DESIGN COURSE PROGRAM



# ONLY

UX- UI Design Institute which has an

IN HOUSE
DESIGN AGENCY





# INSTITUTE!

We DO NOT create

Dummy Designers!



### WHAT WE ARE? (things that matter!)

We are UX/ UI Design Agency!

We Focus on giving you exposure of working on clients we work with!



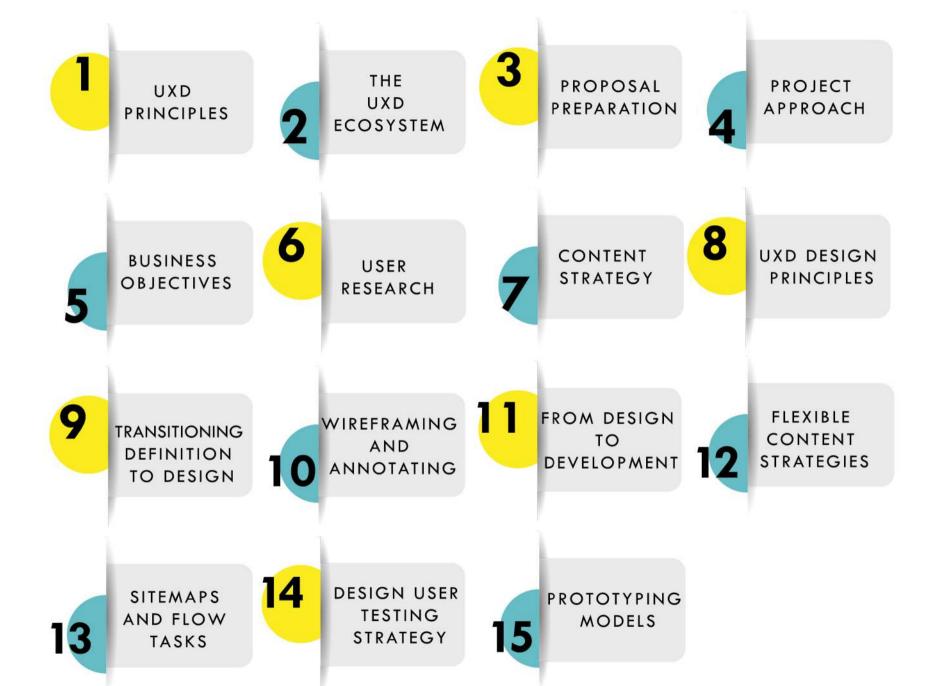
#### WHAT WE ARE NOT!

- Maintaining manual notes while learning UX/ UI?
  Much Hypocrisy!
- We are DEFINITELY not the kind of Institute that provides typical professors with same old teaching techniques.
- We are Not your TEACHER'S!

We are Not a Traditional Training Institute with a regular Classroom Setup!

#### **WHAT WE ARE!**

- We Provide online acess to the training material that includes intresting Videos & Presentation.
- Freelancers Academy has a friendly environment & promotes interactive learning where your doubts are always Welcome!
- WE ARE COLLEAGUES!
  We LEARN, WORK & EARN
  Together!
- We have an Unconventional Set-Up, Suitable for learning & working.



#### **UXD Principles**

What is UXD?

Designing for multi-device environments.

What you need to master?

What are you trying to communicate?

Why is user experience important?

#### **Project Approach**

Project objectives
UXD process
Waterfall / Agile /
Modified approaches

#### **Content Strategy**

Personas
Advanced personas
The empathy map
When, where, who, what,
why and how of UXD
Content strategy longevity
Tips on content

#### The UXD Ecosystem

Identify the project parameters
Brand presence
Marketing campaign
Content source
eCommerce applications
Social networking applications
Responsive considerations

#### **Business objectives**

Status quo analysis
Heuristic analysis
Stakeholder input
Roles and responsibilities
Consolidating outcomes

#### **Flexible Content Strategies**

Prototyping boundaries
Wireframing vs realistic
prototypes
HTML and WYSIWYG editors
Designer tools for prototyping
Designer / developer workflows
Post-prototyping

#### **Proposal Preparation**

Identify the project parameters
Brand presence
Marketing campaign
Content source
eCommerce applications
Social networking applications
Responsive considerations

#### **User Research**

Research basics
User group definitions
Research techniques
Contextual inquiry
Research analysis

## Transitioning - Definition to Design

Ideation
Visualisation
Storyboarding essentials
Prioritization
Maintaining good tension
Conflict management
Documentation

# DETAILS

# Wireframing and Annotating

Annotating essentials
Wireframing essentials
Toolkits
Wireframing 101
Sample processing
Sketching
Digital wireframes
Visual design
Responsive design
Wireframes vs Prototypes

## From design to development

Visual design
Development
Quality assurance
Alpha testing
Launching you project
Support
Post launch activities
Analytics
Post mortem

#### Design user testing

Visual design mockups exploration
Choosing a design testing approach
Qualitative and quantitative research
In-person and remote research
Moderated and automated techniques
Usability testing
Research
Logistics
Facilitation

# Sitemaps and flow tasks

Crafting recommenda

Analyzing results

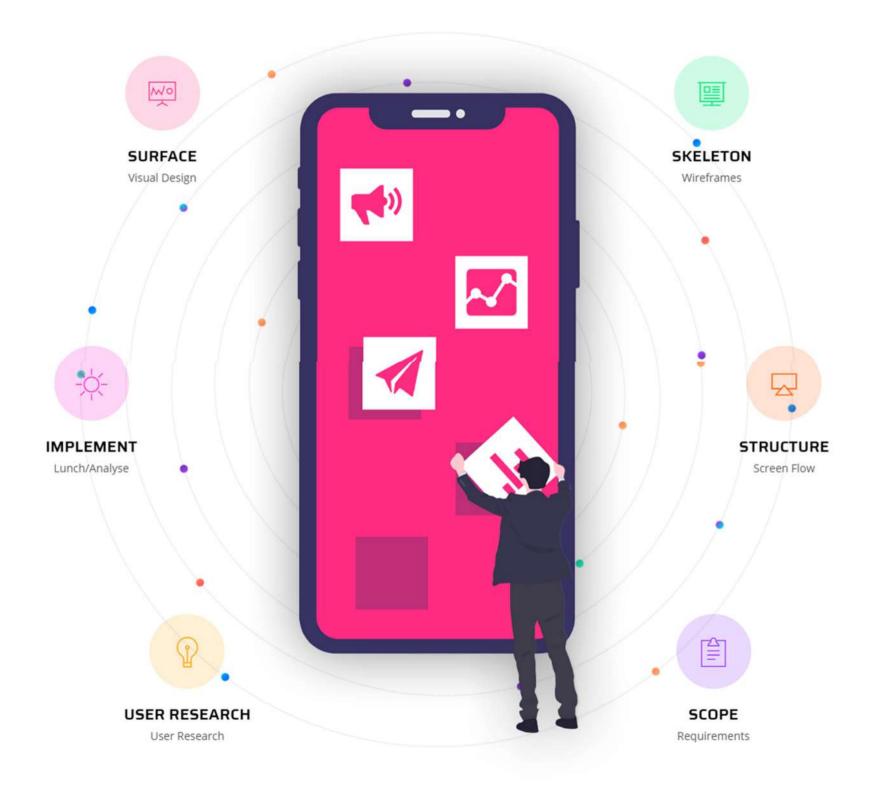
Tools of the trade
Pagestack
Decision points
Conditions
Common errors
Misalignment
Typographic considerations
Task flows
Swim lanes

#### **UXD Design Principles**

Visual design
Unity and variety
Focal point
Economy of elements
Balance and proportion
Interaction
Association and affordance
Economy of motion
Responsive design
Psychology
The effects of good UXD design
Flow and Interaction
Guiding principles

#### **Prototyping models**

Approaching content strategies
Flex content creation
CMS's
Delivering across devices
Delivering across apps
Flexible architecture
Personalizing content





Design is not just what it looks like and feels like.

Design is how it works.

KICKSTART YOUR CAREER NOW

Learn new skills & advance your career in UX | UI Design Course.

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