UI/UX Designing Course Syllabus

Total Duration: 30hrs

Module 1: UX Strategy, Research & Visual Design

Chapter 1: Introduction to UI & UX Design

- Differences between UI and UX: Goals, Responsibilities, and Deliverables

- UX Design Lifecycle: Empathize → Define → Ideate → Design → Test → Implement

- Scope of UI/UX Design in Various Industries (Web, Mobile, SaaS, Games)

- Key Roles in a UX Team (Product Designer, UX Researcher, Visual Designer, etc.)

Chapter 2: User Research and User Understanding

- Introduction to Design Thinking & Human-Centered Design

- Qualitative vs Quantitative Research: Interviews, Surveys, Field Studies

- Empathy Mapping and Affinity Diagramming

- User Behavior Analysis: Heatmaps, Session Recordings, Analytics Basics

Chapter 3: Personas and User Journey Mapping

- Persona Development Using Real Data

- Empathy-Driven Persona Narratives

- Creating Journey Maps with Emotions, Goals, Pain Points

- Identifying UX Gaps and Friction Points

Chapter 4: Information Architecture (IA)

- Logical Structuring of Content and Navigation

- Creating Sitemaps Using User Flows

- Card Sorting Techniques (Open, Closed, Hybrid)

- Content Inventory & Taxonomies

Chapter 5: Wireframing Techniques

- Sketching Lo-fi & Mid-fi Wireframes (Paper, Digital)

- Understanding Layout Grids and Hierarchy

- Annotating Wireframes for Development Clarity

- Tools: Balsamiq, Figma Wireframe Mode, Whimsical

Chapter 6: Prototyping and Iterative Design

- Difference Between Wireframes, Mockups, and Prototypes

- Prototyping Levels: Clickable, Functional, High-Fidelity

- Iterative Design: Feedback Loop, Versioning, and Refinement

- Tools: Figma Prototyping, InVision, Marvel

Chapter 7: Usability Principles and Heuristics

- Jakob Nielsen's 10 Usability Heuristics Explained with Examples

- How to Identify Usability Violations in Existing Products

- Heuristic Evaluation Methods and Documentation

- UX Case Studies with Heuristic Failures

Chapter 8: Accessibility and Inclusive Design

- WCAG Guidelines: POUR Principles (Perceivable, Operable, Understandable, Robust)

- Designing for Screen Readers, Color Blindness, Keyboard Navigation

- Inclusive UX Strategies for Cognitive and Physical Disabilities

- Tools: Axe, WAVE, Stark, Contrast Checker

Chapter 9: Visual Design Fundamentals

- Color Psychology, Palette Building, Accessibility Considerations

- Typography Hierarchy: Fonts, Sizes, Pairing Techniques

- Whitespace, Alignment, Balance, and Contrast

- Layout Frameworks: Z-Pattern, F-Pattern, Card Layouts

Chapter 10: Design Systems and Style Guides

- What is a Design System? Examples: Material Design, Carbon Design

- Atomic Design Principles: Atoms, Molecules, Organisms

- Creating and Managing UI Kits & Component Libraries

- Building Brand Consistency with Style Guides

Module 2: Interactive UX, Testing, Tools & Portfolio

Chapter 11: Responsive and Mobile-First Design

- Responsive Design Basics: Grids, Breakpoints, Viewports

- Fluid Layouts vs Adaptive Layouts

- Designing for Touch Interfaces and Small Screens

- Tools: Figma Responsive Resizing, Browser DevTools

Chapter 12: Interaction Design and Microinteractions

- Core Principles of Interaction Design (Goal-driven, Feedback, Affordance)

- Types of Microinteractions: Hover, Click, Drag, Scroll, Swipe

- Motion Design for UX: Loading, Error, Success States

- Tools: Principle, LottieFiles, Figma Smart Animate

Chapter 13: UX Writing and Content Strategy

- Microcopy: Buttons, Tooltips, Error Messages, Placeholders

- Voice & Tone: Conversational UX vs Formal UX

- Writing for Onboarding, Empty States, 404 Pages

- Content Hierarchy & Storytelling in UX

Chapter 14: Design Thinking and Problem-Solving

- 5-Stage Design Thinking: Empathize, Define, Ideate, Prototype, Test

- Real-life Case Study: Solving a Local Business UI/UX Problem

- Brainstorming Techniques: Crazy 8s, SCAMPER, How Might We

- Mapping Business Goals with User Needs

Chapter 15: User Testing and Usability Evaluation

- Types of Testing: A/B, Moderated, Remote, Guerrilla

- Usability Metrics: SUS Score, Time-on-Task, Task Success Rate

- Creating Test Scenarios and User Tasks

- Tools: Maze, Lookback, UsabilityHub, PlaybookUX

Chapter 16: Popular UX/UI Tools

- Deep Dive into Figma: Auto Layout, Prototyping, Team Libraries

- Introduction to Adobe XD: States, Repeat Grid

- Miro for Collaborative UX Mapping and Whiteboarding

- Comparisons: Sketch vs Figma vs XD

Chapter 17: Working with Developers and Handoff

- Creating Dev-Ready Specs, Redlining, and Export Assets

- Handoff Tools: Zeplin, Figma Inspect Mode

- CSS Basics for Designers (Box Model, Flexbox, Grid)

- Version Control: Naming, Organizing, Updating Files

Chapter 18: Building a UX/UI Portfolio

- Choosing the Right Projects: Web, App, Dashboard, SaaS

- Writing Case Studies: Problem, Process, Solution, Outcome

- Creating a Portfolio Website with Behance, Dribbble, or Personal Domain

- Interview Preparation: Design Challenges and Walkthroughs

Chapter 19: Trends in UX/UI (AI, VUI, AR/VR)

- UX for Emerging Tech: AI-based Personalization, Chatbots

- Voice User Interfaces (VUI): UX for Alexa, Siri

- Augmented & Virtual Reality in UX: Tools and Frameworks

- Future of UX: Neuromorphic Interfaces, Brain-Computer UI

Chapter 20: Ethics in UX/UI Design

- Understanding Dark Patterns and Their Consequences

- Data Privacy by Design

- Designing Trustworthy Interfaces

- Case Studies: Good vs Bad UX Ethics (Facebook, Google, LinkedIn)