill and approach

Topics Covered :	• **A good Portfolio and Showcase**
	
	  • What is it?
	  • Content and Layouts
	  • Including items
	  • Online portfolio and showcase website
	
	• **Case study Essentials**
	
	  • What is it?
	  • Essentials and Elements
	  • Parts and Sections
	  • Case study reviews
	
	• **Portfolio Review**
	
	  • Reviewing online selected portfolios
	  • Comparing chart

PROGRAM
CURRICULUM

9. Career Path

Learning Objective :	Build your career path into UI/UX Domain in this module

| Topics Covered : | **Apply** Providing job application documents (CV, Cover letter ...) CV vs Resume CV essential topics and sections Where to Apply **Searching for a Job** Job search strategies Needed skills Job board resources and reviews **Interview** Interview preparation essentials Whiteboard Challenges Design Challenges Needed skills Interview process review Practicing common questions with answers |

PROJECT
PORTFOLIO

Build Real-World Projects - from Concept to Compleation

Get hands-on design experience by working on industry-grade projects frp Day 1 shared by a Design Studio. Learn something new with each class and apply those learnings to your assignments and projects. By the end this Bootcamp, you'll have a solid project portfolio to showcase every potential recruiter.

Work on projects sourced from

Berkeley SKYDECK · ALCHEMIST ACCELERATOR · Microsoft Ventures · angelhack

Type of Project

PERSONAL / PORTFOLIO
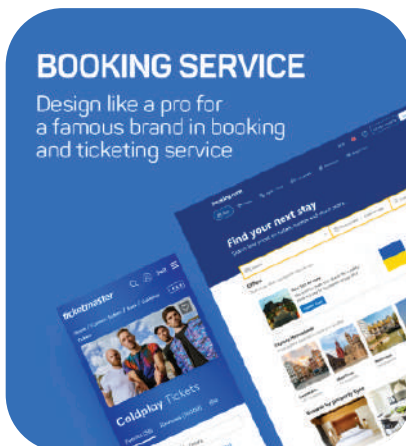Design your personal website and portfolio like a pro

E-COMMERCE / NFT MARKET
Design an E-Commerce or NTF market website and app like a pro

BOOKING SERVICE
Design like a pro for a famous brand in booking and ticketing service

LANDING PAGE
Design like a pro for a famous brand product or service

upGrad

🔍 upgrad.com

For further details, **contact**

✉ **bootcampsupport@upgrad.com**   📞 **1800 210 2020**

We are available 24*7

upGrad Education Private Limited. Nishuvi, 75, Dr. Annie Besant Road Worli, Mumbai - 400018
Corporate office: Lexington Towers, Bangalore- 560029