



*Design*  
*the Web*  
**Shape**  
*Your*  
**FUTURE**



# UI DESIGN

USER INTERFACE DESIGN

# UI UX DESIGN

## USER EXPERIENCE IN UI DESIGN

This module takes students through the trending discipline of User Interface Designing with a detailed understanding of strategies and tactics, especially pertaining to Web and mobile UI designing. It provides an overview of user analysis techniques, usability concepts, Web UI principles and visual design principles that help students in structuring and organizing information to design effective user experience.



## COURSE CONTENT

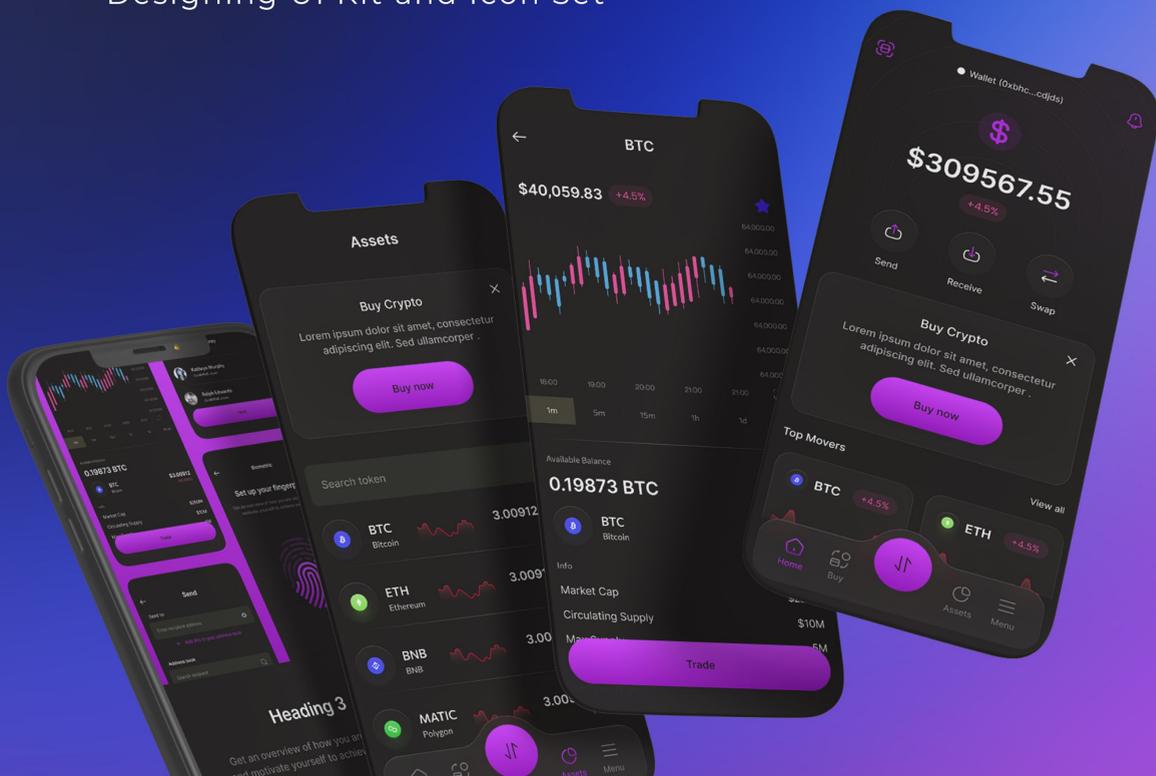
- UI vs. UX
- UI Product Development Life Cycle
- UI Design Thinking Process
- Visual Design for Interaction Design
- Web UI principles
- Creating low-fidelity prototypes

# PROTOTYPING FOR UX UI DESIGN

With the knowledge sought through the User Experience in UI Design module, the students here learn to deploy colour schemes, typography, tones, layouts and design systems in their design works. The students get to develop wireframes and mock-ups for Rich User Interface. Also, the students get to design engaging Web and mobile UI and responsive Web designs.

## COURSE CONTENT

- Design Systems
- Designing Style Guides
- Iconography
- Digital Wireframe Designing
- Designing for Social Media
- Designing Landing Pages
- Mobile App Designing
- Responsive Web Designing
- Interactive Prototyping
- Designing UI Kit and Icon Set



PROTOTYP



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