



UI & UX

AC107

40

Academic Hours

UI & UX

Outline

This course provides a comprehensive guide of how computer interfaces operate, including both desktop and mobile platforms, and how to obtain the best possible user experience when working with them. The course covers work methods, practical tools, informational enrichment and exercise workshops.



Target Audience

The course is suitable for product managers, graphic designers, developers, information system managers, marketing personnel, and anyone else interested in sharpening their user experience building skills



Prerequisites

Basic knowledge of human engineering and user interface design





Content

Module 01

Introduction to the world of UX

Module 02

Terminology

Module 03

UX vs. UI – the roles of characterizers, designers and developers

Module 04

Behavioral patterns

Tracking eye movements

Prototypes

A/B testing

Presumed tasks

Expert testing

Cognitive processes and exercises

Module 05

Design Thinking Principles

Typography

Composition

Trends

Module 06

Design Libraries - Practical Exercise

Available design libraries: Google Fonts, etc.

Practical exercise

Module 07

Interface Necessity

Site analysis

Module 08

Practical Exercise

Data architecture

Persona building

User journey

Practical exercise





Content

Module 09

Characterization and Wireframes

Characterization

Wireframes

Module 11

Mobile environments

Mobile environments and responsive applications

Ready-for-use features, the need for prototypes, design trends, and animation

Module 10

Characterization Document

Characterization document

The need for documentation

Usability testing

Practical exercise

Module 12

Final project

Final project workshop and presentation



How to obtain **the best possible** user experience"

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01

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02

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03

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05

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