

UX

UI

DESIGN COURSE PROGRAM



ONLY

UX- UI Design Institute
which has an

**IN HOUSE
DESIGN AGENCY**



We hate being called an

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 access to the training material that includes interesting 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.

PROGRAMS OFFERED

1 UXD PRINCIPLES

2 THE UXD ECOSYSTEM

3 PROPOSAL PREPARATION

4 PROJECT APPROACH

5 BUSINESS OBJECTIVES

6 USER RESEARCH

7 CONTENT STRATEGY

8 UXD DESIGN PRINCIPLES

9 TRANSITIONING DEFINITION TO DESIGN

10 WIREFRAMING AND ANNOTATING

11 FROM DESIGN TO DEVELOPMENT

12 FLEXIBLE CONTENT STRATEGIES

13 SITEMAPS AND FLOW TASKS

14 DESIGN USER TESTING STRATEGY

15 PROTOTYPING MODELS

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

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
Analyzing results
Crafting recommenda

Sitemaps and flow tasks

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

OUR WORK PROCESS





**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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