

## **User Experience Immersive - List of Subjects**

### **Subject Title: Unit 1 - The Fundamental Principles of Visual Design**

- The History of Graphic Design
- Visual Design Principles
- Typography 101
- Colour Theory
- Accessibility
- Grid Systems
- Establishing a Workflow
- Defining a Visual Language
- Design Communication

### **Subject Title: Unit 2 - Intro to UX Design and Design Thinking**

- Introduction to UX Design
- Design Thinking
- Human-Centered Design
- The Value Proposition of UX
- Building a UX Team

### **Subject Title: Unit 3 - UX Research & Strategy**

- Market vs. Design Research
- User Research Methods
- Business Requirements
- Customer Requirements

- User Requirements

#### **Subject Title: Unit 4 - Information Architecture**

- IA Principles & Frameworks
- Navigation
- User/Task Flows
- Content Strategy
- Analysis & Design

#### **Subject Title: Unit 5 - Interaction Design**

- Interaction Design Principles (both UI & UX)
- Material Design
- The Evolution of User Interface
- Design Trends

#### **Subject Title: Unit 6 - Photoshop Fundamentals**

- Introduction to Photoshop
- Best Practices
- Software Demo: Intro to Photoshop

#### **Subject Title: Unit 7 - UI Design**

- UI Elements
- Grids (12 column)
- Software Demo: GuideGuide
- Frameworks: Bootstrap, Foundation

- Spacing

### **Subject Title: Unit 8 - Responsive Design**

- Advantages and Disadvantages of Responsive Design
- Responsive vs Mobile
- Breakpoints + Modular thinking
- Development Considerations

### **Subject Title: Unit 9 - Wireframes**

- Intro to Wireframing
- Intro to Call-to-Action / User Goals
- Annotations
- Software Overview
- Software Demo: Intro to Sketch 3

### **Subject Title: Unit 10 - Prototyping**

- Building Interactive Prototypes (wireframing)
- Software Demo: Intro to InVision

### **Subject Title: Unit 11 - Usability Testing**

- Intro to Usability Testing
- User Recruitment
- Heuristic Evaluation
- Conducting Usability Tests

### **Subject Title: Unit 12 - Motion Design**

- States (layer comps)
- Animations
- Linked smart object
- Design trends and best practices

### **Subject Title: Unit 13 - Website Design**

- Desktop Design
- Mobile Design

### **Subject Title: Unit 14 - App Design**

- The Evolution of Mobile Design
- Mobile UX Principles
- Mobile Design Research & Testing
- Responsive vs Mobile App
- Native vs Platform-agnostic
- Android: Material Design
- iOS: Apple Design Best Practices

### **Subject Title: Unit 15 - Presentation/Portfolio Prep**

- Mock Ups
- Portfolio
- Beautiful Presentation Resources and Examples

### **Subject Title: Unit 16 - Development Handoff**

- Slicing

- UI Libraries
- Specs Sheet
- Software Demo: SpeckKing

**Subject Title: Unit 17 - Career Development**

- Next Steps
- Resources (Articles, Blogs, Books)
- Conferences, Workshops, Meetups