



UX/UI

Strategy &  
Tactics

# UX/UI

Strategy & Tactics

Premium : **4 Weeks**  
Elite : **4 Weeks + 3 Months Internship**

Course duration

## Course overview

User experience and user interface design has been trending words in the market since last decade. More businesses and organisations are adopting a design first approach in building their product and services to align to their customer needs. The focus of the course is to make you industry ready so that you may solve complex business problems in design and make a bigger impact.

This course will teach you about the strategy and tactics of user Interface and user experience design. On the completion of this course you will be familiar with the implementation knowledge of design concepts and UX principles that you have to acquire to create a successful product.

## You should join for



Get certified



Learn from experts



Live projects



Gain industry insights



Community connect



Design operations

## What you'll learn

Persona, Story-boarding and User journey  
Low fidelity prototypes  
Advanced typography & Color theory  
Design libraries & Components  
Design prototypes  
Developer handoff

## How you will learn

At little Brahma you will learn the art of user experience and interface design from highly experienced practitioners. We are aiming to transfer all the knowledge little Brahma acquired over 6 years in 3 months to you. Each of our courses is carefully planned so that we ensure our courses are insightful, relevant, Intensive and highly engaging. Upon the completion of course you will have two mock projects and relevant industry experience in your portfolio.

# Course curriculum

01

## UX Research and Practice

- Applying UX principles
- Research and insights
- User research (Story boarding, User journey mapping)
- Low fidelity prototype

Classroom + Workshop  
Classroom + Workshop  
Classroom + Workshop  
Classroom + Workshop

02

## UX Handoff

- High fidelity wireframes prototypes
- End user data (post testing)
- Customer inputs
- Insights and research notes
- UX moodboard and references

Workshop  
Workshop  
Workshop  
Classroom + Workshop  
Classroom + Workshop

03

## UI Theory and Practice

- Creating design components and optimising design libraries
- Choosing and creating screen layout
- Execution of typography and colour selection and design principles
- Creating Iterative designs for scale and accesibility
- Creating styleguide
- Spec creation
- Design prototype
- Design critic
- Management of creative assets

Workshop  
Workshop  
Workshop  
Workshop  
Workshop  
Workshop  
Workshop  
Workshop  
Workshop

04

## UI Design Handoff

- Design specs
- Styleguide
- Creative assets

Workshop  
Workshop  
Workshop

05

## Design in live projects

- Requirement gathering and scope
- Agile methodology
- Lean Design Sprints
- Design change management
- Stake holder communication and management

Classroom + Workshop  
Classroom + Workshop  
Classroom + Workshop  
Classroom + Workshop  
Classroom + Workshop