COURSE SYLLABUS

# UX & UI Design Certificate

Learn the skills to become a UX/UI Designer. This course covers design concepts, industry tools like Figma, and research methodologies. Get career-focused training, build a portfolio, receive one-on-one mentoring, and prepare for a career in UX/UI design.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/ux-ui-design-program




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# Course Outline

## UI Fundamentals

### How & when to use common UI patterns

- Menus
- Tabs
- Bottom tab bar
- Buttons (including “Call to action” or CTA)
- Accordion
- Carousel
- Breadcrumbs
- Modals
- Forms
- etc.

## Learn Figma

### Create Visual Designs & Clickable Prototypes

- Learn how to use Figma to create clickable prototypes to show users for testing, or for clients to see your work.
- Design the UI (user interface of websites, apps, etc.) in Figma.

## UX Design Concepts

### Intersection of Design, Technology, & Business

- Through critical analysis understand how user experience as a field sits in the intersection of different areas of the product.
- What is the difference between User Experience Design and User Interface Design?
- Learn about heuristics and apply heuristic evaluation to websites.

- Competitive Research

### Knowing Your User

- Learn how to structure and conduct user interviews to better identify the needs and current behaviors of the user.
- Understand how to engage the user to work through assumptions and preconceived notions that arise during the process.
- Write down assumptions for your class project.

### User Research Through Interviews

- Refine user interview questions.
- Interview classmates for your project.

### Refining User Research and Creating Personas

- Create user personas from the interviews to represent the goals and behaviors of the users within the system.
- Develop user scenarios to show when and how the user engages with the system.

### Synthesis of User Research, Journey Maps, and User Flows

- Continue to synthesize results of user research to find patterns.
- Create a journey map for your project.
- Think through the different features of the system by building user flows.
- Take the written narrative to the next level through sketching and improvising using techniques such as storyboarding and bodystorming.

### Wireframing, Sketching, Prototyping

- 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.
- 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.

### Prototyping & User Testing

- User testing methods and strategies.
- Do’s and don’ts of user testing.
- Do a user test on your project with a classmate.
- Clearly list the assumptions and test your concepts. Work on multiple iterations of the prototype based on the test results.

### Iterating the Prototype and Further User Testing

- Report conclusions based on user testing.
- User testing reports.
- Rework the prototype based on user testing conclusions.

## Case Studies

### Building Case Studies

- Look at case study examples.
- Finish your clickable prototype.
- Using a compilation of user research, prototypes, and photographs, build your case study.
- Present class projects as case studies on-screen.

## Creative Briefs

### Getting to Know a Project: Creative Briefs

- What is a Creative Brief?
- What to Include in a Creative Brief

## Wireframing for UI Designers

### Wireframing

- Why and How to Create Wireframes
- Issues to Solve
- Steps in Creating a Wireframe
- Designing on a Grid System (like Bootstrap)
- Get Critiques
- Incorporate Feedback & Improve Your Designs

### Wireframe to Refined Design

- Iterate & Refine
- Understanding the Mobile Experience

## UI or Visual Design Concepts

### Learning from Existing Websites & Apps

What Works & What Does Not?

### Color

- Color Harmonies
- Creating Contrast with Color
- Guidelines for Proper Color Usage

### Typography & Fonts

- Display Text (Such as Headings) versus Body Text
- Legibility
- Type Trends
- Typeface Selection & Pairing
- Where to Get Web Fonts
- Ideal Line Height
- Column Width (Line Length)
- Hyphenation & Justification

### Design Elements

- Proximity
- Similarity
- Continuity

### Trends in Web & App Design

Analysis of Example Websites & Apps

### Design Patterns

Example Design Patterns

### Multiple Screen Sizes

- Responsive Web Design
- Mobile Considerations & Limitations
- Discoverability Challenges
- Mobile Navigation
- Phone vs Tablet App Design

### Workflow: Idea to Design

Example Web & App Design Workflows

## The Business of UX & UI Design

### The UX & UI Design Industry

- Getting into the business: strategies and ideas.
- Resources

## Portfolio Website & Job Preparation

### Creating Your Portfolio Website

- Examples of UX & UI portfolio websites
- What you should include on your portfolio website
- Get 1-on-1 feedback on your case studies & portfolio website

### Resume Development

- What you should include on your resume
- Get 1-on-1 feedback on your resume