



# UI & UX DESIGN

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# PROGRAM HIGHLIGHTS

## ● Basic-Advanced Level Training ● Accredited certificates

By Experienced Mentors

Program approved ISO Certificate

## ● Live & Recorded Lectures

At Your Flexible Schedule

## ● Internships

Opportunities will be provided

## ● Real Time Projects

Minor & Major Projects

## ● Placement Guidance

Assistance from industrial EXPERTS



# OUR MOTIVE

## UPSKILL

Empowering Minds For Tomorrow

## ENHANCE

Discover Your Next Ambition

## MOTIVATE

Empowering Minds, Igniting Futures

# ABOUT US

Inspire AI is a leading EdTech company dedicated to empowering engineering students with the skills and knowledge necessary to excel in today's competitive job market. Our mission is to bridge the gap between theoretical learning and practical application, enabling students to develop a strong foundation and enhance their employability.



UI (User Interface) and UX (User Experience) design are critical components of the product development process. They play a significant role in the success of digital products, impacting user satisfaction, business outcomes, and competitive advantage. Here are several key reasons why UI & UX design are important

## **WHY DS ?**

- ❖ **Enhances User Satisfaction and Experience**
- ❖ **Improves Usability and Accessibility**
- ❖ **Increases Engagement and Retention**
- ❖ **Boosts Conversion Rates and Business Goals**
- ❖ **Reduces Development Costs and Time**
- ❖ **Enhances Brand Identity and Trust**
- ❖ **Drives Innovation and Competitive Advantage**
- ❖ **Supports Product Market Fit**
- ❖ **Informs Data-Driven Decisions**
- ❖ **Fosters Emotional Connection**

# LEARNING PATH

❖ Introduction to UI & UX Design

❖ Fundamentals of User Experience (UX)

❖ Fundamentals of User Interface (UI)

❖ Advanced User Research Techniques

❖ Advanced Wireframing and Prototyping

❖ Visual Design and Branding

❖ Interaction Design Tools and

❖ Technologies UX Strategy

❖ and Management Advanced

❖ Interaction Design  
and Animation

❖ Emerging Trends in UI/UX

❖ Capstone Project

## Module 1: Introduction to UI & UX Design

- Understanding the Difference between UI and UX
- Importance of UI/UX Design
- UI/UX Design Process Overview
- Key Principles of UI and UX Design
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## Module 2: Fundamentals of User Experience (UX)

### ● User Research and Analysis

- Conducting User Interviews
- Creating Personas
- User Journey Mapping

### ● Information Architecture

- Creating Sitemaps
- Organizing Content

### ● Wireframing and Prototyping

- Low-Fidelity Wireframes
- Introduction to Prototyping Tools

## Module 3: Fundamentals of User Interface (UI)

### ● Basic Principles of Visual Design

- Color Theory
- Typography
- Layout and Grid Systems

### ● Designing for Different Devices and Platforms

### ● Introduction to Design Systems and Style Guides

### ● Basic Interaction Design

- Buttons, Forms, and Controls
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## Module 4: Advanced User Research Techniques

### ● Usability Testing

- Planning and Conducting Usability Tests
- Analyzing Test Results

### ● A/B Testing

### ● Analyzing User Behavior

- Heatmaps
- Analytics Tools

## **Module 5: Advanced Wireframing and Prototyping**

- High-Fidelity Wireframes
- Interactive Prototypes
- Prototyping Complex Interactions
- Using Advanced Prototyping Tools

## **Module 6: Visual Design and Branding**

- Creating Consistent Visual Styles
- Designing Brand Identity
- Advanced Color Theory
- Advanced Typography
- Motion Design Basics

## **Module 7: Interaction Design**

- Advanced Interaction Patterns
- Microinteractions
- Designing for Accessibility
- Designing for Mobile Devices



## **Module 8: Tools and Technologies**

- In-depth with UI/UX Design Tools (Sketch, Figma, Adobe XD)
- Using Collaboration Tools (InVision, Zeplin)
- Introduction to Front-end Development (HTML, CSS, JavaScript basics)
- Responsive Design and Grid Systems

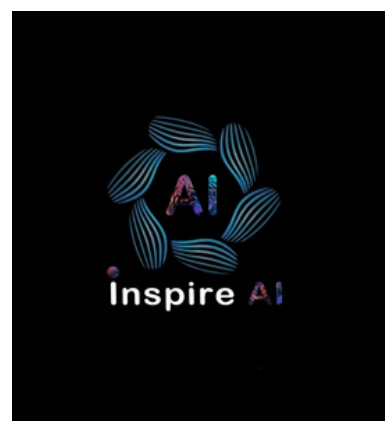
### **Advanced Level**

## **Module 9: UX Strategy and Management**

- Integrating UX with Agile and Lean
- UX Metrics and ROI
- Leading UX Projects
- Building and Managing UX Teams

## **Module 10: Advanced Interaction Design and Animation**

- Advanced Motion Design
- Designing for AR/VR
- Voice UI Design
- Designing Complex Interactions

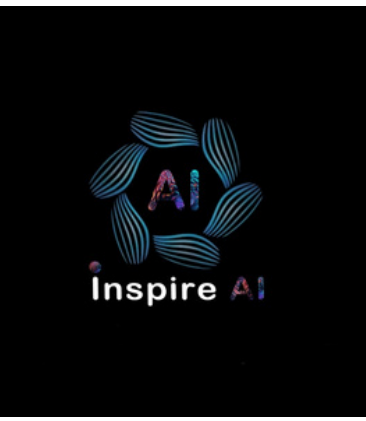


## Module 11: Emerging Trends in UI/UX

- Designing for AI and Machine Learning
- Ethical Design
- Future of UI/UX Design
- Staying Updated with Industry Trends

## Module 12: Capstone Project

- Real-world Project Involving the Full Design Process
  - User Research and Analysis
  - Wireframing and Prototyping
  - Visual Design and Branding
  - Usability Testing and Iteration
  - Final Presentation and Feedback



# Assignments & Assessments

- ❖ Weekly assignments based on module topics
- ❖ **Mid-term project:** Wireframing and prototyping a small application
- ❖ **Final project:** Comprehensive UI & UX Design project
- ❖ Participation in class discussions and activities

## Recommended Reading

- ❖ **"Don't Make Me Think" by Steve Krug:** A classic on web usability and interface design.
- ❖ **"Principles of User-Centered Design" by Peter Dinkley:** Principles of user-centered design.
- ❖ **"The Design of Everyday Things" by Don Norman:** Practical tips for user-centered design.

**"Refactoring UI" by Adam Wathan and Steve Schoger**

# FRAME WORKS

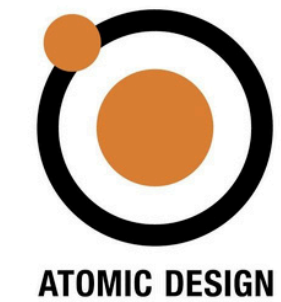


Semantic UI

## User-Centered Design Steps



LEAN  
UX



# TOOLS USED



FIGMA



ADOBE XD

\*In case of additional tools used, It will be discussed in live class

# CERTIFICATIONS



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# THANK YOU



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