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UI & UX

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Introduction to UX Design

- ➢ What is User Experience?
- ➢ The distinction between UX and UI
- ➢ UX designers in the field.
- ➢ The user-centered design process and benefits.
- ➢ Incorporating empathy into the design process with live examples

Content Strategy

- ➢ Creating an effective content strategy for a website.
- ➢ Foundations of Information Architecture (IA)
- ➢ Doing usability research.
- ➢ Conducting a card sorting or sticky notes.
- ➢ Creating sitemaps and user flows

User Research & Personas

- ➢ Developing a user-research plan
- ➢ Various user research techniques
- ➢ Creating effective personas
- ➢ Empathy mapping
- ➢ Creating storyboards

Sketching, Wire framing & Prototyping

- ➢ Introduction to iOS Guidelines

➢ Creating low – fidelity paper prototypes

Visual Design Elements

➢ Importance of margins, spacing, text size, layout.

➢ Color theory and association with realistic environment

➢ Creating style guides

Design for Mobile

➢ Designing for "mobile first"

➢ Best practices when designing for mobile

➢ Content strategy for mobile

➢ UI patterns and elements for mobile.

➢ Performing Usability Testing

UI DESIGN SYLLABUS

➢ **Introduction to tools**

➢ **Typography, Color & Composition**

➢ **Iconography for iOS & Android**

➢ **App Design in iOS**

➢ **App Design in Android**