

Advanced Diploma in UI/UX Design (ADUD)

This program is designed to transform you into a highly skilled UI/UX designer. We will explore the latest trends in user experience, empowering you to create digital products and services that users love.



Program Vision

Design Philosophy

Learn the principles of user-centered design, prioritizing the needs and experiences of users.

Industry Relevance

Stay ahead of the curve with our curriculum that covers the latest technologies and trends.

Professional Aspirations

Prepare for a successful career in UX design, with expert guidance and mentorship.

Creative Ecosystem

Connect with a network of like-minded designers and industry professionals.



DESIGN TOOLS

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USER PERSONAS

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Curriculum Overview

1

Design Foundations

Master the core principles of design, visual aesthetics, and user experience best practices.

2

Technical Skills

Gain proficiency in essential design tools, including Adobe Creative Suite and Figma.

3

User Experience

Explore user research methods, user testing, and the creation of user-centered prototypes.

4

Professional Practice

Develop valuable skills in project management, communication, and portfolio building.

UI/UX Design and Design Thinking Fundamentals

Step 1

Introduction to Design

- UI/UX portfolio sample and learning roadmap
- Introduction to design
- Topic-based discussion
- Essentials of crafting good design
- Topic-based case study

Nuances of User Experience and User Interface

- What is user experience?
- Introduction to user interface
- Difference between UX and UI designers
- Analyzing UX in real-world applications
- Factors influencing user experience
- Topic-based discussion
- Overview of the UX design process

Design Thinking Essentials

- Overview of design thinking
- Design thinking and innovation
- Different methods in design thinking
- Best practices of UX design process
- Topic-based case study
- Topic-based activity

Introducing Figma and Figjam

- UX and UI tools and tech: Overview
- Basic functionalities and interface layout of Figma
- Starting the first design on Figma
- Topic-based activity

Explore Figma: A Designer's Toolkit

- Exploring Figma's advanced features and updates
- Applying UI/UX principles in Figma
- Topic-based activity

UX Research: Applying User Research to Design

Step 2

User Research: Overview

- Importance and significance of user research in design
- Topic-based activity
- Topic-based case study

User Research: Methods

- User research methods: A practical guide
- Topic-based activity
- Topic-based case study

Data Synthesis Tools and Methods and Mental Models

- Data synthesis tools and mental models
- Topic-based activity
- Topic-based case study

UX Design Process: A Step-by-Step Guide Part 1

- Persona mapping
- AI tools to create user personas
- Topic-based activity 1
- Assisted Practice: Exercise on creating persona mapping:30 Mins
- Empathy mapping
- Assisted Practice: Exercise on creating an empathy map
- AI tools to create empathy maps
- Topic-based activity 2
- Assisted Practice: Exercise on creating Persona Mapping
- Scenario map and storyboarding
- Assisted Practice: Exercise on creating a scenario map

UX Research: Applying User Research to Design

Step 2

UX Design Process: A Step-by-Step Guide Part 2

- Assisted Practice: Exercise on creating storyboarding
- Learn to build a task flow
- Assisted Practice: task flow
- User journey maps
- AI tool to create user journey maps
- Assisted practice: Exercise on creating a competitive analysis

- Topic-based activity

Applying UX Research to Design

- User needs and behavior
- Topic-based activity
- Topic-based case study

Module End Project:

Perform User Research and Develop User Personas and Journey Maps for the Simple Clothing Brand

Phase 2: Mentor Led Project Support

Tools Used



Visual Design, Wireframing, Prototyping, micro-interactions, and Interactive Design

Step 3

UI Design Principles

- Learn UI design principles
- Topic-based activity

Wireframing and Prototyping: Fundamentals

- Learn wireframing
- Topic-based activity 1
- Topic-based activity 2
- Learn prototyping
- Topic-based activity 3
- Grid and layout
- Information Architecture

Interactive Design Principles

- Core principles
- Improving interactivity
- Topic-based activity

Advanced Prototyping

- Advanced features in prototyping
- Topic-based activity 1
- Gen AI tools for prototyping
- User feedback integration
- Topic-based activity 2

Usability testing for prototypes

- Conducting usability tests
- Heuristic evaluation

Collaboration and Feedback Integration

- Learn Best practices
- Gen AI tools for collaborative design
- Stakeholder feedback integration

Visual Design, Wireframing, Prototyping, micro-interactions, and Interactive Design

Step 3

UI Techniques

- Gamestorming
- Topic Based Discussion
- Red routes
- Visual hierarchy
- Iconography
- Topic-based activity

Microinteractions

- Benefits, examples, and tutorials of micro-interactions
- Topic-based activity
- Decoding copy tone
- Exploring style guides
- Design guidelines for ios and Android

Interaction Design Process

- Understand the interaction design process

Module End Project:

Design Wireframes and Develop Prototypes for a Simple Clothing Brand

Phase 3: Mentor Led Project Support

Tools Used _____



Usability Evaluation and UX Intensive Phase

Step 4

Fundamentals of Usability Testing

- Types of usability testing
- Learn heuristic evaluation
- Topic-based activity

Conducting and Analyzing Usability Tests

- Testing techniques
- Design psychology
- Learn a Usability Testing Tool - Maze
- Learn to build surveys & analyze responses and outcomes
- Topic-based activity 1
- Topic-based activity 2
- Topic-based activity 3

Advanced UX Strategies

- Advanced techniques
- Iterative design cycle
- Rapid prototyping
- Accessibility and inclusion

Module End Project:

Create and Manage Surveys and User Interviews for the Simpl Clothing Brand, Leveraging the Maze Tool for Comprehensive User Testing

Phase 4: Mentor Led Project Support

Tools Used



Product Documentation, Project Handoff and Stakeholder Management

Step 5

- Project handoff and its importance
- Understand how to work with development teams
- Stakeholder engagement and management
- Integrating feedback and iterations
- Preparing for final delivery

Module End Project:

Hand Off the Project Assets: Best Practices for Seamless Transitions for Simple Clothing Brand

Phase 5: Mentor Led Project Support

Tools Used _____



Figma Dev Mode

Design Portfolio Creation and Career Guidance

Step 6

Portfolio Creation and Career Support

- Building a professional portfolio
- Personal branding for designers
- Elective Communication and Networking
- Job search strategies for UI/UX designers
- Interviews and negotiations: Preparation

Phase 6: Mentor Led Project Support

Tools Used _____

Dribbble

Bēhance

Introduction to HCI and AR VR in UI/UX

Step 7

Introducing AR, VR, XR, and MR

- Learn about Immersive technologies
- Topic-based activity 1
- Topic-based activity 2
- Topic-based activity 3
- Importance of UI/UX design in immersive environments
- Types of XR devices
- XR development platforms
- 3D user interfaces
- Topic-based activity 4

HCI Principles for AR/VR

- Usability, accessibility, and ergonomics in AR/VR
- Managing cognitive load in immersive environments
- Feedback mechanisms and iterative design in AR/VR
- Collecting and integrating user feedback in AR/VR projects
- Topic-based activity

Design Principles for AR, VR, and XR

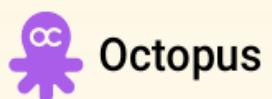
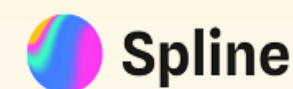
- Unique AR/VR interactions
- User-centered design for immersive technologies
- Cognitive load and user comfort
- Accessibility considerations
- Uses of AI in XR
- Topic-based activity

AR/VR Designing and Prototyping

- AR/VR in UX design
- AR/VR prototyping using Figma, Spline, and DraftXR
- Learn to build an AR & VR prototype
- Topic-based activity 1
- Topic-based activity 2

Phase 7: Mentor Led Project Support

Tools Used



UI/UX Design Capstone Project

Step 8

A full-fledged capstone project with 2 to 3 projects as options, like Building a case study, Developing an e-commerce app/website interface, and creating a portfolio on developing a stock market app interface.

To build the capstone project, the learner can feel free to use any of the 21 Design tools you have learned in this program.

- *Mobile Applications*
- *Web Applications*

Elective Courses



Generative AI Masterclass

- Attend live generative AI masterclasses and learn how to leverage it to streamline workflows and enhance efficiency.
- Conducted by industry experts, these masterclasses delve deep into AI-powered creativity.



Masterclass by Design Leaders

Attend these online interactive industry masterclasses to gain insights from top design leaders about design advancements.



Website Building using HTML5 and CSS3

- With HTML5, you will learn how to build content on any website
- Learn how to add text, images, and links, embed YouTube videos, payment forms, and more on your website.
- With CSS3, you will learn how to add decoration and styling to your website

Design Fundamentals

Visual Design

Explore the principles of visual hierarchy, typography, color theory, and composition.

User Interface Design

Learn about interactive elements, navigation, information architecture, and accessibility guidelines.

User Research

Discover techniques for understanding user needs, behaviors, and pain points.

Design Thinking

Develop a user-centered approach to problem-solving and design innovation.



Technical Toolkit



Adobe Photoshop

Master image editing and manipulation for high-quality visual design.



Figma

Utilize a powerful collaborative design platform for creating user interfaces and prototypes.



Sketch

Explore a user-friendly vector graphics editor specifically designed for UI design.





User Research and Prototyping

1

User Interviews

Conduct interviews to gain insights into user needs and pain points.

2

Usability Testing

Observe users interacting with prototypes to identify areas for improvement.

3

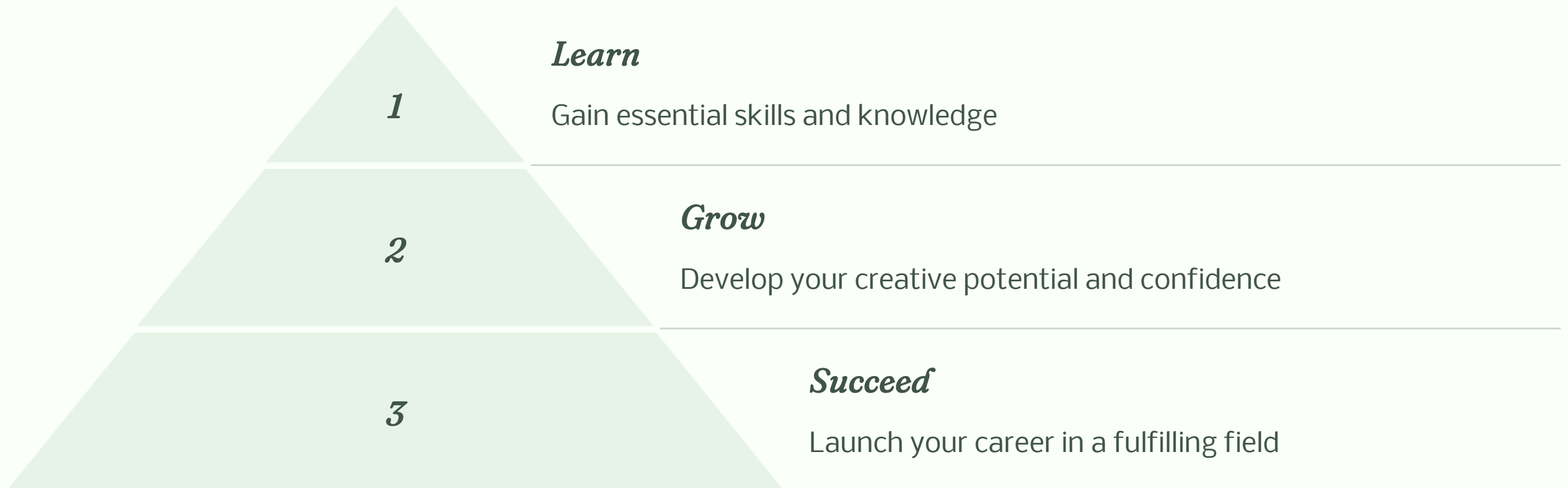
Prototyping Tools

Utilize tools like Figma or Adobe XD to create interactive prototypes.

Professional Practice



Ready to Transform Your Future?





Next Steps

1 Apply Now

Start your journey towards a successful career. Embark on your design journey. Transform your creativity into a powerful professional skill. Your space to innovate starts here!

2 Course Fees

Rs. 75,000/~ per SEM

3 Call for Action

*"Design is not just what it looks like and feels like. Design is how it works."
- Steve Jobs*



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