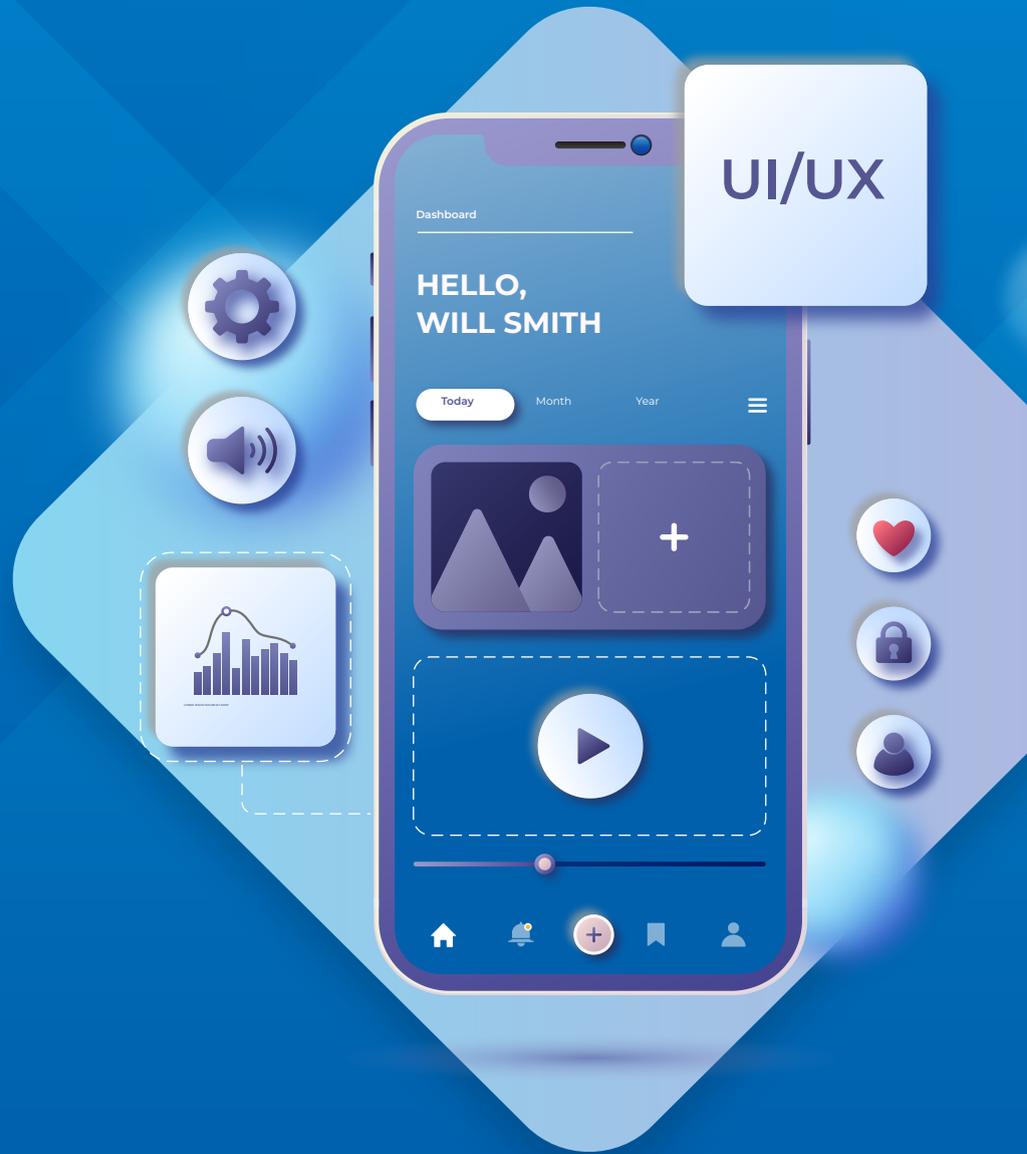


AI-DRIVEN UI/UX DESIGN MASTERY



AN ISO 9001:2015 CERTIFIED ACADEMY

+91 8089 000 806

ociuzacademy@gmail.com

ociuzacademy.com

What You'll Explore?

UI/UX + AI = The Future of Design!

Learn to create products that provide meaningful and relevant experiences to users, leveraging Artificial Intelligence for research, analysis, and prototyping.



Course Structure

- ➔ 3 Months Course
- ➔ 3 Months Internship
- ➔ 100% Placement Assistance

By The End Of This Course, You'll Learn

- **Understand UI, UX, And Ai's Role:** You Will Learn The Difference Between User Interface (UI) (The Aesthetics Like Buttons And Colors) And User Experience (UX) (The Overall Feeling A User Has). You Will Master Design Thinking And Understand The Specific Role Of Ai In UI/UX.
- **Conduct User Research And Analysis:** You Will Learn How To Find Out What Users Need By Creating User Personas And Empathy Mapping, Conducting Interviews, And Analyzing Competitors. You Will Also Learn How To Use Ai Tools For Research Purpose.
- **Plan Design Strategy:** You Will Learn To Structure A Product Using Information Architecture, Creating User Flows/User Journeys, And Defining The Steps Users Take On A Website. This Includes Learning To Create A Product Flow Using Ai Studio.
- **Create And Test Designs:** You Will Gain Hands-On Skills In Sketching, Creating Low-Fidelity Models And High-Fidelity Models, And Learning How To Create Ai Used Designs Using

Wireframes. You Will Also Learn Essential Techniques Like Usability Testing And Analyzing Feedback.

- **Master Visual Design:** You Will Learn The UI Design Process, Design Psychology, And Core Visual Elements, Including Colour Theory, Typography, Iconography, And Designing Layouts For Web, Mobile & Tablet.
- **Become Proficient In Design Tools:** You Will Gain Expert Skills In Industry Tools, Specifically Mastering Figma (Including Components, Advanced Animation, And Prototyping).
- **Prepare For A Career:** You Will Get An Introduction To Basic Web Development Concepts (HTML & CSS Introduction, Bootstrap). You Will Complete A Capstone Project, Organize Your Work Into A Professional Case Study Format For Your Portfolio, And Receive 100% Placement Assistance.

Syllabus

FOUNDATION & ORIENTATION

1. **Introduction to UX:** Understand User-centred design principles, Design Thinking, and the Role, Requirement & ROI of UX.
2. **The AI Advantage:** Learn the role of AI in UI/UX and how to start your first UX student project.
3. **Core Concepts:** Define User Interface (UI) as the aesthetic elements people interact with (buttons, icons, typography, colors) and User Experience (UX) as the overall experience a user has with a product.



RESEARCH & ANALYSIS

1. **User Research:** Master techniques like User Interviews/Observation, Stakeholder interviews, and creating User Personas, Scenarios, and User Stories.
2. **AI-Powered Research:** Learn how to leverage large language models like ChatGPT and Gemini AI for research purposes, such as generating user personas, interview questions, and analysing qualitative data.
3. **Analysis:** Perform Competitor Analysis, User-centred analysis, and Data analysis.



DESIGN STRATEGY & VISUALS

1. **Strategy:** Develop Design User Flows/Journeys, Site maps, Information Architecture, and an Effective Content Strategy.
2. **Visual Design:** Master Colour theory, Typography, Layouts, Iconography, and Branding Design.
3. **Prompt-Based Design:** Get an introduction to AI tools like **Google Stitch AI, Figma AI, Moon Child AI, and Builder.io** to create stunning designs and visual assets using text prompts.
4. **AI-Powered Prototyping:** Use **AI Studio** to generate a workable demo from your designs. This helps students visualize and understand the app flow and functionality before development.
5. **UI Elements:** Learn to create UI elements, UI Kits, Image widgets, and Web template designs.

SKETCHING, WIREFRAMING & PROTOTYPING

1. **Fidelity:** Work with Low-fidelity sketching and models, and High-fidelity models.
2. **Prototyping:** Dive into Interactive Prototypes, Rapid prototyping, and creating prototypes for web, mobile, and tablet.

TESTING & DEPLOYMENT

1. **Usability Testing:** Conduct Usability testing and Remote usability testing.
2. **Feedback Analysis:** Use Task grids and perform detailed Feedback analysis.
3. **Development Basics:** Get an Introduction to **HTML & CSS**, and use **Bootstrap** to create responsive layouts and visual mockups.

FIGMA MASTERY

1. **Core Skills:** Learn the Figma interface, Frames, Artboards, Pages, and core tools like Shapes, Pen tool, and Text tool.
2. **Intermediate:** Understand Components and Variants to create reusable components for different states (hover, active, disabled).
3. **Advanced:** Master Advanced prototyping, Animation, Overlays, and explore popular plugins and design systems.

CAPSTONE PROJECT & PORTFOLIO

1. **Project Focus:** Start a Capstone project by redesigning an existing

app, creating a landing page, or designing an e-commerce site.

2. **Portfolio Ready:** Complete high-fidelity screens, add interactivity, organize your work into a **case study format**, and prepare a professional presentation to explain your design decisions.



+91 8089000806



ociuzacademy@gmail.com
ociuzacademy.com

Campus

📍 3rd Floor
Buhari Tower, M.G Road,
Thrissur- 680004

Registered office

📍 LSpace, VIP Road, Near JLN
Metro Station & Stadium,
Kaloor, Kochi- 682017