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**Course Title:**

UI/UX Design

**Course Level:**

Intermediate

**Course Overview**

This course provides a comprehensive introduction to User Interface (UI) and User Experience (UX) design, focusing on design thinking, user research, wireframing, and prototyping techniques used in modern digital product development. Participants will learn how to design user-centered interfaces for web and mobile applications while applying industry-standard design principles.

The course covers essential topics such as user research, usability principles, interface design, layout systems, and design tools including Adobe design software. Students will also learn how to create wireframes, user journeys, and interactive prototypes for digital products.

By the end of the course, learners will be able to design intuitive user interfaces, create effective user experiences, and develop complete design solutions for real-world digital products.

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

**Topics:**

- Introduction to UI (User Interface) and UX (User Experience) design
- Importance of UI/UX in digital products and applications
- Fundamentals of user-centered design
- Overview of design thinking methodology
- UI/UX roles in product development teams
- Principles of good user interface design
- Understanding usability and accessibility concepts

**Module 2: Design Thinking & User Research**

**Topics:**

- Introduction to design thinking framework
- Identifying user needs and problem statements
- Methods of user research and data collection
- Interviews, surveys, and user observation techniques
- Creating user personas and target audiences
- Analyzing user behavior and design insights
- Translating research findings into design requirements

**Module 3: Information Architecture & User Journey Mapping**

**Topics:**

- Understanding information architecture in digital products
- Organizing content for usability and navigation
- Creating user journey maps

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- Customer experience mapping
- Task flow and user flow diagrams
- Structuring website and application navigation
- Improving user interaction pathways

#### **Module 4: Wireframing & Prototyping**

##### **Topics:**

- Introduction to wireframing concepts
- Low-fidelity and high-fidelity wireframes
- Sketching interface layouts
- Designing interactive prototypes
- Prototyping tools and techniques
- Testing prototypes with users
- Iterative design improvements based on feedback

#### **Module 5: Web and Mobile UI Design**

##### **Topics:**

- Principles of web interface design
- Designing responsive web interfaces
- Mobile-first design approach
- Designing interfaces for mobile applications
- Layout grids and responsive design techniques
- Interface consistency across devices
- Designing intuitive user interactions

#### **Module 6: Design Systems & Layout Principles**

##### **Topics:**

- Introduction to design systems
- UI components and reusable design elements
- Typography, colors, and visual hierarchy
- Grid systems and layout structures
- Consistency and scalability in design systems
- Component libraries and UI patterns
- Creating style guides for digital products

#### **Module 7: UI Design Tools & Adobe Applications**

##### **Topics:**

- Introduction to modern UI design tools
- Working with Adobe design tools for UI design
- Creating interface components and visual assets
- Designing icons, buttons, and interface elements
- Managing design files and collaboration workflows
- Exporting assets for development teams

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- Integrating design tools with product development processes

## **Module 8: Real-World Product Design & Practical Applications**

### **Topics:**

- Applying UI/UX principles to real-world projects
- Designing digital product interfaces from concept to prototype
- Improving existing product interfaces using UX research
- Case studies of successful product designs
- UI/UX design for web platforms and mobile applications
- Collaboration between designers, developers, and product managers
- Industry best practices for product design

### **Capstone Project: Product Interface Design**

During the final stage of the course, students will work on a real-world product design project where they will conduct user research, develop wireframes, create prototypes, and design complete user interfaces for a web or mobile application. The project will demonstrate the full UI/UX design process from research and ideation to final design presentation.

### **Assessment & Evaluation**

#### **Assessment will include:**

- Design assignments and interface exercises
- User research and analysis tasks
- Wireframing and prototype development
- UI design portfolio project
- Final product design presentation and evaluation