

# UI/UX DESIGN



# What Is UI/UX DESIGN?

User interface (UI) design refers to the aesthetic elements by which people interact with a product, such as buttons, icons, menu bars, typography, colors, and more. User experience (UX) design refers to the experience a user has when interacting with a product.

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users.

UI UX designers create the user interface for an app, website, or other interactive media.



# Course Structure

- ➔ 3 Months Course
- ➔ 3 Months Internship
- ➔ 100% Placement Assistance

## UI/UX Design Syllabus

### ➔ INTRODUCTION TO USER EXPERIENCE

1. Design Thinking
2. User-centered design principles
3. Starting a UX student project
4. Role, Requirement & ROI

### ➔ RESEARCH

1. User experience research techniques
2. User personas
3. Creating scenarios
4. Empathy mapping
5. Stakeholder interview
6. User stories
7. User interviews/ observation

## ANALYSIS

1. Competitor analysis
2. User centered analysis
3. Data analysis

## DESIGN STRATEGY

1. Intuitive & Persuasive designing
2. Design user flows/user journeys
3. Entry points
4. Effective content strategy
5. Low-fidelity sketching
6. Site maps |Process diagrams
7. Information Architecture

## SKETCHING, WIREFRAME, PROTOTYPE

1. Customer experience framework
2. Low-fidelity models
3. High-fidelity models
4. Workflows
5. Prototype, web, Mobile & tablet
6. Interactive prototype
7. Rapid prototyping
8. Error handling

## TESTING

1. Usability testing
2. Remote usability testing
3. Task grids
4. Feedback analysis

## Adobe XD

## UI DESIGN INTRODUCTION

1. UI design process
2. Design Psychology
3. Web, Mobile & Tablet visual designing
4. Human factors & Ergonomics

## VISUAL DESIGN

1. Creating storyboards
2. Product design
3. Colour theory
4. Layouts
5. Typography
6. Iconography
7. Branding design
8. Image editing

9. Web template design
10. Creating UI elements
11. UI Kits & Image widgets

## **UI DEVELOPMENT**

1. HTML & CSS Introduction
2. Bootstrap
3. Creating responsive layouts
4. Designing buttons, tooltips, etc
5. Interactive prototype
6. MVC pattern
7. Usability testing
8. Cross-browser compatibility
9. Creating Visual Mockups

## **FIGMA**

### **Get familiar with the Figma interface**

1. Explore the workspace: panels, toolbar, layers, and properties.
2. Understand Frames, Artboards, And Pages.

### **Learn the core tools**

1. Shapes, pen tool, text tool, and image handling.
2. Practice Working With Grids, Alignment, And Basic Layouts.

## Learn design principles

1. Study typography, color theory, and spacing.
2. Practice by creating a simple design like a login page or banner.

## Intermediate Features and Prototyping

1. Understanding Components and Variants.
2. Create reusable components like buttons and input fields.
3. Learn about variants for different states (hover, active, disabled).

## Dive into prototyping

1. Design 3-5 screens for a basic mobile or web app and add interactions.

## Advanced Design Techniques and Collaboration

1. Advanced prototyping and animation.
2. Learn about overlays, interactive components, and smart animate.
3. Working with plugins and design systems
4. Explore popular plugins like Unsplash, Iconify, or Color Palettes.

## Capstone Project and Portfolio

1. Start a project
2. Pick a project like redesigning an existing app, creating a landing page, or designing an e-commerce site.
3. Focus on user research, wire framing, and initial design.

## Complete the project

1. Apply what you've learned by designing high-fidelity screens and adding interactivity.

## Portfolio and presentation

1. Organize your work into a case study format.
2. Prepare a short presentation or walkthrough to explain your design decisions.





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