

# IDEA 258U

Advanced Special Topics in Innovation and Entrepreneurship  
Intro to UI/UX Design

## Course Description

Digital design is taking over the world. What does this mean for the products, experiences, and ideas that emerge in the digital landscape? How can we design them to communicate more clearly, improve quality of life, and empower people? More than ever, we need UX and UI designers who can navigate complex problems with humans at the center. In this course we will take a deep dive into UX and UI while exploring through design fundamentals. You will develop your own UX/UI project, applying visual design ideas like color selection and typography; design thinking elements like user research, ideation, and prototyping, among others. Guest industry experts will share career highlights and give feedback on student projects. This course aims to give you insights into what UX/UI designers do on a daily basis and how they do it.

## Course Details

- **Pre-requisites:** None
- **Credits:** 1
- **Seats:** 25
- **Lecture time:** Wednesday 4 - 5:15 pm
- **Location:** Online
- **Semester:** Spring 2021
- **Course Facilitators:** Japneet Singh, Aviral Choudhary
- **Faculty Advisor:** Mira Azarm

## Course Goals

After taking this course students would know the fundamentals of design and gain practical knowledge of UI and UX.

## Required Materials

- A laptop

## Topics Covered

- **Week 1:** Intro to design and UI/UX
- **Week 2:** Design Fundamentals (shadows, alignments, spaces)

- **Week 3:** Research and User Empathy
- **Week 4:** Ideation and Prototyping
- **Week 5:** Wireframing
- **Week 6:** Testing
- **Week 7:** Midpoint - UX case study due
- **Week 8: SPRING BREAK**
- **Week 9:** Color
- **Week 10:** Typography
- **Week 11:** Components of UI Design
- **Week 12:** Design in digital paradigm
- **Week 13:** Working with XD
- **Week 14:** Final Presentations
- **Week 15:** Final Presentations