



BOAZ INTERNATIONAL SCHOOL

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Curriculum- Mastering UX-UI Design

1.0 Introduction

This curriculum provides a structured approach to learning the skill, covering foundational concepts/principles, practical skills, leading from beginner to intermediary, mastery until advance levels. Adjustments can be made based on the specific goals, learning pace, and level of expertise of the students. Practical projects and hands-on exercises are essential to reinforce learning and prepare students for real-world scenarios in the field of web design.

2.0 Course Overview

This course provides an in-depth exploration of user experience (UX) and user interface (UI) design principles, tools, and techniques. It covers the entire design process from research and ideation to prototyping and testing, preparing students for professional roles in the industry.

3.0 Learning Objectives

By the end of this course, students will be able to:

1. Understand the fundamental principles of UX/UI design.
2. Develop skills in user research, wireframing, prototyping, and usability testing.
3. Apply design thinking methodologies to real-world projects.
4. Enhance soft skills such as communication, collaboration, and problem-solving.
5. Prepare for Professional Readiness in the UX/UI design field.

4.0 Learning Outcome

At the end of study, the students will be equipped with a range of knowledge, skills, and competencies necessary to succeed in the field. The expected outcomes or goals to be achieved include:

Knowledge and Understanding

- Comprehend the core concepts and theories of UX/UI design.
- Identify user needs and behaviors through research and analysis.
- Understand the importance of accessibility and inclusivity in design.

Skills Development

- Create wireframes, prototypes, and high-fidelity designs using industry-standard tools.
- Conduct usability tests and interpret the results to improve designs.

- Utilize design thinking to approach and solve complex design problems.

Practical Application

- Develop a comprehensive UX/UI project from concept to final prototype.
- Implement feedback from usability testing to refine designs.
- Collaborate with peers on group projects to simulate real-world design environments.

Soft Skills Enhancement

- Improve communication skills through presentations and design critiques.
- Enhance teamwork and collaboration abilities.
- Develop problem-solving and critical thinking skills.

Professional Readiness

- Build a professional portfolio showcasing your UX/UI projects.
- Prepare for job interviews and networking opportunities in the design industry.
- Understand the ethical considerations and responsibilities of a UX/UI designer.

5.0 Course Outline

Module 1: Introduction to UX/UI Design

- Overview of UX/UI principles
- Importance of user-centered design

Module 2: User Research and Analysis

- Techniques for conducting user research
- Analyzing user data to inform design decisions

Module 3: Wireframing and Prototyping

- Creating wireframes and low-fidelity prototypes
- Tools and software for prototyping

Module 4: Visual Design and Branding

- Principles of visual design
- Creating cohesive and appealing UI elements

Module 5: Usability Testing and Evaluation

- Conducting usability tests
- Analyzing and applying test results

Module 6: Design Thinking and Problem Solving

- Applying design thinking methodologies
- Case studies and real-world applications

Module 7: Portfolio Development

- Building a professional portfolio
- Showcasing your work effectively

6.0 Assessment Methods

- Projects: Hands-on projects to apply learned concepts.
- Presentations: Presenting design work and receiving feedback.
- Quizzes: Regular quizzes to assess understanding of key concepts.
- Peer Reviews: Collaborative reviews to enhance learning and improve designs.

7.0 Course Prerequisites

- Basic knowledge of graphic design principles.
- Familiarity with design software such as Adobe XD, Sketch, or Figma.
- Interest in user experience and interface design.

8.0 Course Duration

- 12 weeks (3 months), with 2-3 hours of instruction per week.

9.0 Certification

- Upon successful completion of the course, students will receive a Certificate.

10.0 Enrollment Information

- Course fee: **KSH 53,500**
- Enrollment deadline: []
- Start date: []

Appendices on Mastering UX/UI Design

Topics and Sub-Topics on Mastering UX/UI Design

1. User Research

- **User Interviews:** Conducting one-on-one interviews to gather qualitative data.
- **Surveys and Questionnaires:** Collecting quantitative data from a larger audience.
- **Usability Testing:** Observing users as they interact with a product to identify usability issues.
- **Persona Development:** Creating fictional characters based on user research to represent different user types.

2. Information Architecture (IA)

- **Sitemaps:** Visual representations of a website's structure.
- **User Flows:** Diagrams showing the steps a user takes to complete a task.
- **Wireframes:** Low-fidelity sketches of a product's layout.

3. Interaction Design

- **Prototyping:** Creating interactive models of a product.
- **Animation Design:** Designing animations to enhance user experience.
- **Micro-Interactions:** Small, subtle animations that provide feedback to users.

4. Visual Design

- **Typography:** Choosing fonts and arranging text.
- **Color Theory:** Understanding how colors affect user perception and behavior.
- **Iconography:** Designing and using icons.

5. Usability and Accessibility

- **Heuristic Evaluation:** Reviewing a product based on established usability principles.
- **Accessibility Testing:** Ensuring a product is usable by people with disabilities.
- **A/B Testing:** Comparing two versions of a product to see which performs better.

6. Design Systems

- **Component Libraries:** Collections of reusable UI components.
- **Style Guides:** Documents outlining design standards and guidelines.
- **Pattern Libraries:** Repositories of design patterns and best practices.

Essential Tools on Mastering UX-UI Design

1. Figma

- **Purpose:** Prototyping, wireframing, and collaboration.
- **Explanation:** A cloud-based design tool that allows for real-time collaboration and easy sharing of design files.

2. Adobe XD

- **Purpose:** Prototyping and UI design.
- **Explanation:** A vector-based tool for designing and prototyping user experiences for web and mobile apps.

3. Sketch

- **Purpose:** UI design and prototyping.
- **Explanation:** A vector graphics editor primarily used for UI and UX design.

4. InVision

- **Purpose:** Prototyping and collaboration.
- **Explanation:** A digital product design platform that allows designers to create interactive prototypes and collaborate with team members.

5. Axure RP

- **Purpose:** Prototyping and wireframing.
- **Explanation:** A tool for creating detailed wireframes and interactive prototypes.

6. Balsamiq

- **Purpose:** Wireframing.
- **Explanation:** A low-fidelity wireframing tool that helps designers sketch out user interfaces quickly.

7. Marvel

- **Purpose:** Prototyping and user testing.
- **Explanation:** A design platform that allows for rapid prototyping and user testing.

8. Miro

- **Purpose:** Collaboration and brainstorming.
- **Explanation:** An online collaborative whiteboard platform used for brainstorming, wireframing, and user journey mapping.

9. Lucidchart

- **Purpose:** Diagramming and wireframing.
- **Explanation:** A web-based diagramming tool that helps create flowcharts, wireframes, and sitemaps.

10. Adobe Illustrator

- **Purpose:** Vector graphic design.
- **Explanation:** A vector graphics editor used for creating icons, illustrations, and other visual elements.

11. Adobe Photoshop

- **Purpose:** Image editing and graphic design.
- **Explanation:** A raster graphics editor used for photo editing, compositing, and creating visual designs.

12. Blender

- **Purpose:** 3D modeling and animation.
- **Explanation:** An open-source 3D creation suite used for modeling, animation, and rendering.

13. Canva

- **Purpose:** Graphic design.
- **Explanation:** An online design tool used for creating social media graphics, presentations, and other visual content.