

SKILL INTERN



UI & UX DESIGN

Designed for skill proficiency

PROGRAM HIGHLIGHTS

- **Basic-Advanced Level Training**
By Experienced Mentors
- **Accredited certificates**
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



Skill Intern 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.
- ❖ **"The Design of Everyday Things"** by Don Norman: Principles of user-centered design.
- ❖ **"Refactoring UI"** by Adam Wathan and Steve Schoger: Practical tips for improving UI designs

FRAME WORKS

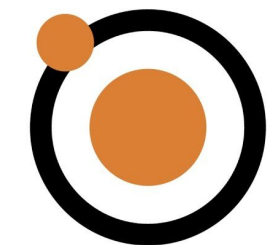


Semantic UI

User-Centered Design Steps



LEAN
UX



ATOMIC DESIGN

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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