**Course Title:**  
**Foundations of UI/UX Design**

**Course Duration:**  
14 Weeks (One Semester)  
3 hours per week (2 hours lecture + 1 hour lab)

**Course Description:**  
This course introduces the fundamental concepts, methods, and tools of User Interface (UI) and User Experience (UX) design. Students will explore the principles of human-centered design, usability, visual hierarchy, interaction design, and user research. Through hands-on projects and weekly assignments using industry-standard tools such as Figma, students will learn to design, prototype, and test digital interfaces for web and mobile applications.

**Learning Objectives:**  
By the end of this course, students will be able to:

Apply design thinking processes to create user-centered digital products.

Conduct user research and synthesize findings into design insights.

Create low-fidelity wireframes and high-fidelity mockups using Figma.

Design and implement interactive prototypes.

Evaluate usability through testing and iterate based on feedback.

Present and articulate design decisions to peers and stakeholders.

**Target Audience:**  
Undergraduate students in design, computer science, media, or related disciplines. No prior UI/UX experience is required, but basic graphic design or digital literacy is recommended.

**Assessment Breakdown:**

Weekly Assignments (Research, Design Exercises): 30%

Midterm Project (Wireframe + Presentation): 20%

Final Project (Full UI/UX Case Study): 40%

Participation & In-class Activities: 10%

**Course Outline:**

**Week 1: Introduction to UI/UX Design**

Overview of UI vs UX

Design thinking process

Introduction to Figma and interface tools

**Week 2: User Research Methods**

Qualitative and quantitative research

User interviews, surveys, observation

Affinity mapping

**Week 3: Personas & Journey Mapping**

Creating user personas

Mapping user journeys and identifying pain points

**Week 4: Information Architecture & User Flows**

Organizing content

Creating site maps and user flow diagrams

**Week 5: Low-Fidelity Wireframes**

Sketching interfaces

Wireframing in Figma

Layouts and grids

**Week 6: Visual Design Principles**

Color theory, typography, contrast, alignment

Design systems and consistency

**Week 7: Design Systems & UI Kits**

Components, variants, and reusable elements in Figma

Creating your own design system

**Week 8: Midterm Project Presentations**

Presenting wireframes and user flows

Peer critique and feedback

**Week 9: High-Fidelity Mockups**

Applying visual design to wireframes

Working with icons, imagery, and branding

**Week 10: Interactive Prototyping in Figma**

Creating clickable prototypes

Micro-interactions and animations

**Week 11: Usability Testing**

Planning and conducting usability tests

Recording insights and prioritizing changes

**Week 12: Iteration & Feedback**

Redesigning based on feedback

A/B testing basics

**Week 13: Final Project Studio Time**

Group and 1-on-1 feedback sessions

Preparing presentations

**Week 14: Final Project Presentations**

Full UI/UX case study

Documentation and reflection

**Tools & Platforms:**

Figma (primary tool)

Miro (for brainstorming and journey mapping)

Google Forms / Typeform (for user research)

Notion or similar for documentation

**Readings & Resources (suggested):**

Don't Make Me Think by Steve Krug

The Design of Everyday Things by Don Norman

Figma Community Files and UI Kits

Nielsen Norman Group UX Articles