



Excellence Educational Academy

Alipore, Kolkata

[Where TALENT is the keyword]

Sister Concern is



e-DIGITAL LEARNING

AN INSTITUTE FOR MULTIDISCIPLINE TECHNICAL COACHING CLASSES & GUIDANCE
[Founded and Directed by a Renowned Academicians & Corporate Professionals]

Ref. No. : EEA/TTD-UIUX/IT/2024

Date : 10/11/2024

IT Professional Corporate Training Curriculum for IT/Non-IT Participants

Name of the Corporate Training : **UI/UX Design**

Course Duration: 80 Hours

Course Code: TTD-UIUX

Target Audience: Students, corporate trainees, or professionals interested in designing engaging and effective user interfaces.

Prerequisites: A basic understanding of design principles and any graphic design software is beneficial(Optional).

Course Outline

Module 1: Introduction to UI/UX Design Fundamentals

- **Topics Covered:**

- Overview of UI and UX design
- Differences between UI, UX, and graphic design
- Design thinking process and user-centered design principles
- Key tools for UI/UX design: Figma, Adobe XD, Sketch

- **Milestone 1 Project:**

- Analyze and present a case study of an existing app, focusing on user experience and interface design.

Module 2: Understanding Users and User Research

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- **Topics Covered:**
 - Conducting user research (interviews, surveys, and observational studies)
 - Creating user personas and empathy maps
 - Analyzing user journeys and identifying pain points
 - Competitive analysis for market insights
- **Milestone 2 Project:**
 - Create user personas and map a user journey for a hypothetical app.

Module 3: Wireframing and Prototyping

- **Topics Covered:**
 - Introduction to wireframes and their importance
 - Low-fidelity vs. high-fidelity wireframes
 - Creating wireframes in Figma or Adobe XD
 - Prototyping basics and creating interactive wireframes
- **Milestone 3 Project:**
 - Design low-fidelity wireframes for a simple app, like a to-do list or news reader.

Module 4: Visual Design Principles and UI Components

- **Topics Covered:**
 - Core visual design principles: alignment, contrast, proximity, and hierarchy
 - Colour theory, typography, and iconography
 - Understanding and designing UI components (buttons, forms, cards)
 - Designing for accessibility and inclusivity
- **Milestone 4 Project:**
 - Design a UI component library with basic elements like buttons, input fields, and cards.

Module 5: Creating Layouts and Grids

- **Topics Covered:**
 - Designing layouts with grids and spacing principles
 - Designing responsive layouts for different screen sizes (mobile-first design)
 - Creating consistency across screens with design systems
 - Tools for layout and grid design in Figma/Adobe XD
- **Milestone 5 Project:**
 - Design responsive layouts for a multi-page mobile app, ensuring consistency across screens.

Module 6: Interactive Prototyping and Micro-Interactions

- **Topics Covered:**
 - Creating clickable prototypes and defining user flows
 - Introduction to micro-interactions and their importance in UI
 - Designing animations and transitions (hover effects, button clicks)
 - Prototyping tools: Figma, Adobe XD, and InVision
- **Milestone 6 Project:**

- Create a mid-fidelity prototype with basic interactions for an e-commerce product page.

Module 7: Usability Testing and Iteration

- **Topics Covered:**

- Conducting usability testing (A/B testing, card sorting, and user interviews)
- Analyzing test results and identifying areas for improvement
- Iterating on designs based on feedback
- Recording and presenting findings in an organized way

- **Milestone 7 Project:**

- Conduct usability testing on a prototype, gather feedback, and refine the design based on results.

Module 8: Design Systems and Consistency

- **Topics Covered:**

- Introduction to design systems and style guides
- Building a design system with reusable components
- Creating a style guide that includes colour palettes, typography, and spacing rules
- Understanding atomic design and component-based design

- **Milestone 8 Project:**

- Develop a mini-design system with reusable components for a brand.

Module 9: UI/UX for Mobile Apps and Web Applications

- **Topics Covered:**

- Differences between mobile and web UX design
- Mobile-first design principles and touch targets
- Web design considerations (desktop navigation, screen ratios)
- Cross-platform consistency and adaptability

- **Milestone 9 Project:**

- Design a fully responsive homepage for a service or product, optimized for mobile and desktop.

Module 10: Portfolio and Final Project Presentation

- **Topics Covered:**

- Building a design portfolio and documenting projects
- Final project development and refinement
- Presentation skills and storytelling in design
- Tips for preparing for UI/UX job interviews

- **Final Project:**

- Create a full-fledged mobile or web application design, from wireframing to high-fidelity prototypes, incorporating all the principles learned. Present the project as a case study.

Assessment and Evaluation

- Milestone Projects: 60% of final grade
- Final Project: 30% of final grade
- Participation and Attendance: 10% of final grade

Resources

- Recommended Books:
 - "Don't Make Me Think" by Steve Krug
 - "The Design of Everyday Things" by Don Norman
- Online Platforms:
 - [UX Design Institute](#)
 - [Coursera - Interaction Design Specialization](#)

Course Delivery

- Method: Blended learning (theory and practical)
- Format: Lectures, hands-on design sessions, and project work