



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional UI/UX Design Course Outline

Module 1: Introduction to UI/UX Design

- Difference Between UI and UX Design
 - Importance of UI/UX in Product Development
 - Understanding Human-Centered Design
 - Career Paths in UI/UX Design
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Module 2: UX Research & User-Centered Design

- Understanding User Needs & Behaviors
 - Conducting User Interviews & Surveys
 - Competitor & Market Research
 - Creating User Personas & Journey Mapping
 - UX Laws & Cognitive Psychology in Design
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Module 3: Wireframing & Prototyping

- Low-Fidelity vs. High-Fidelity Wireframes
 - Paper Sketching vs. Digital Wireframing
 - Tools: Figma, Adobe XD, Sketch, Balsamiq
 - Interactive Prototyping & User Flow Design
 - Conducting Usability Testing & Iteration
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Module 4: UI Design Principles & Visual Design

- Understanding UI Components (Buttons, Forms, Cards, etc.)
 - Typography & Color Psychology in UI Design
 - Design Systems & Component Libraries
 - Responsive & Adaptive Design Principles
 - Microinteractions & Animation in UI
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Module 5: Design Tools & Software

- Figma: Auto Layout, Components, Prototyping
 - Adobe XD: UI Kits, Artboards, Interactive Design
 - Sketch: Symbols, Plugins, Design Handoff
 - Integrating UI Design with Development (Zeplin, Figma Dev Mode)
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Module 6: UX Writing & Accessibility

- Writing Effective Microcopy for UI Elements
 - Best Practices for Readability & Inclusivity
 - Designing for Web Accessibility (WCAG Guidelines)
 - Color Contrast & Screen Reader Compatibility
 - UX Writing for Error Messages & Onboarding
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Module 7: UX Testing & Iteration

- Conducting A/B Testing for UI Elements
 - Heatmaps & Click Tracking Analysis
 - Gathering & Analyzing User Feedback
 - Iterative Design Process & Agile UX
 - UX Metrics & Key Performance Indicators (KPIs)
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Module 8: UI/UX for Web & Mobile Apps

- Web vs. Mobile UI Design Best Practices
- Responsive Grids & Flexible Layouts
- Navigation Design & Information Architecture
- Material Design vs. iOS Human Interface Guidelines
- App Store Guidelines for UI/UX

Module 9: Advanced UX Strategies

- Gamification & Engagement Strategies
- Conversion Rate Optimization (CRO)
- UX for eCommerce & SaaS Platforms
- Designing for AR/VR & Future Trends in UX

Final Module: Capstone Project & Certification

- Designing a Complete UI/UX Project (Web/App)
- Conducting Usability Tests & Refinements
- Presenting a Case Study & Portfolio Work
- Course Completion Certification