



8. Web & Graphic Design

8.6 UI & UX Design

Duration: 90 Lectures

Course Content:

1 UXD Principles

- 1.1. What is UXD?
- 1.2. Designing for multi-device environments
- 1.3. What are you trying to communicate?
- 1.4. Why is user experience important?

2 The UXD Ecosystem

- 2.1. Identify the project parameters
- 2.2. Brand presence
- 2.3. Marketing campaign
- 2.4. Content source
- 2.5. eCommerce applications
- 2.6. Social networking applications
- 2.7. Responsive considerations

3 Project approach

- 3.1. Project objectives
- 3.2. UXD process
- 3.3. Waterfall / Agile / Modified approaches

4 Business objectives

- 4.1. Status quo analysis
- 4.2. Heuristic analysis
- 4.3. Stakeholder input
- 4.4. Roles and responsibilities
- 4.5. Consolidating outcomes

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5 User Research

- 5.1. Research basics
- 5.2. User Personas definitions
- 5.3. Contextual inquiry
- 5.4. Research analysis

6 Content Strategy

- 6.1. Personas
- 6.2. The empathy map
- 6.3. When, where, who, what, why and how of UXD
- 6.4. Content strategy longevity

7 Transitioning - Definition to Design

- 7.1. Ideation
- 7.2. Visualization
- 7.3. Storyboarding essentials
- 7.4. Prioritization
- 7.5. Maintaining good tension
- 7.6. Conflict management
- 7.7. Documentation

8 UXD Design Principles

- 8.1. Visual design
- 8.2. Unity and variety
- 8.3. Focal point
- 8.4. Economy of elements
- 8.5. Balance and proportion
- 8.6. Interaction
- 8.7. Association and affordance
- 8.8. Economy of motion
- 8.9. Responsive design
- 8.10. Psychology
- 8.11. The effects of good UXD design
- 8.12. Flow and Interaction
- 8.13. Guiding principles

9 Sitemaps and flow tasks

- 9.1. Tools of the trade
- 9.2. Decision points
- 9.3. Conditions
- 9.4. Common errors



- 9.5. Misalignment
- 9.6. Typographic considerations
- 9.7. Task flows
- 9.8. Swim lanes

10 Wireframing and Annotating

- 10.1. Annotating essentials
- 10.2. Wireframing essentials
- 10.3. Toolkits
- 10.4. Wireframing 101
- 10.5. Sample processing
- 10.6. Sketching
- 10.7. Digital wireframes
- 10.8. Visual design
- 10.9. Responsive design
- 10.10. Wireframes vs Prototypes

11 Prototyping models

- 11.1. Prototyping boundaries
- 11.2. Designer tools for prototyping
- 11.3. Designer / developer workflows
- 11.4. Post-prototyping

12 Design user testing

- 12.1. Visual design mockups exploration
- 12.2. Choosing a design testing approach
- 12.3. Usability testing
- 12.4. Facilitation
- 12.5. Analyzing results
- 12.6. Crafting recommendations

13 From design to development

- 13.1. Visual design
- 13.2. Development
- 13.3. Quality assurance
- 13.4. Alpha testing
- 13.5. Launching you project
- 13.6. Support
- 13.7. Post launch activities
- 13.8. Analytics
- 13.9. Post mortem