Certificate Course in
UI/UX
DESIGN

Duration: 3 months

Program Contents

Introduction to UI/UX Design
- What is UI Design
- What is UX Design
- Difference between the two
- The Importance of Good Design in Business
- Understanding User-Centered Design
- Introduction to the UI/UX Design Process
- Case Studies: Successful UI/UX in Corporate Products
- Activity: Research a product and identify usability issues.

User Research and Analysis
- User Persona Development
- Conducting User Interviews
- Competitive Analysis
- Usability Testing Basics

UI Design Fundamentals
- Typography and Its Impact on User Experience
- Color Theory for Corporate Branding
- Layout Principles and Grid Systems
- Visual Hierarchy in Corporate Design Interaction Design and Prototyping