

simpli|learn

Advanced Certification in

UI UX Design

In collaboration with



Learn **20+**
Latest Design
Tools



Explore **Gen AI**
Powered UI UX
Design



Earn a **Certificate**
of Completion from
IIT Bangalore

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About the Program

UI/UX design is a field that combines creativity and logic to solve user problems effectively. It is a great career option for those with a natural design talent or those looking to explore their potential in this field. This Advanced Certification in UI/UX Design can help you become a certified job-ready designer in just 5 months.

We at Simplilearn have meticulously curated all the components of this UI/UX certification course in partnership with the International Institute of Information Technology Bangalore. Attend 100% live classes conducted by industry experts and gain insights into current and upcoming design trends through masterclasses led by the faculty of IIIT Bangalore and top-notch design experts from various industries.

The best part about this course is the blended learning approach: You apply what you learn through hands-on experience with 21 design tools, 55+ case studies, discussions, activities, and module-end projects. Finally, you end your course with a capstone project, where you will apply all your learnings.

If you're looking to kickstart your career journey in the UI/UX field, you know how important having a portfolio is. This course teaches you how to build your portfolio on Behance and Dribbble. A Design Portfolio is your gateway to reaching interview rounds at your dream companies. Not just this, with Simplilearn's Job Assist program, you get extended support to land a job after completing this certification. Get a free 6-month IIMJobs Pro membership, resume-building assistance, and the opportunity to spotlight your profile to attract the attention of top recruiters.

Key Features of the Program



Gain hands-on experience in twenty-one UI UX design tools like Figma, Notion, Maze, Whimsical, UIZard, and more



Work with a collection of 55+ course-wide activities, discussions, and case studies for an immersive learning experience



Showcase your learnings via your design portfolio on Behance and Dribbble



Get end-to-end project support via live mentor-led doubt solving sessions



Learn about Human Computer Interaction & build your AR and VR prototypes



Learn to apply Gen AI Powered Design Tools to streamline the design process



Experience hands-on practical learning via module-end projects & a final capstone project



8X higher engagement in live online classes by Simplilearn's expert instructors



Get professionally certified in UI UX with a program completion certificate from IIIT Bangalore



Live Masterclasses from the top faculty of IIIT Bangalore and top design experts from across multiple industries



Simplilearn Job Assist Program helps you get noticed by top hiring companies

About International Institute of Information Technology Bangalore

The International Institute of Information Technology Bangalore, popularly known as IIIT Bangalore, was established in 1999 with a vision to contribute to the IT world by focusing on education, research, entrepreneurship, and innovation.

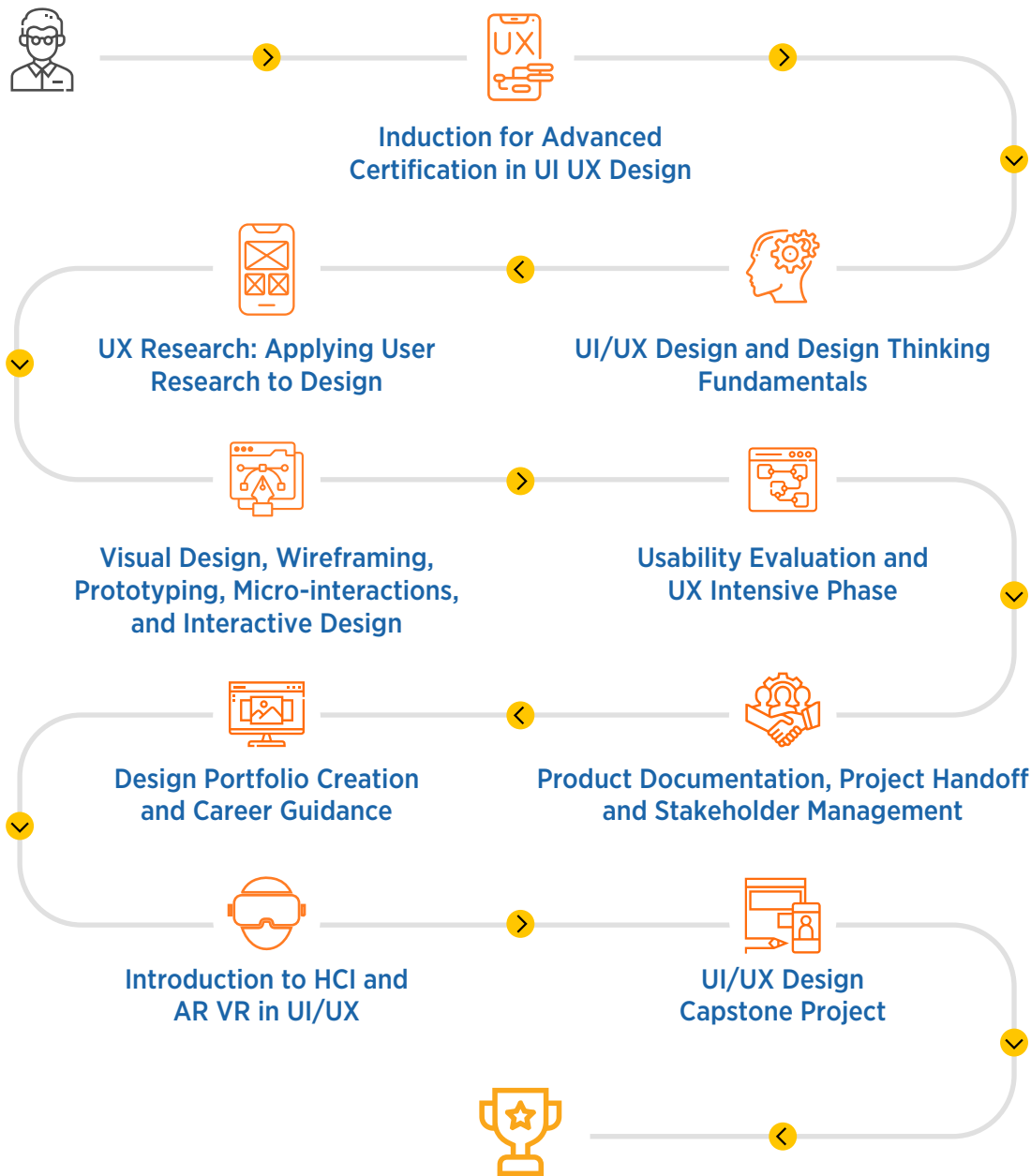
IIIT Bangalore has been ranked 1st among the private technical universities in India as per India Today, August 2021 edition. It was also ranked 8th among engineering universities in August 2021 and 10th in the same category as per India Today, August 2020 edition.

About Simplilearn

Simplilearn is the world's #1 online Bootcamp provider, enabling learners around the globe with rigorous and highly specialized training offered in partnership with world-renowned universities and leading corporations. We focus on emerging technologies and skills transforming the global economy, such as data science, cloud computing, programming, and more. Our hands-on and immersive training includes live virtual classes, integrated labs and projects, 24x7 support and a collaborative learning environment. Over two million professionals and 2000 corporate training organizations across 150 countries have harnessed our award-winning programs to achieve their career and business goals.



Learning Path



Electives:

- ✓ Generative AI Masterclass
- ✓ Masterclass by Design Leaders
- ✓ Masterclass by IIIT Bangalore
- ✓ Website Building using HTML5 and CSS3

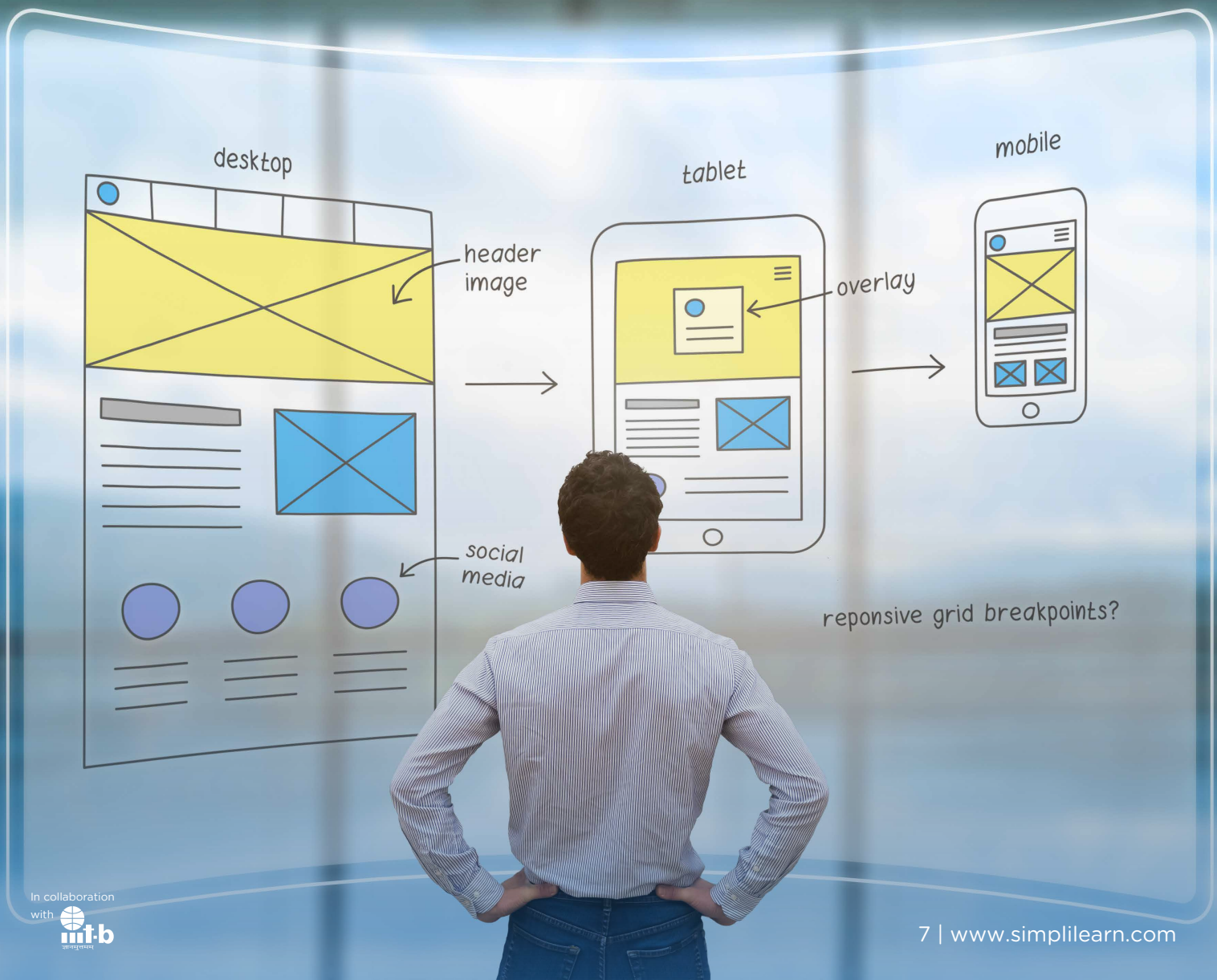
Step 1

Induction for Advanced Certification in UI UX Design

Get started with the Advanced Certification In UI UX Design with IIIT Bangalore and Simplilearn. Kickstart your professional design journey with this foundational course.

Key Learning Objectives

- Get acquainted with your peers
- Gain a complete understanding of the program
- Learn about program outcomes



Step 2

UI/UX Design and Design Thinking Fundamentals

In this course, you will get an introduction to UI and UX design, explore the nuances of user experience and user interface, and learn design thinking essentials. Learners will also start their hands-on journey with Figma, the most important tool for a UI/UX Designer. You will also get a kickstart on what your design portfolio will contain and how you will build it.

Key Learning Objectives

➤ 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**

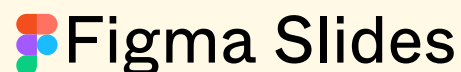
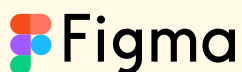
➤ Explore Figma: A Designer's Toolkit

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

Module End Project: Designing an Improvised Home Screen for a Simpl Clothing Brand

Phase 1: Mentor Led Project Support

Tools Used _____



Step 3

UX Research: Applying User Research to Design

In this course, you will start with an overview of user research and the different methods used to perform it. By the end of the course, you will be able to describe and apply current best practices and conventions in UX design, identify user groups and market segments, and perform empathy and persona mapping to enhance the audience's experience while interacting with content.

Key Learning Objectives

➤ 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 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**

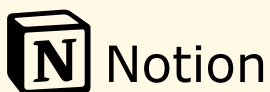
➤ **Applying UX Research to Design**

- 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 Simpl Clothing Brand

Phase 2: Mentor Led Project Support

Tools Used



Step 4

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

User Interface (UI) design makes a design engaging and delightful for consumers. In this course, you will learn the concepts of color theory, typography, layouts, and patterns to provide users with a great experience.

By the end of this course, you will be able to understand the role of UI design and visual communications, learn the design process of various successful, widely adopted designs, familiarize yourself with current UI patterns, and build prototypes.

Key Learning Objectives

➤ 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

➤ **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 Simpl Clothing Brand

Phase 3: Mentor Led Project Support

Tools Used



Step 5

Usability Evaluation and UX Intensive Phase

Usability and testing are essential to identify potential problems and validate design decisions while building prototypes. In this module, you will learn how to set up and facilitate usability test sessions and synthesize your findings to determine if you need to redesign your prototype.

Key Learning Objectives

➤ 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



Step 6

Product Documentation, Project Handoff and Stakeholder Management

Learn how to engage with stakeholders and understand how a project handoff is done; this is a crucial phase in which the designers transition their work to development teams. Integrating feedback and refining designs through iterations enhance the final product. By the end of this module, you will learn how to perform the final delivery.

Key Learning Objectives

- 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 Simpl Clothing Brand

Phase 5: Mentor Led Project Support

Tools Used



Figma Dev Mode

Step 7

Design Portfolio Creation and Career Guidance

Creating a design portfolio is vital for showcasing your skills and landing job opportunities. In this module, you will learn how to create a portfolio on Behance and Dribbble, where you will showcase your best design work and get complete career guidance on how to move forward with your design journey.

Key Learning Objectives

► Portfolio Creation and Career Support

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

Phase 6: Mentor Led Project Support

Tools Used

Dribbble **Behance**

Step 8

Introduction to HCI and AR VR in UI/UX

This live online course empowers designers to learn the fundamentals of Human-Computer Interaction (HCI) and augmented reality/virtual reality (AR/VR) and adapt to the evolving field of design with artificial intelligence (AI).

This course will enable you to leverage Gen AI and help build your own AR and VR prototypes. Gain hands-on experience in AR Prototyping Using Figma and Spline and VR Prototyping using Figma and DraftXR.

Key Learning Objectives

➤ 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

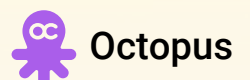
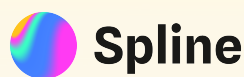
- Unique AR/VR interactions
- User-centered design for immersive technologies
- Cognitive load and user comfort
- Accessibility considerations
- Uses of AI in XR
- **Topic-based activity**

➤ 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



Step 9

UI/UX Design Capstone Project

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



Personalized Health Coach App

Users often struggle to achieve and maintain their fitness goals due to generic workout and diet plans that don't account for individual needs. The problem statement here is to create an app that helps users create a personalized fitness plan with the help of top-rated personal fitness trainers or health coaches.



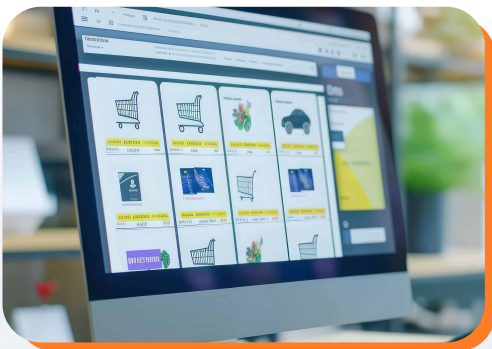
Smart Travel Assistant App

Travelers frequently face difficulties in planning trips due to the abundance of information and lack of personalized recommendations that cater to their preferences. The problem statement here is to create a smart travel assistant app that helps personalize travel plans in minutes.



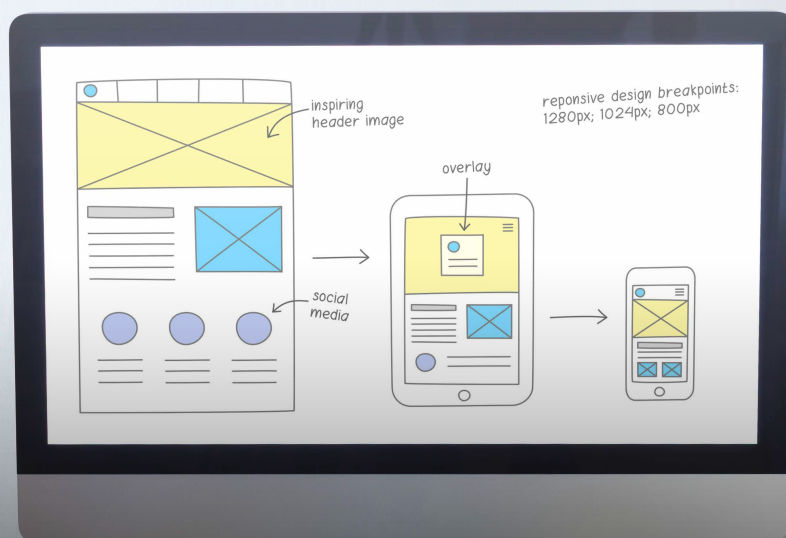
AI-Enhanced Customer Support Platform

Businesses often encounter challenges in managing a high volume of customer queries with limited human resources, leading to slow response times and customer dissatisfaction. The problem statement here is to create a web application that helps reduce the turnaround time and increases customer satisfaction.



Intelligent Content Recommendation System

Users on media and e-commerce websites often struggle to find relevant content due to overwhelming options and generic recommendations. The problem statement here is to build an intelligent system that recommends the best content as per user preference.



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 IIIT Bangalore

Attend these online interactive industry masterclasses to gain insights about design advancements from IIIT Bangalore.



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.

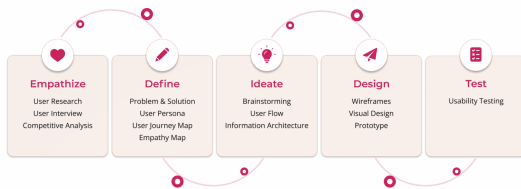
Design Portfolio Creation on *Dribbble* **Bēhance**

Sample Portfolio:

Design Thinking Process

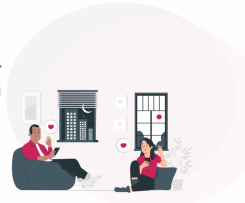
Designing a couple app starts with understanding user needs and relationship dynamics. Identify key goals such as improving communication, fostering intimacy, and enhancing coordination. Develop user personas representing different relationship types and plan the app's flow to cater to their needs.

Create the UI, test it for usability and engagement, then proceed to app development. Launch the app, gather feedback, optimize features, and maintain regular updates to ensure its effectiveness in strengthening relationships.

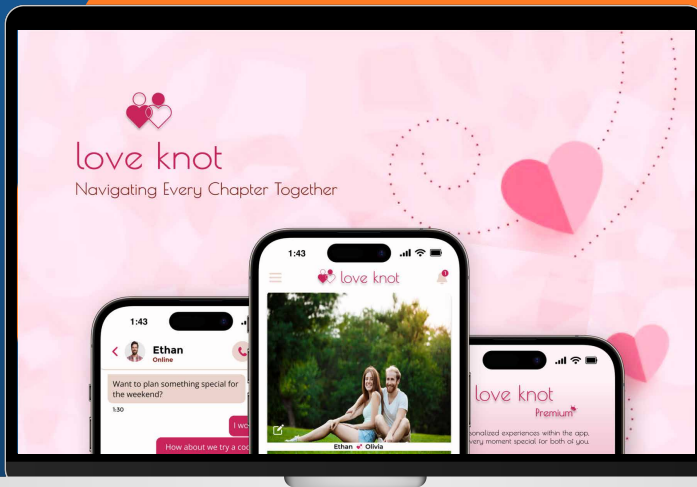


Story Boarding

1 Ethan and Olivia were in a long-distance relationship, but with their busy lives, they struggled to find time for each other. Their communication became rushed and sporadic as they balanced work, social life, and personal goals.



2 They saw their relationship struggling because of their busy lives. They wanted to help other couples facing the same challenges, so they started working on an app called "Love Knot."



Competitive Analysis

Features	Between <small>Direct Competitor</small>	Rave <small>Indirect Competitor</small>	Instagram <small>Indirect Competitor</small>
Messaging	✓	✓	✓
Media Sharing	✓	✓	✓
Calendar/Events	✓	✗	✗
Photo Albums/Journals	✓	✗	✓
Bucket List	✗	✗	✗

Define Phase

User Persona of a Couple

Emily
Marketing Manager

Age: 28
Status: Dating David for 3 years
Location: Washington
Tech Savviness: High
Interests: Photography, Fitness

Organized | Passionate | Emotional

Biography
Emily is a highly motivated marketing manager working at a tech startup. She is passionate about her career and enjoys the fast-paced nature of her job. She values efficiency and loves using apps to streamline her daily activities, whether it's for work or personal life.

Goals

- Strengthen her relationship with David through better communication and shared experiences.
- Discover new activities and date ideas to keep the relationship exciting.
- Plan and organize couple-related activities seamlessly.

Challenges

- Balancing her demanding career with her personal life.
- Finding quality time to spend with David amidst busy schedules.
- Keeping the relationship engaging and avoiding routine.

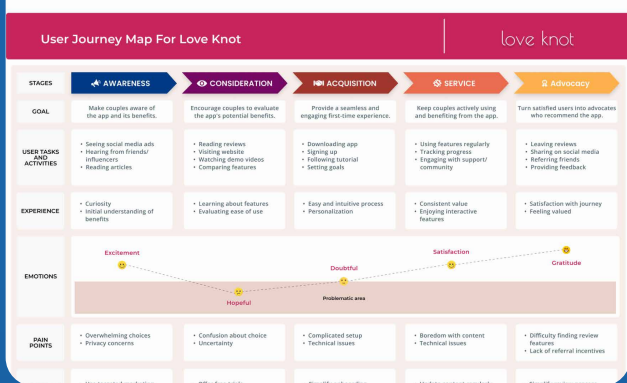
Needs

- A user-friendly app that helps her organize and plan dates.
- Tools for effective communication and sharing important moments.
- Features that offer personalized

Devices
What kind of devices our user use

Sample Portfolio:

User Journey Map



Empathy Mapping of a Couple

Goals

- I love finding new activities we can do together.
- Balancing work and personal life is challenging but important.
- We should plan more weekend getaways.
- Communication is key to our relationship.

Thinks

- I hope David appreciates the effort I put into planning our dates.
- Am I doing enough to keep our relationship exciting?
- We need to make more time for each other.
- I wish our schedules aligned better.



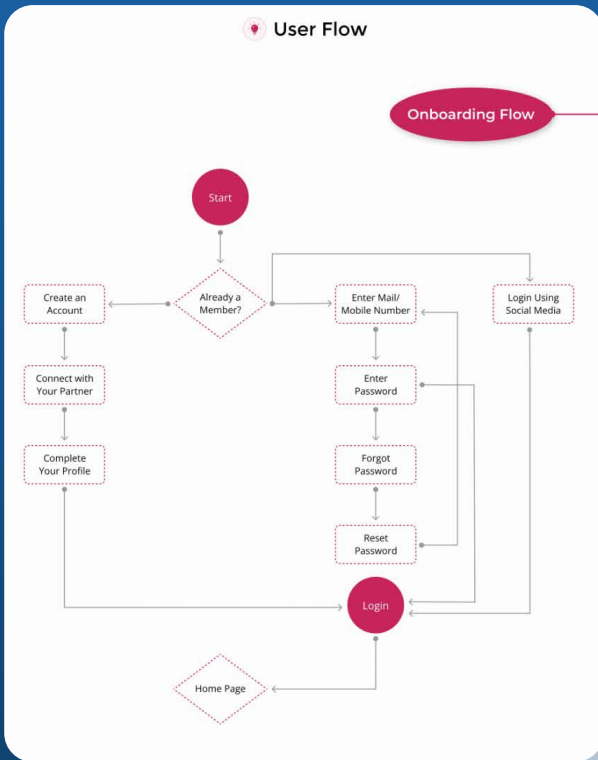
Does

- Frequently checks couple-related apps for new ideas.
- Organizes and plans dates and trips.
- Takes photos to capture and share special moments.
- Sets reminders for anniversaries and special occasions.

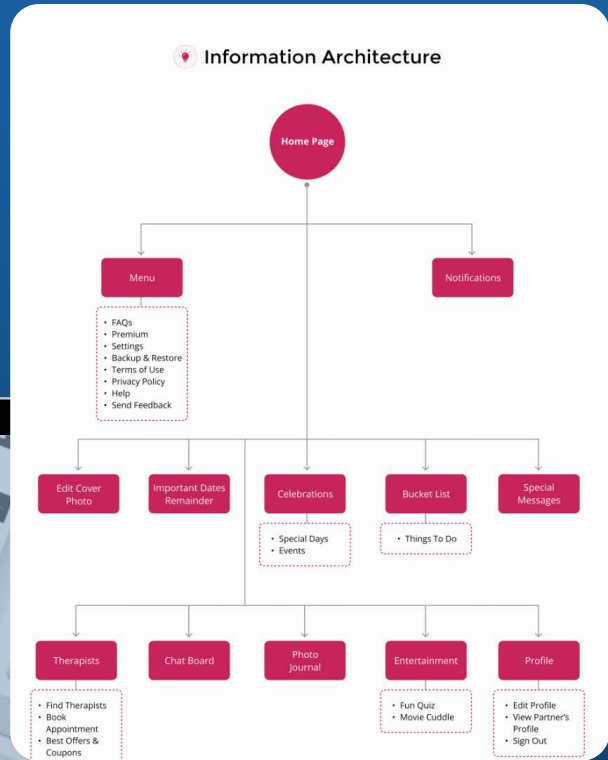
Feels

- Excited when discovering new date ideas.
- Anxious about maintaining the relationship amidst a busy schedule.
- Appreciated when David participates actively.
- Happy and fulfilled when spending quality time together.

User Flow



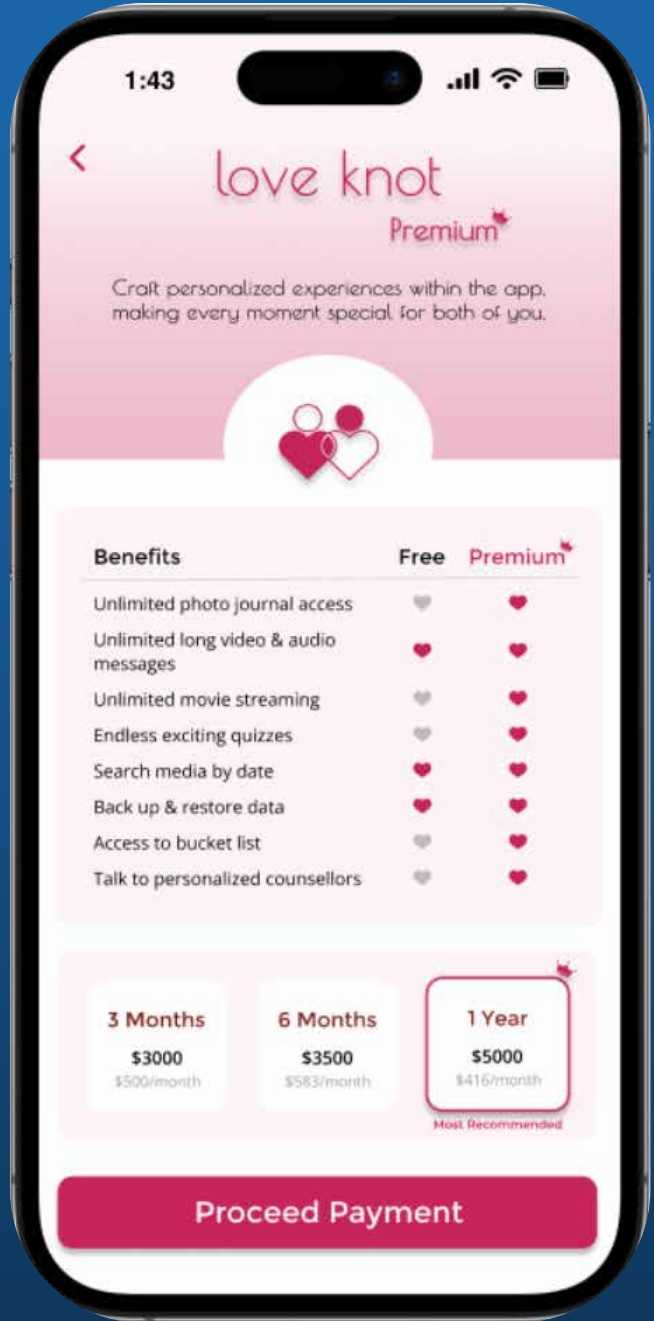
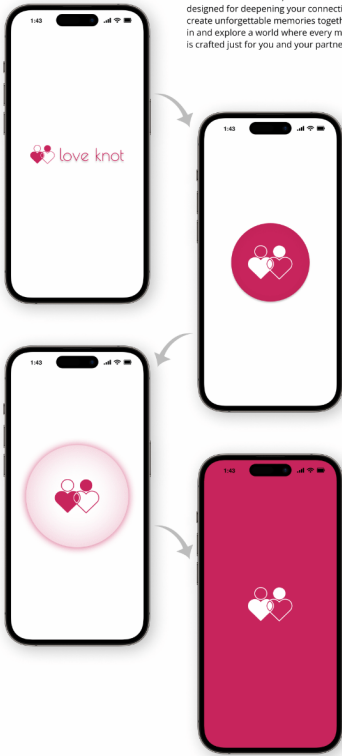
Information Architecture



High Fidelity Screens

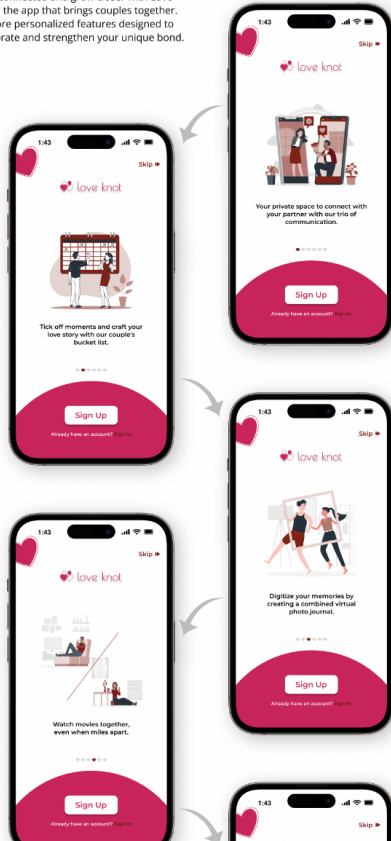
Splash Screens

Welcome to Love Knot, the ultimate app designed for deepening your connection and create unforgettable memories together. Dive in and explore a world where every moment is crafted just for you and your partner.



Skip Screens

Stay connected and grow closer with Love Knot, the app that brings couples together. Explore personalized features designed to celebrate and strengthen your unique bond.




Learn 21 Latest Design Tools

 Figma

 FigJam

 Figma Slides

 Notion

 ChatGPT

 QoQo

 Visily

 maze

 Figma Dev Mode

 uizard

 Spline

 Whimsical

Dribbble

Bēhance

 SurveyMonkey

 Gemini

 sogolytics

 Fillout


DRAFTXR

 Octopus

Creative AI

Program Eligibility Criteria and Application Process

Candidates can apply to this Advanced Certification in UI UX Design in 3 steps. Selected candidates receive an admission offer which is accepted by admission fee payment.

Eligibility Criteria

For admission to this program, candidates must meet at least one of the following criteria:

- ✔ Graduation in any field (Min. of 50% marks)
- ✔ Diploma in any field with one year of work experience (Min of 50% marks)
- ✔ Students in the final year of graduation can apply (Min. 50% marks)

Application Process

The application process consists of three simple steps.



Submit an Application

Complete the application and include a brief statement of purpose. The latter informs our admissions counselors why you're interested and qualified for the program.



Application Review

A panel of admissions counselors will review your application and statement of purpose to determine whether you qualify for acceptance.



Admission

An offer of admission will be made to qualified candidates. You can accept this offer by paying the program fee.

Talk to an Admissions Counselor

We have a team of dedicated admissions counselors to help guide you in the application process and related matters.

They are available to:

- ✔ Address questions related to the application
- ✔ Provide information on financial aid (if required)
- ✔ Help you better understand the program and answer other questions



Careers in UI UX Design

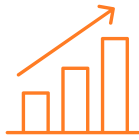
The global UI UX design software market size was valued at USD 1160.95 million in 2022, reaching USD 4093.63 million by 2028 with a CAGR of 23.37% during the forecast period.



UI/UX Jobs are Trending

Listed as Top 15 Jobs on the rise by LinkedIn Report

[LinkedIn](#)



UI/UX Design is a \$9 Billion Industry

Revenue that the Indian UX design sector is projected to hit by 2025

[NASSCOM](#)



Designers Earn Avg 8LPA

Average annual salary for a UX Designer in India

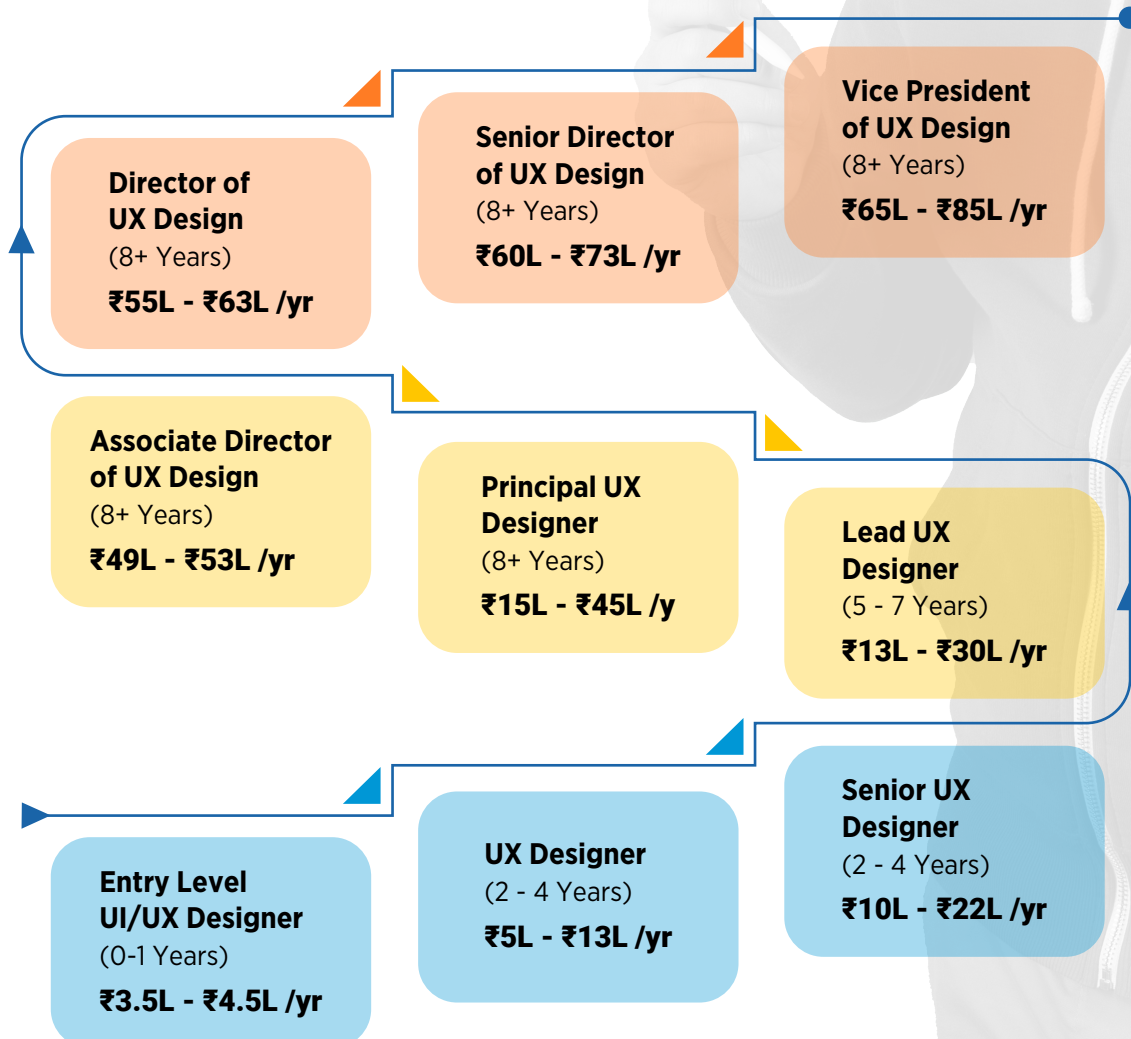
[Glassdoor](#)



Career Path & Salaries in UI/UX Design

Most designers are either specialists (highly experienced in one or two channels) or generalists who are skillful and knowledgeable about most or all mediums. With time and endless projects, you will understand what interests you in UI/UX design.

With businesses prioritizing seamless user experiences for their products and applications, the demand for UI UX designers has grown positively in the past decade, and their pay scale often reflects this. Here's what you can expect to earn roughly your design career.



Average Salary for Channel-specific Roles:



Interaction Designer
₹10 Lakhs/year



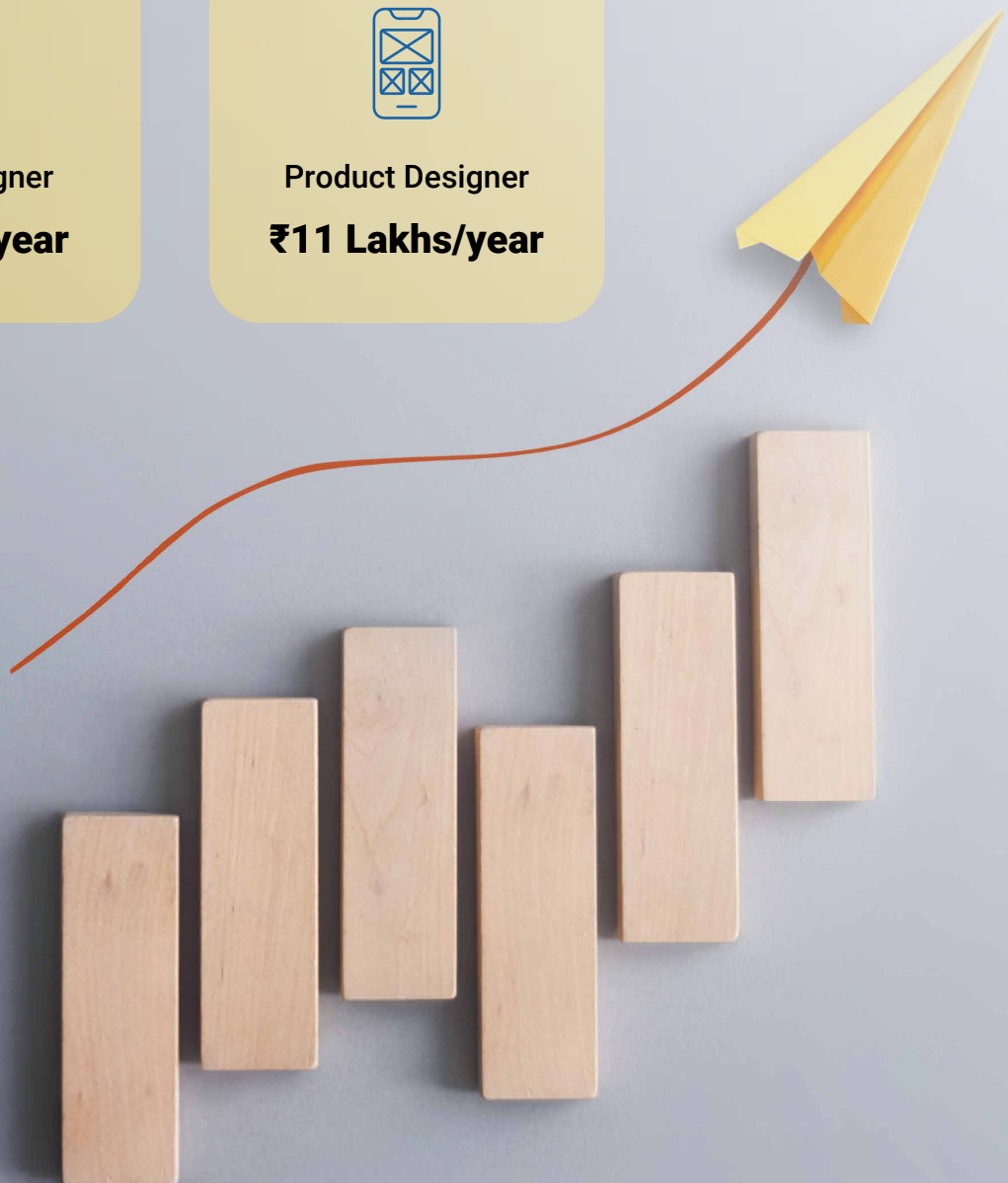
User Researcher
₹15 Lakhs/year



Visual Designer
₹7 Lakhs/year



Product Designer
₹11 Lakhs/year



Program Outcomes

At the end of this Advanced Certification in UI UX Design, you will be able to:

- ✔ Earn a program completion certificate from IIT Bangalore on successful completion of the program
- ✔ Showcase a capstone project and module-based projects & activities on your design portfolio
- ✔ Seamlessly put your design skills to work & solve real-world, industry-focused problems
- ✔ Understand and apply design principles with respect to Human-Computer Interaction (HCI)
- ✔ Build your Portfolio on Behance and Dribbble, which you can showcase to potential employers
- ✔ Work on 21 UI UX design tools like Figma, Notion, Maze, Whimsical, UIZard, and more
- ✔ Gain applied learning on user experience and user interface design through hands-on projects
- ✔ Build AR & VR Prototypes with the help of Figma, Spline, and DraftXR



International Institute of Information Technology Bangalore

hereby confers upon

John Doe

the

Advanced Certification In UI UX Design

having successfully completed the requirements of the programme

(cohort start date: DD-MM-YYYY)

Prof. Debabrata Das
Director

Cmde (Retd.) S R Sridhar
Registrar

Prof. Chandrashekar Ramanathan
Dean (Academics)

International Institute of Information Technology | 26/C, Electronics City, Hosur Road, Bengaluru 560 100 INDIA | <http://www.iitb.ac.in>

Certificate

You will receive a program completion certificate from IIIT Bangalore upon completing this Advanced Certification in UI UX Design. This certificate will testify to your skills as an expert in User Experience and User Interface Design.

Advisory Board



V SRIDHAR

Faculty In-Charge, Continuing Professional Education,
IIIT Bangalore

Dr. V. Sridhar has taught at many institutions across the world. He has received funding from different national and international sources for his research projects, recent ones being from Facebook. He has also been a member of Government of India committees on Telecom and IT.



AMIT PRAKASH

Associate Professor & Coordinator (Students Affairs)

Amit Prakash currently serves as an Associate Professor at IIIT Bangalore. He has been involved in setting up the Institute's Centre for IT and Public Policy (CITAPP), Centre for Accessibility in the Global South (CAGS), and E-Health Research Centre (EHRC).



PREETI MUDLIAR

Assistant Professor

Preeti Mudliar's research centers around technology design, access, use, and non-use focus using ethnography and qualitative methods. She teaches introductory and advanced courses in Human-Computer Interaction (HCI) and qualitative research methods at IIIT Bangalore.



simplilearn

USA

Simplilearn Americas, Inc.
201 Spear Street, Suite 1100,
San Francisco, CA 94105
United States
Phone No: +1-844-532-7688

INDIA

Simplilearn Solutions Pvt Ltd.
53/1 C, Manoj Arcade, 24th Main Rd,
Sector 2, HSR Layout,
Bengaluru - 560102,
Karnataka, India
Phone No: 1800-212-7688

www.simplilearn.com

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