



LEARNING REDEFINED

UI/UX

## INTERMEDIATE AND ADVANCED PROGRAM

CAREER BUILDER PROGRAM

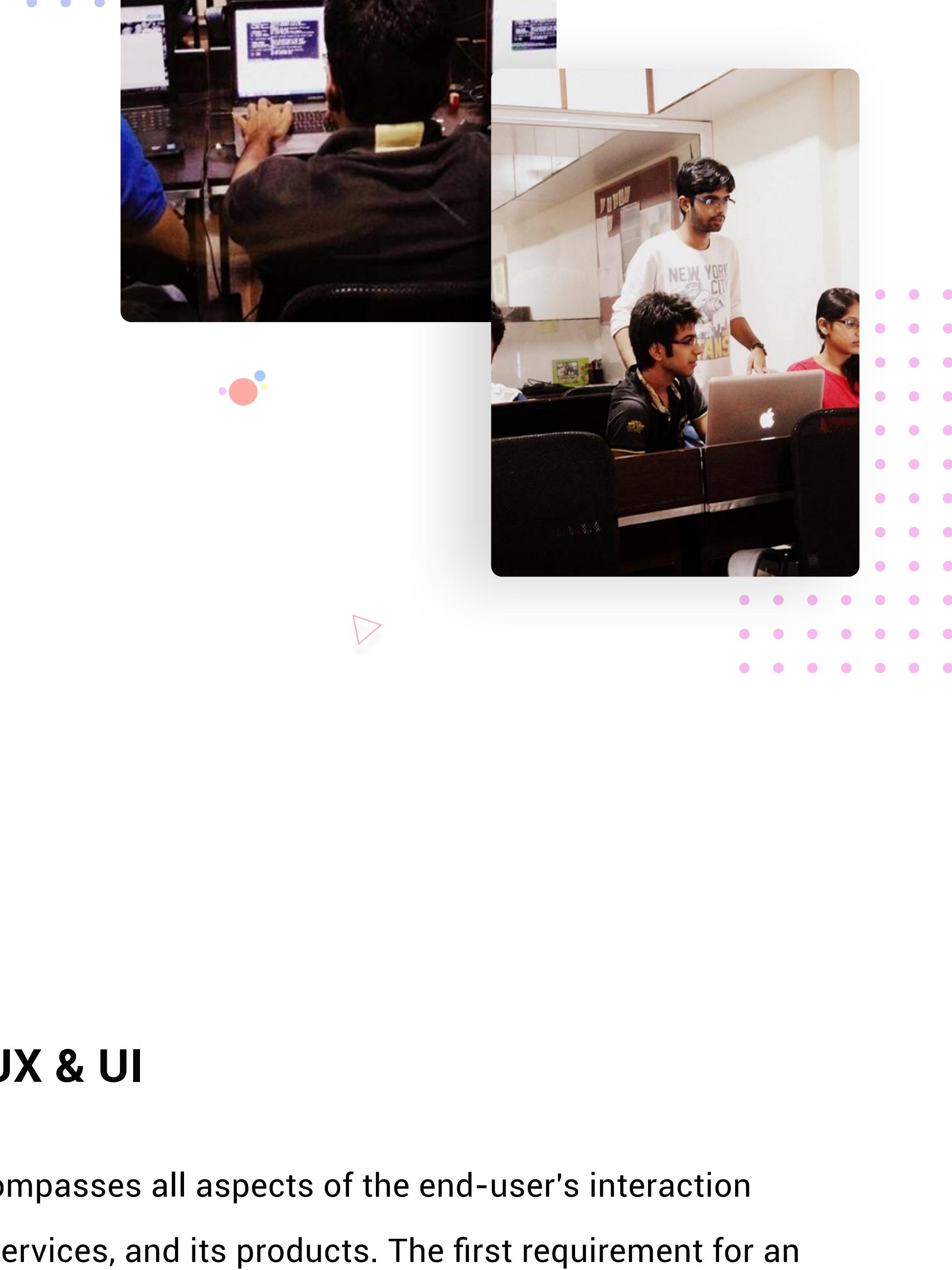
- Global Level Live Training Program
- Work On Live IT Projects
- Learn From Industry Experts

## INTRODUCTION

ITLH is a training institute aiming to impart practical knowledge to students and equipping them with industrial level training so that they have relevant knowledge and experience to contribute in their respective industry.

Our programs have a blend of theoretical concepts and practical projects. We rope in industry professionals who train the students. We work in collaboration with our IT and Design partner - Centillion, a company based in Singapore and India. This collaboration ensures that our students have a constant influx of real time projects to work on.

The brochure will help you understand the topics and concepts that we cover in the program and also about the various benefits attached to this program. Let's find out.



## CURRICULUM

### Introduction

#### What's in UX?

#### What's in UI?

#### Design thinking & Atomic Design?

#### Usability Testing

#### Asset hand offs

#### Add On Benefits

#### About Freelancer Community

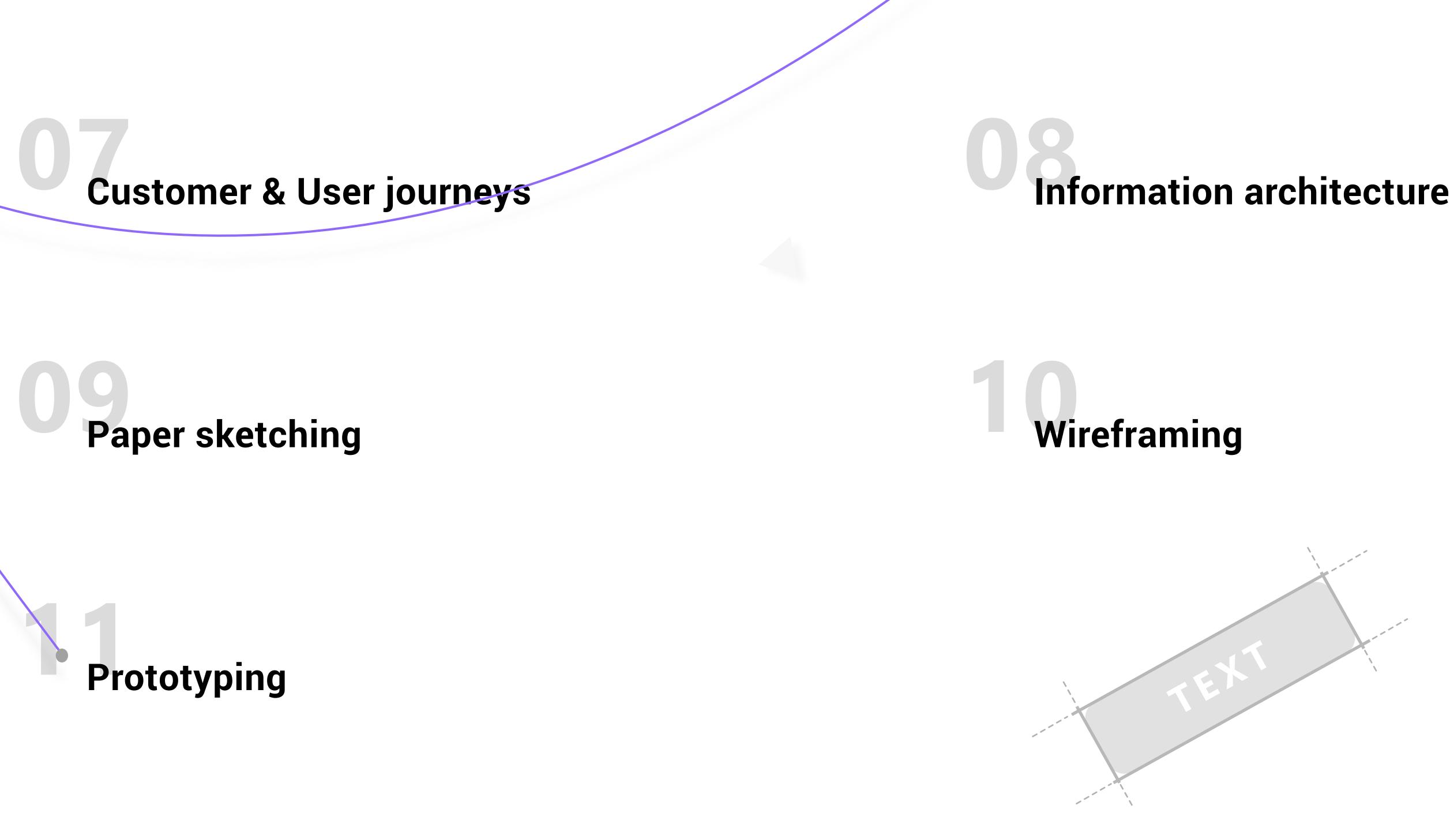
### Introduction to UX & UI

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.

#### User Interface Design = Visual Design + Interaction Design.

Visual design is the look and feel of the site, the personality if you will; the brand. Interaction design is the way people interact with your site. When someone clicks a button on your site, does the button change in a noticeable way so they know they've been successful?

## WHAT'S IN UX?



## WHAT'S IN UI?

### 01 Understanding web & mobile screens

### 03 Typography & working with text

### 05 Layouting, Shapes/grids

### 07 Accessibility

### 02 Visual design & hierarchy

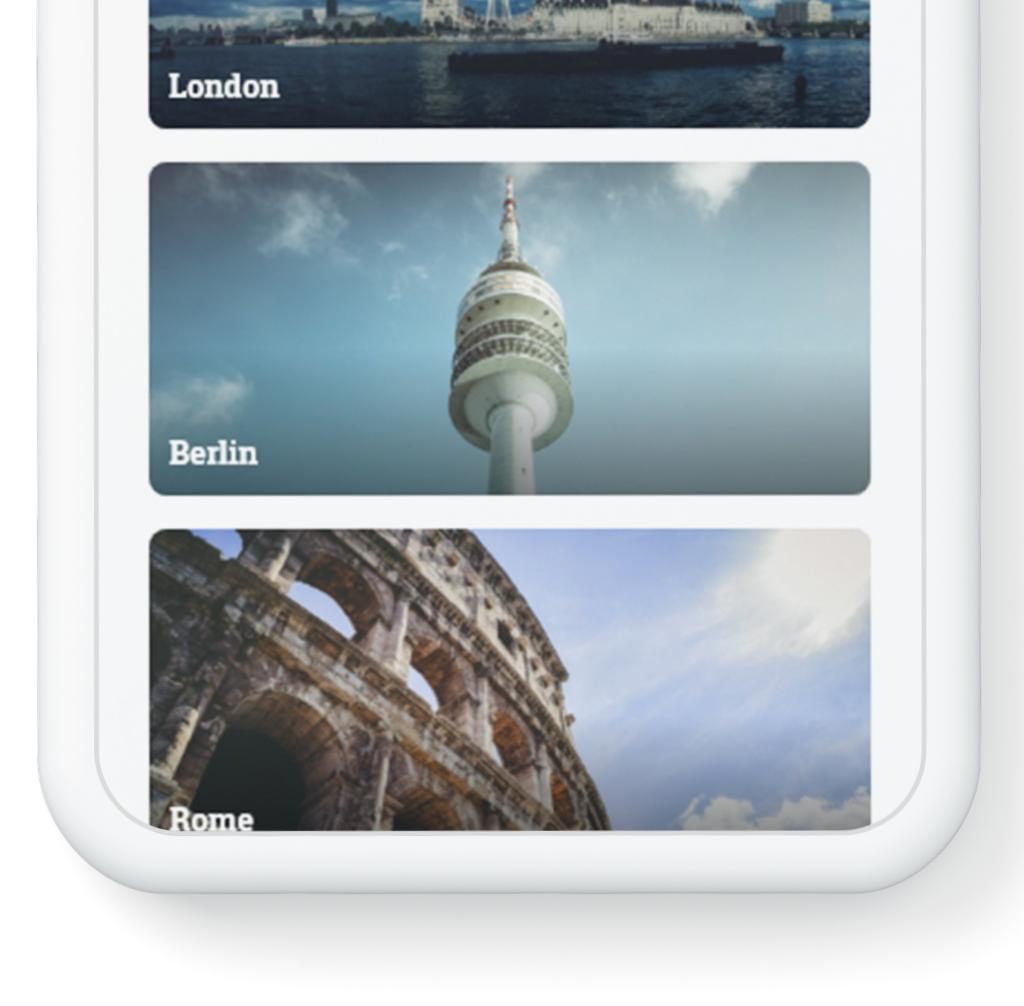
### 04 Colours

### 06 UI components

### 08 Interaction Design

### Typography

### TOOL USED



SCROLL

SCROLL

# WHAT IS DESIGN THINKING & ATOMIC DESIGN?

Design thinking is often referred to as 'outside the box' thinking, as designers are attempting to develop new ways of thinking that do not abide by the dominant or more common problem-solving methods.

Atomic Design, introduces a methodology for creating scalable systems, reusable components as well as design systems. A Design System is the single source of truth which groups all the elements that will allow the teams to design, realize and develop a product. A Design System is not a deliverable, but a set of deliverables. It will evolve constantly with the product, the tools and the new technologies.

## USABILITY TESTING

Usability Testing is a research methodology used in User Centered Design Process to evaluate a product by testing it on potential users.

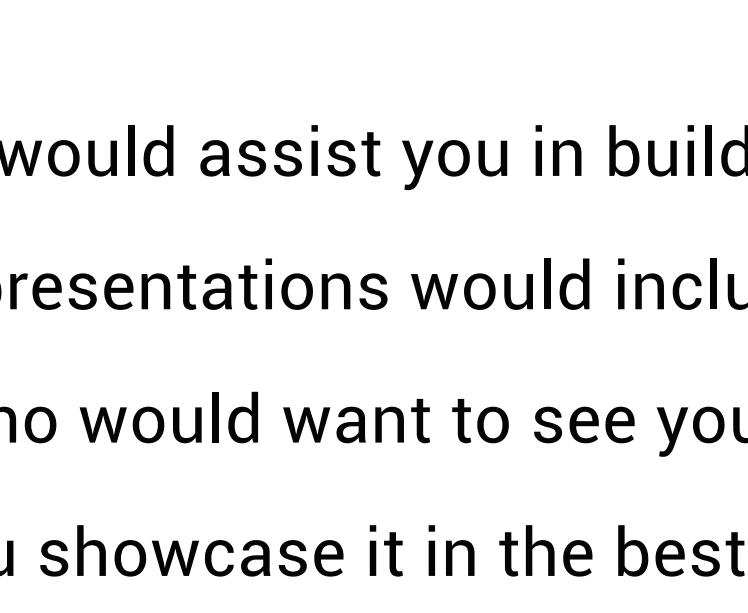
## ASSET HAND OFFS

Asset handoff play an important role where the designer hands off all the design assets to the developer before development.

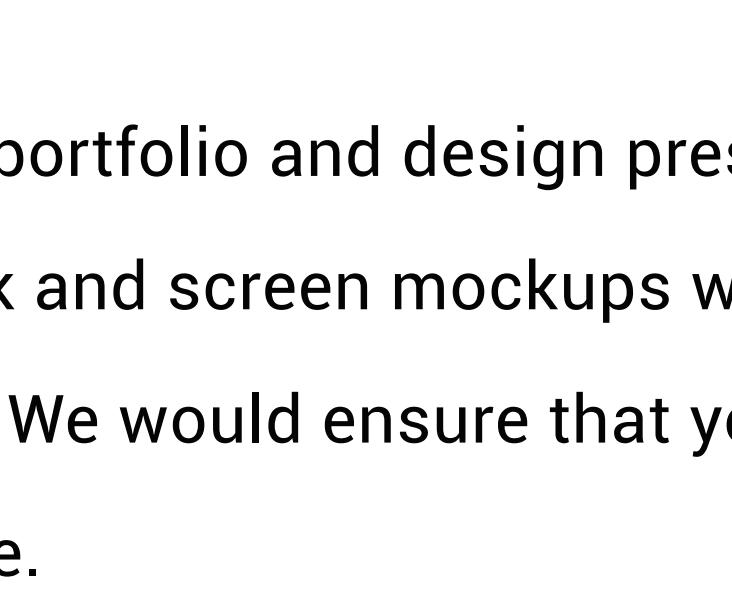
## WORK ON LIVE IT PROJECT

Post your project submission and certification , you get a chance to work with our partner company Centillion on a live IT project and get awarded with an internship letter.

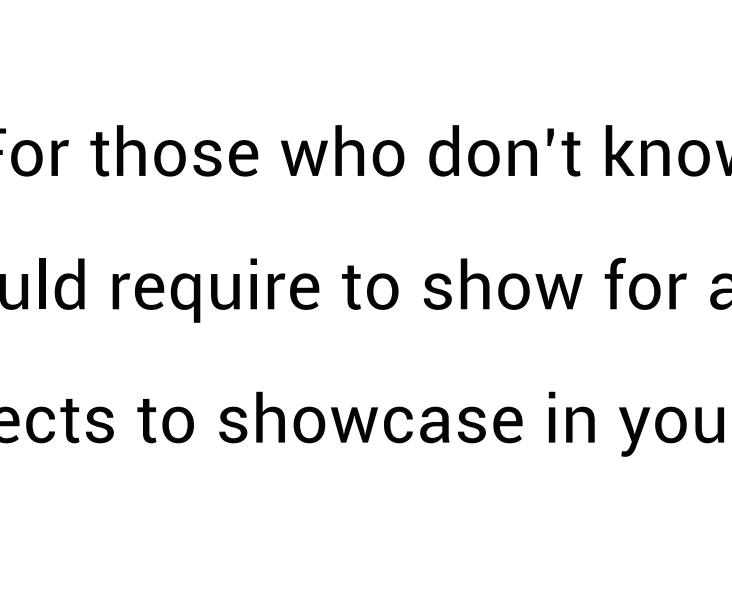
## ADD ON BENEFITS (for Intermediate Program)



3 months  
**Training and Internship Program**



**Freelancing Opportunities**

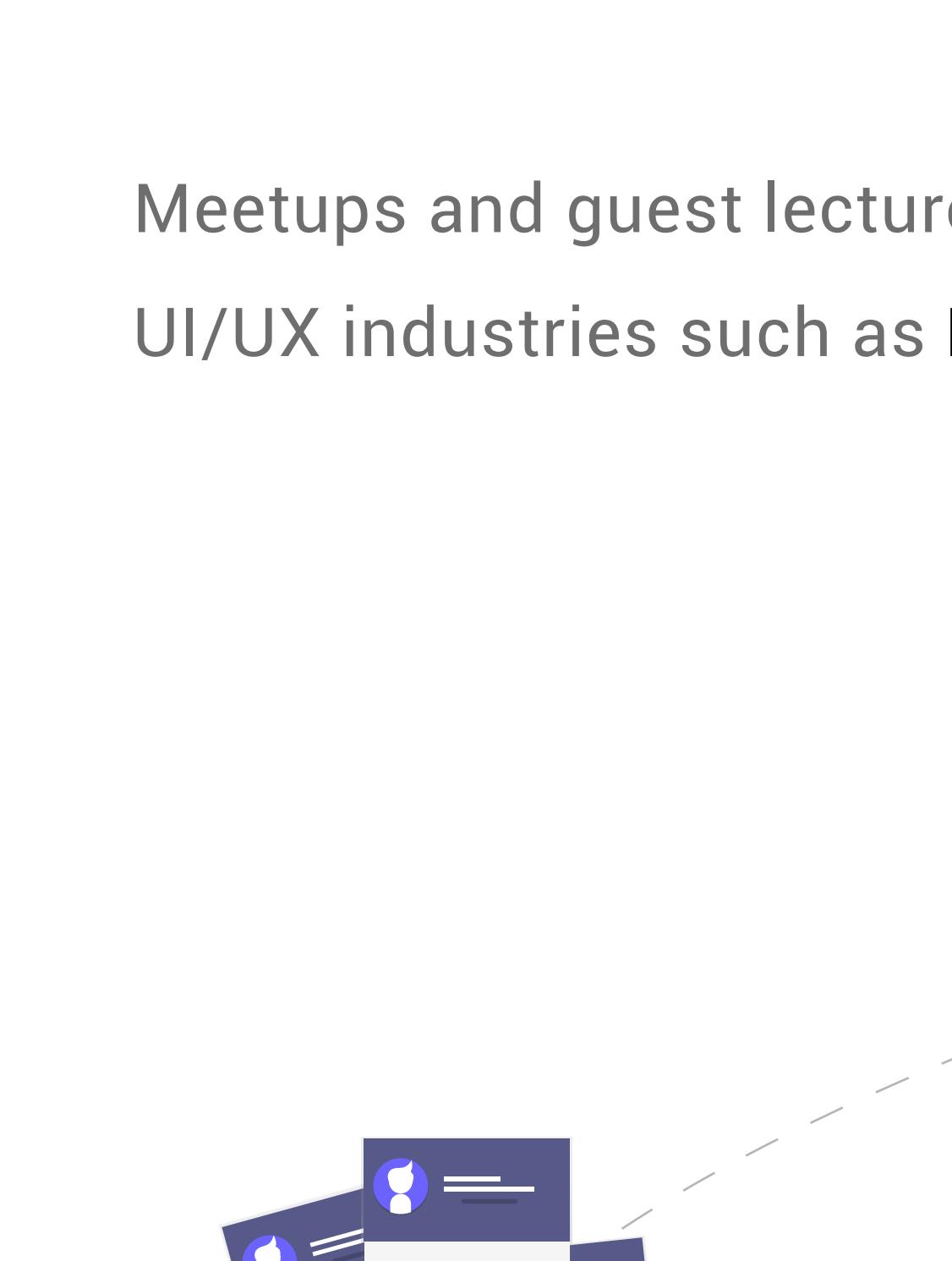


Get your hands on **Adobe XD**

## PROFILE BUILDING AND INDUSTRY TRAINING (for Advance Program)

Our trainers would assist you in building your UX portfolio and design presentations. For those who don't know, this portfolio and design presentations would include your work and screen mockups which you would require to show for a job interview or to anyone who would want to see your past work. We would ensure that you have projects to showcase in your portfolio and also help you showcase it in the best way possible.

## ADD ON BENEFITS (for Advance Program)



Get special assistance by our industry expert to build an impressive portfolio on platforms like '**BEHANCE**' by highlighting tasks/ projects made during portfolio building sessions.



### GLOBAL DESIGN PATTERNS

Get trained under Professionals who are an expert in the Domain of Global Design and gain a competitive advantage by learning the design thought process across borders for countries such as USA, UAE, Singapore, UK and more.



Meetups and guest lectures from the CEO's or the top executives of UI/UX industries such as **MX PLAYER** and **CENTILLION**

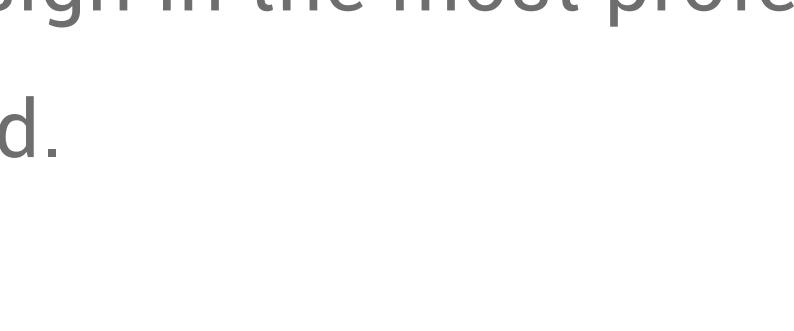


Become a part of our **FREELANCING COMMUNITY** and get an opportunity to work on projects



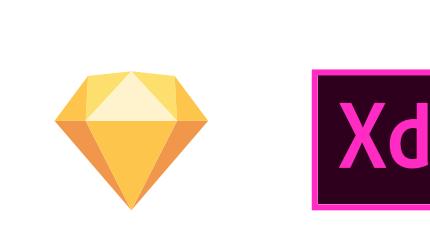
### CV MAKING

In the field of design, you are tested even before your interview! Learn the art of showcasing your design in the most professional manner and stand out from the crowd.

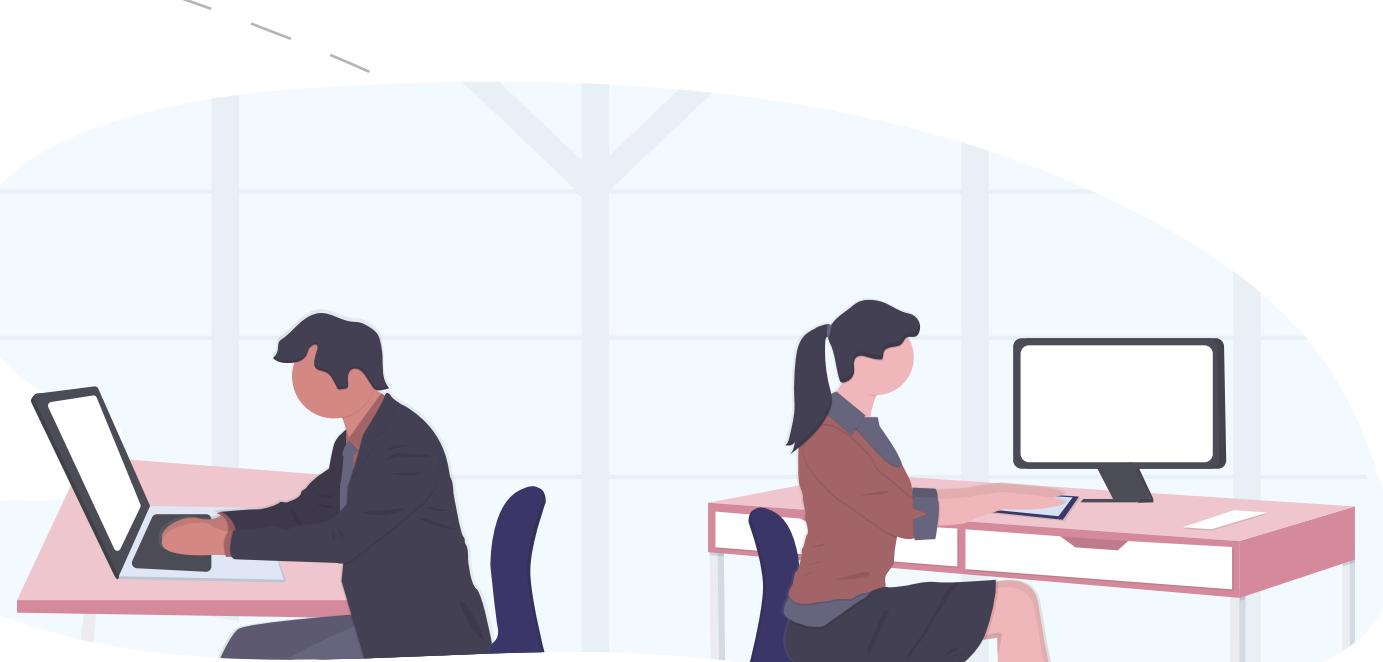


Get a walkthrough of Industry recognised tools :

**Sketch & XD.**



Get profited by the **Placement Assistance with our placement partners.**



# FEATURES COMPARISON

FEATURES	INTERMEDIATE	ADVANCED
• Introduction to UX & UI	✓	✓
• Components of UX Design	✓	✓
• Components of UI Design	✓	✓
• Design thinking & Atomic Design	✓	✓
• Usability Testing	✓	✓
• Asset hand offs and Delivery	✓	✓
• Member of our Freelancer Community	✓	✓
• Work on real time live projects	✓	✓
• Learn from Industry experts	✓	✓
• Expert Mentorship Support	✓	✓
• Lifetime Placement Assistance	✓	✓
• CV making and Portfolio Building on Behance	✗	✓
• Guest lectures by Industry Leaders & CEO's	✗	✓
• Tools	✗	✗
• Global Design Patterns	✗	✓
• Walkthrough tools	✗	✗
• Duration	3 Months	6 Months
• Access to yearly skill upgradation lectures	✗	✓
• Access to Bootcamps in selected cities (Currently not available due to pandemic restrictions)	✗	✓

## ABOUT FREELANCERS COMMUNITY

We are building a community of design enthusiasts. Our freelancer community comprises all our students who have been a part of ITLH since the beginning. There are various projects that the students can pick and work on to hone their skills and to build their profile. There is also scope to work in the capacity of a freelancer through this community.

MUMBAI

SINGAPORE

About **73%** of managers said they planned to **DOUBLE THE NUMBER OF UX DESIGNERS IN THEIR ORGANIZATION IN THE NEXT 5 YEARS**

- Ux Design Institute

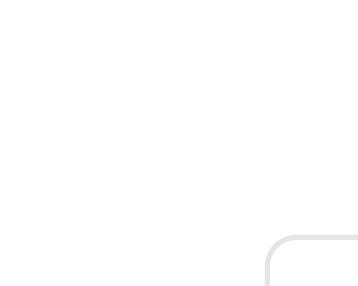
Our ITLH Alumni have been able to bag roles in prestigious companies such as



Course Fees	INDIA	₹ 55,000 *
Intermediate	DUBAI	AED 2477 *
All Inclusive*		

Course Fees	INDIA	₹ 82,500 *
Advanced	DUBAI	AED 3715 *
All Inclusive*		

### PAYMENT OPTIONS



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### NO COST EMI OPTION AVAILABLE



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### WHATSAPP

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## DUBAI

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### WHATSAPP

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## UI/UX Curriculum

### USER EXPERIENCE

#### **Module 1**

- Intro to UI & UX
- What is Product designing?
- Basic Design Process
  - Problem solving
  - User Research
  - Paper Sketching
  - Low-fidelity wireframes
  - High-fidelity wireframes
  - Prototyping
  - Visual design(UI)
  - User Testing
- Basic principles of UI & UX
- 5 Stages of Design Process
  - Empathise
  - Define
  - Ideate
  - Prototype
  - Test
- What is the difference between UI & UX?
- Standardised UI/UX process flow
- Basic Industry Standards to be followed

#### **Module 2**

- 5 Major elements of UX design
  - Strategy
  - Scope

- Structure
- Skeleton
- Surface
- 5 Major Elements of UI Design
  - Language
  - Color
  - Images
  - Typography
  - Icons
- Develop basic skills in creative problem-solving, innovation, and human-centred design through a fast-paced design thinking activity. (P)
- Importance of Prototypes, Feedback, and Critique.

### **Module 3**

- Present designs and justify design decisions.(P)
- Gestalt's principle
  - Figure and Ground
  - Continuation
  - Proximity
  - Similarity
  - Closure
  - Symmetry and Order
  - Focal Points
- What is Good UX and Bad UX?

### **Module 4**

- User Research
  - What is research?
  - Kinds of user research
    - Qualitative Research
    - Quantitative Research
- Process Overview
- Questionnaire(P)
- Conducting user interviews(P)

### **Module 5**

- Competitive analysis(P)
- Affinity Mapping(P)
- Card sorting(P)
  - Difference between Open cart sorting and closed card sorting

## **Module 6**

- Setting KPI(P)
- UX Vision(P)
- Personas(P)

## **Module 7**

- Information Architecture(IA) (P)
  - Making flow diagrams - (Task flow and User flows)
  - Understanding navigation
  - Primary and secondary navigation
- User Journey Mapping(P)
- Paper sketching using user flows(P)

## **Module 8**

- **Introduction to Figma**
  - Layouts and Grids in Figma
  - Use of components in Figma
  - Importance of Artboards and their dimensions
  - Basic shortcuts to increase productivity
- Low fidelity wireframes on Figma (P)
  - Converting paper sketches into low fidelity wireframes

## **Module 9**

- What is UX writing?
- Importance of Accessibility
- What are Dark Patterns?

# **USER INTERFACE**

## **Module 1: Getting Started**

- Class Introductions
- UX revisions
- Introduction to UI Design
- Branding & Graphic Design

## **Module 2: Art movements & trends in UI**

- Neomorphism
- Skeuomorphism
- Flat Design vs Realism

- Milestones in GUI

### **Module 3: Mastering the pen tool**

- Illustrator practice by tracing visuals
- Iconography practice

### **Module 4: Designing with Figma (with plugins)**

- Converting low fidelity wireframes to High fidelity wireframes.

### **Module 5: Colours & Typography**

- Choosing colours
- Creating combinations
- Anatomy of Type
- Choosing Fonts

### **Module 6: Iconography**

- Semiotics
- Icon grid
- Case studies
- Styles & variations in icons

### **Module 7: Advanced UI**

- Hierarchy
- Layout & Spacing
- Designing Text
- Working with colour

### **Module 8: Advanced UI**

- Creating Depth
- Images & Illustrations
- Concluding thoughts

### **Module 9: Atomic Design & Design Systems**

- Molecular structure of design
- Components & UI Libraries
- Introduction to Design Systems
- Case Studies

### **Module 10: UI Animation**

- Micro-Interactions
- Principles for animation in UI

## **Module 11: Project Management**

- PM Techniques
- Managing a Design Project

## **Module 12: Portfolio**

- Starting your design career
- Contents
- Quality
- Audience
- Identity

## **ADD-ON BENEFITS**

### **(APPLICABLE ONLY FOR ADVANCE PROGRAM)**

Once the jury is done and the final project is submitted, we will begin with our portfolio building program.

## **Portfolio Building**

- Students will be given 4-5 projects to work, based on the instructors analysis.
- Projects will have a strict deadline to make sure students get a hang of industry standards.

## **Guest lecture**

- **Introduction to Sketch and XD**
  - Who is this course for?
  - Why Sketch and XD?
- **Learn the fundamentals**
  - A primer on Sketch/XD and its interface
  - Working with Artboards
  - Creating and modifying basic vector shapes
  - The backbone of Sketch/XD – Symbols
  - Designing wireframes
  - Using libraries and exporting files
- **Sketch/XD App essentials**
  - Learn about the Plugins to boost your productivity
  - Techniques and shortcuts
- **Design together - Practical UI project with step to step solution**
  - How to Collaborate with developers
- **Test your skills with design challenge and assignment**

## Guest Lecture

- **Remote User Research Process and Analysis Tools:** This will cover all the best ways/tools to do User Research Remotely, Remote Design Sprints, Brainstorming Sessions, and other UX Activities.
- **Creatively finding User Participants for Research:** Includes low, medium, and high cost methods of finding relevant user research participants.
- **Data Analysis for UX Designers:** Quantitative Analysis and Product Vision Setting by analyzing User Data from Google Analytics, Google Tag Manager, Mixpanel, Firebase, Hotjar and other tools. This is very helpful for designers in companies which doesn't allow much user-research.

## Guest Lecture

- **UI Design Patterns** - What are design patterns? Why is design patterns important in the UI? Preferred Color schemes used by different countries.
- **Global design patterns** - How design patterns are valued globally, How does the UI design patterns vary from country to country. Difference in UI patterns for few countries. Eg: USA,SINGAPORE,UAE,INDIA
- **Things to keep in mind while designing a multilingual website.**
- **Why is visual balance important in designing?**

## Disclaimer :

A few expectations that need your attention :

- 1) This is not a graphic designing course, this course is heavily focused on the aspects of User Experience and User Interface. However tools training are given on the topics which are important for UIUX and not Graphic Designing.
- 2) The course doesn't focus just on tools but on the creative thinking and practical learning approach.
- 3) ITLH constantly works on improvising and adding new latest market trends because of which Guest Lecture and Lecture topics are subject to change as per the management's discretion.