



# AMITY UNIVERSITY

## UTTAR PRADESH

### FORMAT FOR COURSE CURRICULUM

**Course Title: UI/UX Design for Entrepreneurs**

**Course Code:**

**Credit Units: 2**

**Level: UG**

L	T	P/ S	SW/F W	No. of PSDA	TOTAL CREDIT UNITS
0	1	0	2	3	2

#### **Course Objectives:**

The aim of the UI/UX course is to provide students with the knowledge of user-centered design, user-centered methods in design, graphic design on screens, simulation and prototyping techniques, usability testing methods, interface technologies and user centered design in corporate perspective. The course is organized around a practical project with iterative design of a graphical user interface to organize information about users into useful summaries with affinity diagrams, to convey user research findings with personas and scenarios and to learn the skill of sketching as a process for user experience design. The students will be given exposure to wireframing and Prototyping software in the various UI/UX Design tools.

**Pre-requisites: NA**

#### **Course Learning Outcomes:**

Students will be able to

- Understand iterative user-centered design of graphical user interfaces
- Apply the user Interfaces to different devices and requirements,
- Create high quality professional documents and artifacts related to the design process.

#### **Course Contents/Syllabus:**

	Weight age (%)
<b>Module I: Introduction to the UI</b>	

What is User Interface Design (UI) -The Relationship Between UI and UX , Roles in UI/UX, A Brief Historical Overview of Interface Design, Interface Conventions, Approaches to Screen Based UI, Template vs Content, Formal Elements of Interface Design, Active Elements of Interface Design, Composing the Elements of Interface Design, UI Design Process, Visual Communication design component in Interface Design	<b>40%</b>
<b>Module II: Introduction to UX</b>	
UX Basics- Foundation of UX design, Good and poor design, Understanding Your Users, Designing the Experience- Elements of user Experience, Visual Design Principles, Functional Layout, Interaction design, Introduction to the Interface, Navigation Design, User Testing, Developing and Releasing Your Design	<b>30%</b>
<b>Module III: UI/ UX Design Tools</b>	
User Study- Interviews, writing personas: user and device personas, User Context, Building Low Fidelity Wireframe and High-Fidelity Polished Wireframe Using wireframing Tools, Creating the working Prototype using Prototyping tools, Sharing and Exporting Design	<b>30%</b>

**List of Professional Skill Development Activities (PSDA):**

1. Study the process of creating Graphically User Interface
2. Study the implementation of GUI to different devices.
3. Develop the complete design process.

**Assessment/ Examination Scheme:**

Theory L/T (%)	Lab/Practical/Studio/SW (%)	Total (%)
<b>0</b>	<b>100</b>	<b>100</b>

**Lab/ Practical/ Studio/SW Assessment:**

Internal Components (Drop down)	Presentation (P)	Home Assignment (HA)	Project (P)	Poster Presentation (PP)	Viva Voce (V)	Attendance (A)
Linkage of PSDA with Internal Assessment Component, if any	PSDA 3	PSDA 1	PSDA1, PSDA2, PSDA 3	PSDA 3	PSDA 3	
<b>Weightage (%)</b>	<b>10</b>	<b>10</b>	<b>40</b>	<b>20</b>	<b>15</b>	<b>5</b>

### **Mapping Continuous Evaluation with CLOs**

Course Level Outcomes	CLO1	CLO2	CLO3
Assessment type			
Assessment Component 1	✓	✓	✓
Assessment Component 2	✓		
Assessment Component 3	✓	✓	✓
Assessment Component 4		✓	✓
Assessment Component 5		✓	✓

#### **Text & References:**

1. A Project Guide to UX Design: For user experience designers in the field or in the making (2nd. ed.). Russ Unger and Carolyn Chandler. New Riders Publishing, USA, 2012.
2. The Elements of User Experience: User-Centered Design for the Web and Beyond, Second Edition Jesse James Garrett, Pearson Education. 2011.
3. The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Third Edition Wilbert O. Galitz , Wiley Publishing, 2007.
4. The UX Book Process and Guidelines for Ensuring a Quality User Experience, Rex Hartson and Pardha S. Pyla, Elsevier, 2012