

Students

15-55
Years old

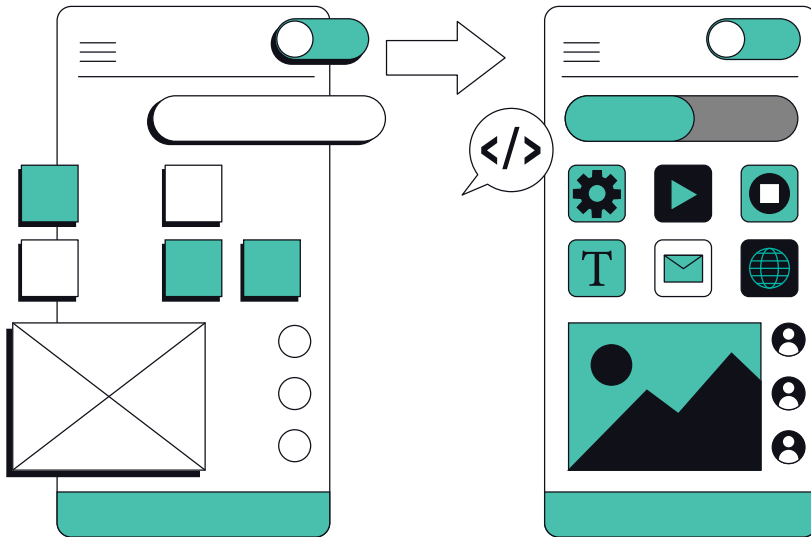
NOVA
it academy



Course

UI/UX DESIGN

TRAINING PROGRAM



DESIGN THEORY

TYPOGRAPHY

UI/UX BASICS

- Web and UI/UX designer profession
- Interfaces. Interface examples
- User Experience

PREPARATION FOR DEVELOPMENT WEB PROJECT

- Types of web-sites
- Product and service design
- Creation and processing of the brief and technical tasks

WORKING WITH THE AUDIENCE, TYPES OF USERS

- Audience analysis
- Audience Needs
- Loop of values.
- Sales funnel
- Types of users
- Principles of Perception and Psychology users
- Target audience
- Custom scripts

CUSTOMER JOURNEY MAPPING

- Components and types of Customer Journey Map
- Algorithm for creating CJM

INFORMATION ARCHITECTURE

- Content strategy. Definition of requirements for content. Content management
- Navigational design
- Wireframe
- MVP, MVL
- Prototype testing
- Axure
 1. Introduction to Axure. Features overview
 2. Working with libraries
 3. Interactivity in Axure
 4. Interactive prototype

WEB DESIGN

- Moodboard as a tool for creating a creative product concept
- Grid and composition on the web
- Typography
- Fundamentals of coloring
- Interesting presentation of information
- Personal positioning
- CTA
- Landing elements
- Icons
- Forms and buttons
- Styles in web design

UI

- UI-kit creation and selection of templates
- Notices / errors (user alert)

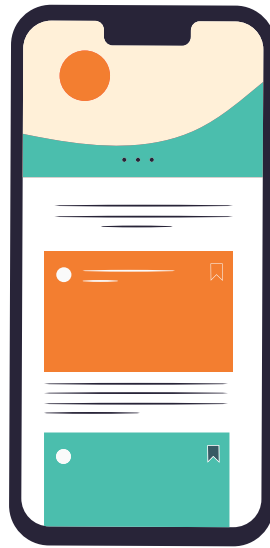
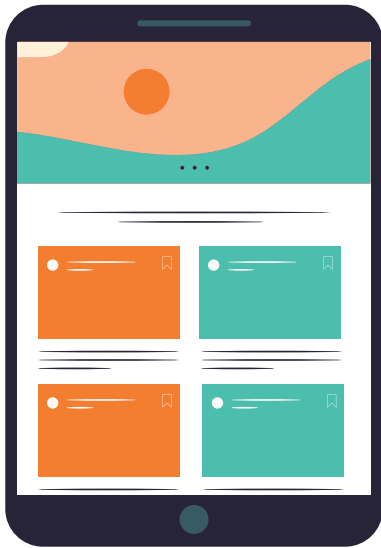
SYSTEM DESIGN

- Atomic Design
- IBM visual language
- Fluent Design (Microsoft)
- Material Design (Google)
- iOS/Apple VS Windows
- Design for Retina
- Guideline

SYSTEM DESIGN

- Features of interfaces for desktop, tablets and mobile devices
- Typography in mobile interfaces
- UI patterns
- Responsive design
- Hybrid and native mobile apps
- Features of the IOS platform, a quick guide to guides, ui kits
- Features of the Android platform, a quick guide to guides, usefulness. Differences from IOS
- Navigation
- Mobile design trends





USABILITY TESTING

- Usability testing
- Hallway testing
- Remove usability testing
- Expert review
- A/B testing

UI FOR VR/ AR/MR

- Types, differences, where applicable

BANNERS

- Types, differences, where applicable

REDESIGN, HYPOTHESES

- Redesign. Application specifics
- Hypotheses for improvement

SOFT SKILLS

- Rules for the presentation of projects and hypotheses
- Resume, portfolio

FINAL EXAM



AT THE END OF THE COURSE THE STUDENT:

- Learn to develop interfaces that solve business problems;
- Pass all stages of product design development from scratch;
- Master web and mobile design, engineering and UX analytics.

GOALS:

- Learn to develop user interaction and create a product interface, taking into account the interests of the user;
- Learn how to make an adapter, mobile and web interfaces;
- Learn to conduct research of the target audience.

COURSE DURATION:
6 MONT

23

years on the market

200+

branches

4,8

average rating

2 800

lectures

72 000+

students

1 000+

reviews

Philippines:

11th Drive, corner 9th Ave, unit 1214,
Taguig, NCR phone 02 70057853

Malaysia:

A2-6-3, Soho Suites KLCC, 20 Jalan
Perak, Kuala Lumpur, 50450

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5515737748

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Andrés Cholula, Pue
22 1572 8200

Republic of South Africa:

62 Fairway Close, Parow, Cape Town,
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021 879 30 86

Turkey:

İzmir; Konak; Akdeniz district Kazım
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4 floor: 2/24 0232 335 15 74

İstanbul, Osmanaga district
Suleymanpaşa street, building: 2-4,
floor: 5 Kadıkoy-İstanbul
+902167069793

Antalya, Muratpaşa district, Kışla
neighborhood, 45. Street, Building
number: 20 Door number: 101-102
02422550269

Mersin, Mezitli, Atatürk district.
31087 street. 2/A
03245033001

Bursa, Fethiye neighbourhood,
Alev(240) Street, Corner Plus business
center site Corner Plaza no: 10 inner
door 70 Nilüfer
02243220704

*data is valid
as of the beginning of 2024