

simplilearn

Advanced Certification in

UI UX Design



In collaboration with



International
Institute of Information
Technology Bangalore

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About the Program

Emerge as a certified designer by enrolling in this Advanced Certification in UI UX Design, in collaboration with the **International Institute of Information Technology Bangalore**, and attend **live sessions** delivered via **Simplilearn's expert instructors**. Get a chance to attend live masterclasses from top faculty of **IIIT Bangalore**.

Become a full-fledged UI UX designer in this program that enables you to master user experience & user interface design through an applied learning approach and a comprehensive curriculum – covering topics like **Design Thinking, User Experience Design, User Interface Design, Prototyping & Styling, and more**.

With an equal emphasis on hands-on learning through a practical learning experience via **real-world projects** and assignments, **Capstone projects on ecommerce, fitness, technology, and many more** industries; and Designer Toolkit training (**Figma, Sketch, Invision, Mural & Balsamiq**), Networking Sessions via Top Design Leaders from Adobe, Amazon & Microsoft. This program provides the perfect mix of theoretical knowledge in an applied learning format.

This program consists of live online virtual classes that provide a design background and real-world industry illustrations to help you create your own portfolio on **Dribbble – a top online UI UX designer community** – to showcase your skills to future employers. With **Simplilearn's Job Assistance**, get extended support to land a job after completing this bootcamp.

Key Features of the Program



Live Masterclasses delivered by Top Design Experts from Adobe, Amazon and Microsoft



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



Simplilearn Career Service helps you get noticed by top hiring companies



Hands-on Practical Learning Experience via curriculum-wide assignments & projects



Industry-oriented problem solving via **Capstone Projects on Ecommerce, Fitness, Technology** industries



Hands-on learning with Designer Toolkit (**Figma, Invision & Balsamiq, Mural & Sketch**) for enhanced learning experience



Masterclasses from top faculty of **IIIT Bangalore**



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



Portfolio creation assistance on **Dribbble**

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 and 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 has been ranked 8th overall among engineering universities in August 2021 edition and was ranked 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, such as data science, cloud computing, programming, and more — that are transforming the global economy. Our training is hands-on and immersive, including 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.

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 Advanced Certification in UI UX Design, candidates should meet the following criteria:

- ✓ Bachelor's degree with 50% and 1+ years of experience in any industry
- ✓ Aspiring UX Designer from any Background
- ✓ Existing UX Designers willing to upskill

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.

Ideal Candidates

For admission to this Certificate Program, candidates should:

- ✓ Bachelor's degree with 50% and 1+ years of experience in any industry
- ✓ Aspiring UX Designer from any Background
- ✓ Existing UX Designers willing to upskill

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



₹8L

Average annual salary for a UX Designer in India

Glassdoor



23 to 25%

Year on year growth of the Indian Design Industry

Startup-Talky



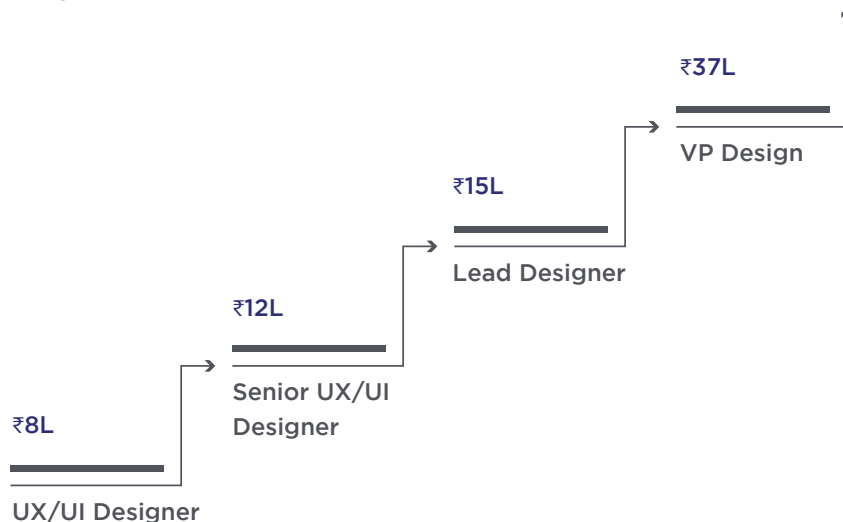
UX Design

Listed as Top 15 Jobs on the rise by LinkedIn Report

LinkedIn

A Typical Design Career

Most designers are either specialists (highly experienced in one or two channels) or generalists who are skillful and knowledgeable about most or all mediums. Designers are in high demand, and their wages often reflect this. As with any job, several factors influence the amount you can expect to earn, regardless of how much experience you have. Company size, geographic location, and industry all play into your total compensation. Considering that, this is roughly what you can expect to earn in your design career



Average Salary for Channel-specific Roles:



Interaction Designer



₹10L



Visual Designer



₹7L



User Researcher



₹15L

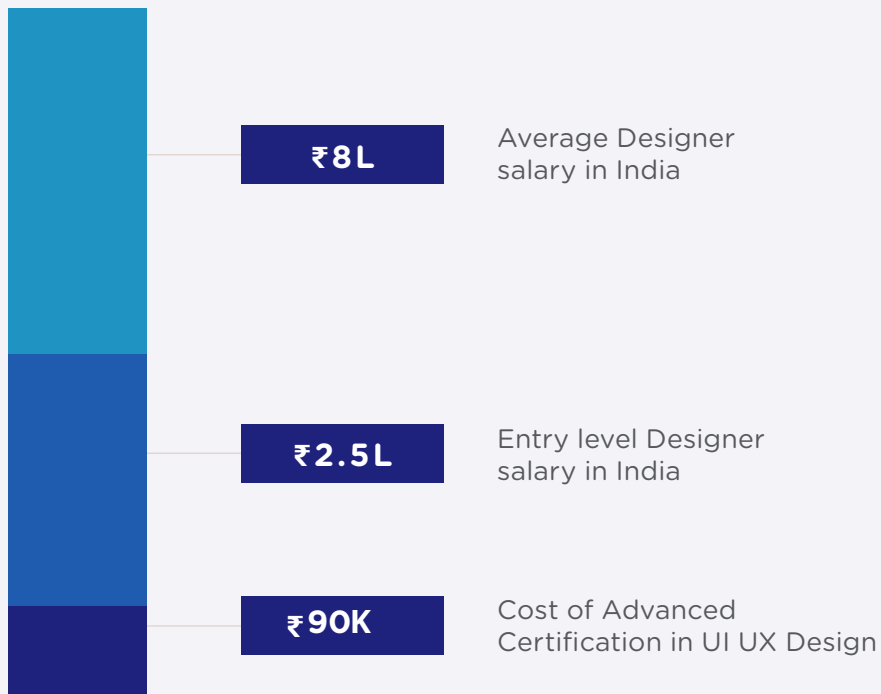


Product Designer



₹11L

Return on Investment



Program Outcomes

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

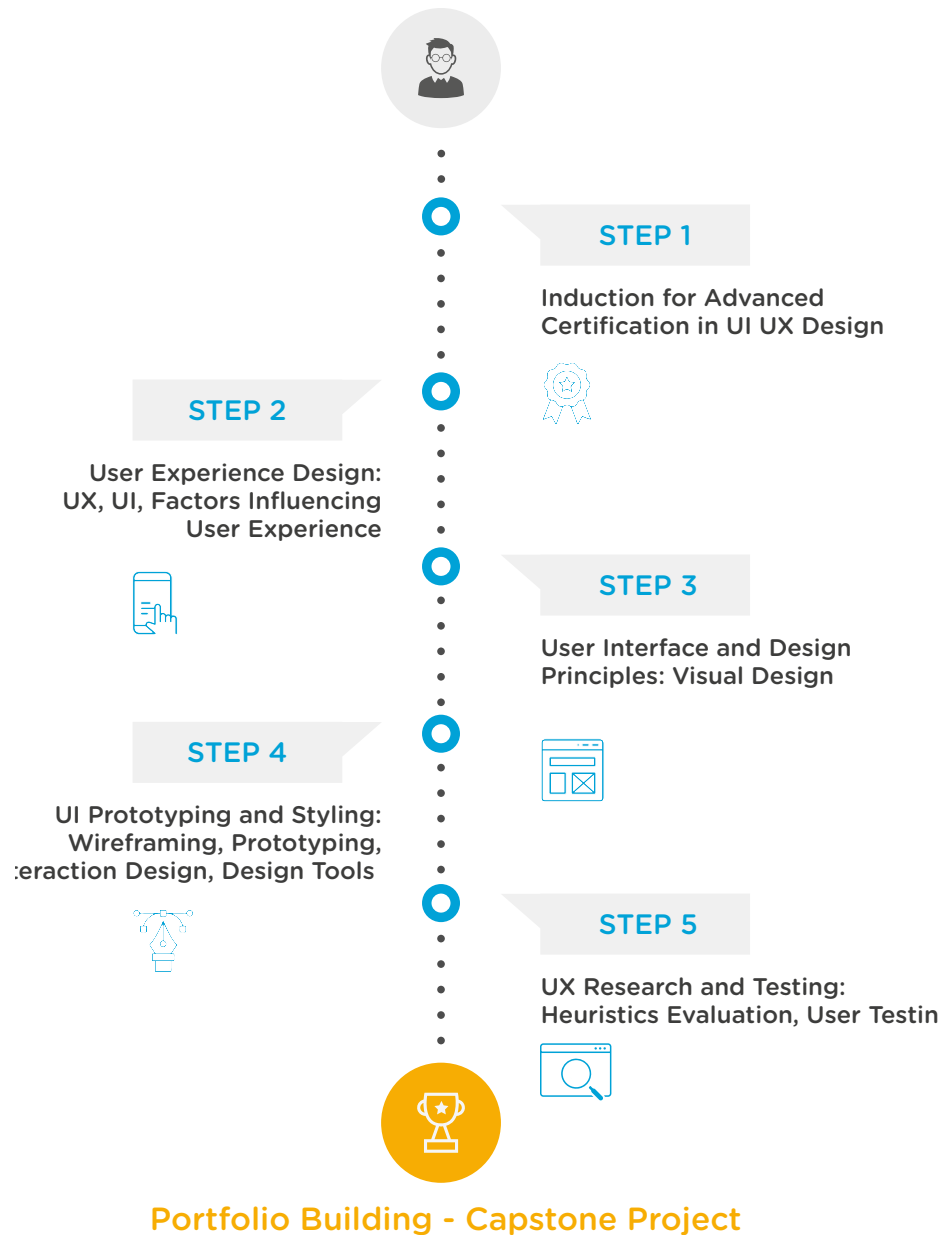
- ✔ Start your learning from the basics of user experience research and user interface design
- ✔ Earn a program completion certificate from **IIIT Bangalore**
- ✔ Attend masterclasses from top faculty of IIIT Bangalore
- ✔ Gain hands-on, practical learning experience through real-world **projects** and assignments
- ✔ Learn the **top UI UX design tools** like **Figma, Invision, Balsamiq, Mural and Sketch**
- ✔ Create an immersive UI by leveraging wireframes and interactive prototypes
- ✔ Work on real-life innovation projects through experiential learning
- ✔ Conduct heuristic evaluations of your UX design
- ✔ Learn the basics of **Gestalt Principles**
- ✔ Get assistance to launch your Portfolio on **Dribbble**
- ✔ Practice and implement your skills to solve a real-world, industry-focused problem via capstone projects on **ecommerce, fitness, technology, and many more** industries

Who Should Enroll in This Program?

The program is best suited for:

- ✔ Learners with a Bachelor's degree & 50% and 1+ years of experience in any industry
- ✔ Aspiring designers from any background
- ✔ Existing Designers willing to upskill

Learning Path



Electives:

- ✓ Build Real-world Websites from Scratch using HTML5 and CSS3
- ✓ UI UX Design Thinking
- ✓ Masterclass by IIIT Bangalore
- ✓ Masterclass by Design Leaders

STEP 1

Induction for Advanced Certification in UI UX Design

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

Key Learning Objectives

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

STEP 2

User Experience Design: UX, UI, Factors Influencing User Experience

In this course, you will proceed on a roadmap to become a UX Design Expert. You will start your journey at ideation and conceptualization; to the creation of user profiles, user groups, market segments, and storyboarding; and, in the end, learn about information architecture and card sorting methods.

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

Key Learning Objectives

- ✓ Introduction to UX (User Experience)
- ✓ User-centered Design Process
- ✓ Conceptualization and ideation
- ✓ User's Mental Model
- ✓ Products Designed on User's Mental Model
- ✓ Confused Mental Models
- ✓ Products Designed on Confused Mental Model
- ✓ UCD Process - 5 Distinct Phases
- ✓ Persona mapping
- ✓ Storyboarding
- ✓ Scenario Map
- ✓ Empathy Mapping
- ✓ Methods of UX research - Qualitative/Quantitative
- ✓ Data Gathering Methods and Sources
- ✓ Expert Review
- ✓ Interviews
- ✓ Surveys and Email Questionnaire
- ✓ Observation - Eye Tracking
- ✓ Clickstream Analysis
- ✓ Focus Group, User Groups, Market Segments
- ✓ Competitor Analysis

STEP 3

User Interface and Design Principles: Visual Design

In this course, you will explore theoretical concepts of User Interface and Design Principles. By the end of this course, you will understand how to take an iterative approach to problem solving and have solid knowledge of design thinking processes to create effective user experiences.

Key Learning Objectives

- ✔ Cognitive Studies for Better User Experience
- ✔ Gestalt Principles
- ✔ Visual Design - Color Theory, Typography
- ✔ Using Graphics and Illustrations to Finalize Designs
 - Informational Components
 - Containers
- ✔ Types of Disabilities
- ✔ Use of Writing in UI Design
- ✔ Microcopy
- ✔ User Interface Elements
- ✔ UI Controls/Patterns
 - Input Controls
 - Navigational Components
- ✔ Accessibility in Design

STEP 4

UI Prototyping and Styling: Wireframing, Prototyping, Interaction Design, Design Tools

User Interface (UI) design is what 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

- ✓ Prototyping
- ✓ Wireframing
- ✓ Information Architecture
- ✓ Fidelity of a Prototype - High / Medium / Low
- ✓ Paper Prototyping
- ✓ Digital Prototype
- ✓ HTML Prototype
- ✓ Grid and Layout Systems
- ✓ Interaction Design
- ✓ Organization Schemes
- ✓ Information Design
- ✓ Sketching Screens
- ✓ Balsamiq
- ✓ Sketch
- ✓ Figma
- ✓ Invision
- ✓ Navigation
- ✓ Flat vs. Deep Hierarchies
- ✓ Associative Navigation

- ✔ Sequential Navigation
- ✔ Breadcrumb Navigation
- ✔ Click versus Click
- ✔ Creating Error Messages
- ✔ Guerilla Usability Testing
- ✔ Iconography

STEP 5

UX Research and Testing: Heuristics Evaluation, User Testing

Usability and testing are essential to identify potential problems and validate design decisions while you are building prototypes. In this module of the program, 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

- ✔ Assessing Prototypes
- ✔ Writing Good Heuristic Evaluations
- ✔ Visibility of System Status
- ✔ User Control and Freedom
- ✔ Engagement Levels
- ✔ Error Tolerance
- ✔ Aesthetic and Minimalist Design
- ✔ Planning and Conducting Usability Tests
- ✔ Surveys and E-mail Surveys
- ✔ Survey Tools
- ✔ A/B Testing
- ✔ UX Laws
- ✔ Design Validation & Tradeoffs
- ✔ Heatmaps with Tools like Hotjar User Testing

STEP 6

Portfolio Building - Capstone Project

A design portfolio is essential to landing a role in the UI UX industry. This module will help you create a portfolio that incorporates everything you learned in this bootcamp. In this capstone, you will work on three design projects to build a website, an iOS app, and an Android app.

Key Learning Objectives

- ✔ Showcase the skills you learned in the program
- ✔ Exhibit problem-solving capabilities through your capstone project results
- ✔ Covering different industry examples of real-life design problems via Capstone Projects on E Commerce, Fitness, Technology & many more to diversify your learning
- ✔ Obtain a capstone evaluation guided and evaluated by top industry experts

Electives

Build Real-world Websites from Scratch using HTML5 and CSS3

With HTML, learn how to build content on any website, this lesson will also help you 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.

UI /UX Design Thinking

Master strategic product and service innovation with help of design thinking. Learn how to identify and pursue an innovation opportunity, and how to develop products and services that are desirable, viable, and feasible with help of a human-centered design framework. Bring positive impact to your work with practical tools and templates that enable innovation.

IIITB UI UX: Masterclass by IIIT Bangalore

Attend this online interactive industry masterclass to gain insights about UI UX Design advancements from top faculty of IIIT Bangalore.

Masterclass by Design Leaders

Masterclass by Design Leaders - Attend online interactive industry masterclasses to gain insights about the daily activities involved in creating an overall design experience from top Designers from Adobe, Amazon and Microsoft

Live Industry Masterclasses



Vishant Anand

Senior UX Designer



Arushi Tandon

Senior UX Designer



Chetan Yadav

UX Designer





Certificate

Upon completing this Advanced Certification in UI UX Design, you will receive a **program completion certificate from IIIT Bangalore**. 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**

Education : Ph.D. (University of Iowa)

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)

Education : FPM (IIM Bangalore)

Amit Prakash currently serves as an Associate Professor at the International Institute of Information Technology (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). His interests lie in Information Systems and Public Policy, particularly involving development sectors such as public health & nutrition, education & skill development, food & livelihood security. The focus of his research and consulting efforts has been equity and inclusion in matters related to technology designs and policy choices.



PREETI MUDLIAR

Assistant Professor

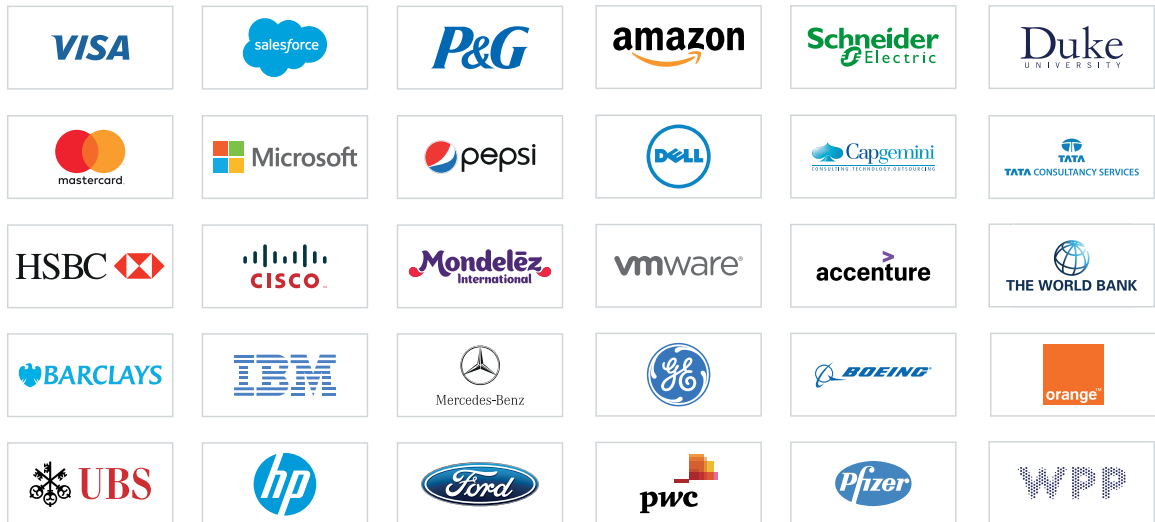
Education : Ph.D. (University of Texas at Austin)



Preeti Mudliar specializes in qualitative and ethnographic methods and analyses to study people and their social contexts around technology use. Her research approach combines the rigors of field immersion with observation and interview techniques to reveal insights about technology use and practices. Her research centers around technology design, access, use and non-use with a focus on gender, infrastructures, biometric systems, platform economies, and news processes. Her work has been published in top HCI venues such as ACM CHI and ACM CSCW. At IIIT Bangalore, she teaches introductory and advance courses in Human Computer Interaction. She also co-founded the IIIT Bangalore ACM SIGCHI Student Chapter and supervises its activities as faculty sponsor. She has a Master's degree in Communication Studies and Defense and Strategic Studies from the University of Pune and a PhD in Communication Studies from the University of Texas, Austin. Her complete work and profile can be accessed at <https://preetimudliar.work/>

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