

Course Outline

01. Introduction and Overview

- Introduction
- What do UI and UX mean?
- What is the difference between UI and UX?
- How do UI and UX work together?
- What sort of skills do you need for UI and UX?
- How do you learn UI and UX design?
- What kind of employment opportunities are available in UI and UX?
- Case Study: AirBnB vs. CouchSurfing

02. UI/UX Design Process

- Design Process Introduction
- Designing to Address a Problem without Solution Ideas
- Designing for a known solution direction
- Designing to iterate on/improve an existing solution
- Common Elements
- Usability Engineering and Task-Centered Approaches
- Use Cases, Personas

- Intro to Design-Centered Approaches
- Design-Centered Methods & When They Work Best
- Practical Techniques for someone who isn't a trained designer
- Understand the role of the UI designer and why good UI matters.
- Tasks and Scenarios

03. UX Law's and Principles

- Introduction to UX Laws and Principles
- Usability Heuristics by Jakob Nielsen
- Hick's Law
- Fitts's Law
- Jakob's Law
- Miller's Law
- Tesler's Law
- Parkinson's Law
- Postel's Law (The Robustness Principle)
- Occam's Razor (Law of Parsimony)
- Cognitive Psychology and UX
- Priming, Nudging, Anchoring Bias, Confirmation Bias, Attentional Bias, Cognitive Load
- Goal-Gradient Effect
- Progressive Disclosure
- Empathy Gap
- Curiosity Gap
- The Aesthetic-Usability Effect
- Von Restorff Effect (Isolation Effect)

- Centre Stage Effect
- Zeigarnik Effect
- Serial Position Effect
- Social Proof
- Peak-End Rule
- UX Law Case Studies
- Conclusion and Next Steps

03. UI/UX Design Content Accessibility

- Understanding accessibility
- Assistive technology
- Hierarchy
- Color and contrast
- Layout and typography
- Writing
- Imagery
- Sound and motion
- Implementing accessibility

04. UI/UX Visual Design

- Brands and product guidelines
- Visual design principles
- Visual grammar

05. UI/UX Design languages

- Google material platforms
- Material design guideline
- Apple HCD guidelines
- Mobile, Web, Watch
- Style guides and its importance

06. Elements of Style - Color & Aligning

Study of icons and their evolution

Icon usage guidelines

Icon creation using grids

Creating Product Icons

07. Elements of Style - Typography

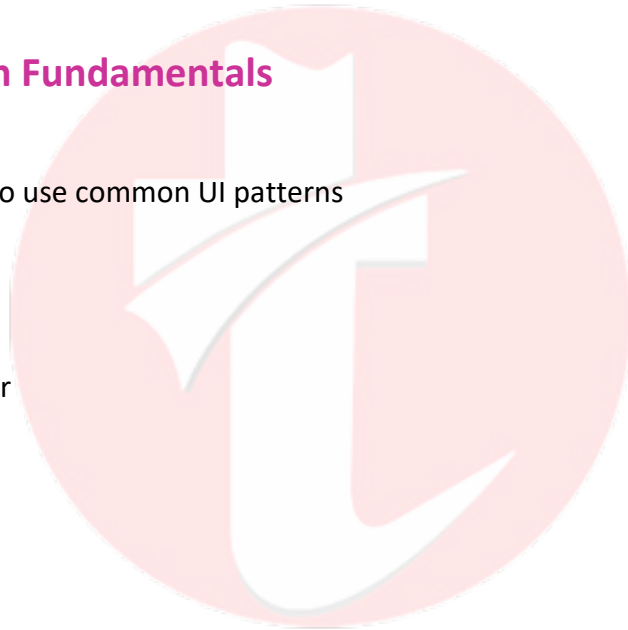
- Types of typefaces
- Typography Terminology
- Text Anatomy
- Choosing Fonts for UI
- Guidelines for type
- Styling Text
- Pairing Fonts

08. Elements of Style - Iconography and imagery

- Study of icons and their evolution
- Icon usage guidelines
- Icon creation using grids
- Creating Product Icons

09. UI/UX Design Fundamentals

- How & when to use common UI patterns
- Menus
- Tabs
- Bottom tab bar
- Buttons
- Accordion
- Carousel
- Breadcrumbs
- Modals
- Forms
- Patterns, and Concepts etc.



10. Sketching & Wireframing

- How do you sketch with Wireframing?

- How do you layout a wireframe?
- Practice a sketching session for an existing website or mobile application of your choice. Start with sketching on a whiteboard or your notebook.
- Sketch wireframes for your class project.

11. Paper Prototyping Process.

- What is paper prototyping?
- Paper prototyping theory
- Tricks for Paper Prototyping
- Presenting Paper Prototypes
- How to carry out paper prototyping

12. Complete guide to paper prototyping

- What is paper prototyping?
 - Benefits of paper prototyping
 - Drawbacks of paper prototyping
- How to make a paper prototype
- Testing paper prototypes
- Paper prototyping examples
- Paper prototyping templates and resources

13. Hierarchy and Layout

We'll look at how to use hierarchy in your design execution to draw attention to the goals of the screen, and generally make users feel more comfortable and awesome.

14. Implementation For UI/UX Design Process

Project- 01- Web UI/UX Template Design 1 Understand the user

- Interpreting wireframes and sketches
- Wireframes
- Think outside the wireframe

15. Implementation For UI/UX Design Process

Project- 01- Web UI/UX Template Design

- Starting your design
- Presenting information
- Low fidelity iteration
- Mid/high fidelity iteration
- Context and user recognition
- Navigational and systemic interface design
- Distributional design of interface

16. Design Feedback

Project- 01- Web UI/UX Template Design 1. Get 1-on-1 feedback on your work

17. Presenting UI/UX Designs

- Presenting designs

- Critique and feedback
- Mock-ups and final designs
- Organising files
- Deliverables to developers
- Preparing files for handover

18. Implementation For UI/UX Design Process

Project- 02- Mobile App UI/UX Template Design

- Understand the user
- Interpreting wireframes and sketches
- Wireframes
- Think outside the wireframe

19. Implementation For UI/UX Design Process

Project- 02- Mobile App UI/UX Template Design

- Starting your design
- Presenting information
- Low fidelity iteration
- Mid/high fidelity iteration
- Context and user recognition
- Navigational and systemic interface design
- Distributional design of interface

20. Design Feedback

Project- 02- Mobile App UI/UX Template Design 1. Get 1-on-1 feedback on your work

21. Presenting Designs

- Presenting designs
- Critique and feedback
- Mock-ups and final designs
- Organising files
- Deliverables to developers
- Preparing files for handover

22. Interaction and Prototyping Process.

Learn the power of prototyping and testing an idea. Understand different methods of prototyping and their levels of fidelity.

- Discuss the motivation behind the prototyping, such as newly discovered user goals, business needs and improved functionality.

Creating Your Work Portfolio

- Include your work in the portfolio.

23. Design Review & Feedback

- Get 1-on-1 feedback on your work portfolio

24. Careers in UI/UX

- Careers in UI/UX-Learning Objectives.
- Freelancing & Consulting.
- Building your Brand.
- Resume Development & Job Preparation.

