e-Rozgaar Center
Institute of Education and Research
University of the Punjab
Lahore

Program: Certificate in UI/UX Design	
Course Title: UI/UX	**Course Type:** UI/UX Design
Duration: 3 Months	
Prerequisites	FA/FSc /ICom/ICS/DAE/A-Level or equivalent qualification and above
Introduction	The purpose of this course is to give the students a basic understanding of UI/UX Design targeted for beginners. The UI/UX design improves the user experience and customer satisfaction that ultimately helps increase the number of users of the specific application.

Learning Objectives	By the end of this course, you will be able to describe and apply current best practices and conventions in UI/UX design
	Skills you will gain;
	● Web Design
	● Front-End Web Development
	● User Experience (UX)
	● Accessibility
	
	● Learn about freelancing and different online websites for freelancing.
	   o Fiverr
	   o Upwork
	   o Freelancer.com
	● Be able to optimize their profile and get projects on freelancing websites.

Course Contents	**1. UI/UX Design** 1.1. Introduction of UI Design 1.2. Introduction of UX Design 1.3. Interface goals 1.4. Experience goals 1.5. Assignment **2. Design Fundamentals** 2.1. Work with fonts and colors 2.2. Work with fonts and colors 2.3. Assignment **3. UI/UX Design Tools** 3.1. Adobe Photoshop 3.2. Adobe XD 3.3. In vision **4. Introduction to Freelancing** 4.1. What is freelancing 4.2. How to start Freelancing 4.3. Different freelancing Websites 4.4. Introduction to Fiverr 4.5. How to Create a GIG in Fiverr 4.6. Create Fiver Profile 4.7. Create Fiverr GIG 4.8. Assignment

	5. **Create quick wireframes**
	6. **Design professional & responsive website**
	
	   6.1. Fluid grids
	   6.2. Flexible images
	   6.3. CSS styling
	7. **Design professional mobile apps**
	
	   7.1. Styling
	   7.2. Software
	   7.3. Delivery formats
	   7.4. Color scheme
	   7.5. Logo / App Icon
	8. **Portfolio building on Behance**
	9. **How to get UI/UX projects online (Freelancing)**
	
	   9.1. Optimizing Fiverr Gigs
	   9.2. Introduction to Freelancer.com
	   9.3. Creating Profile in Freelancer.com
	   9.4. Creating Profile in Upwork.com
	   9.5. Writing a Cover letter
	   9.6. How to bid on projects
	   9.7. Different tools in Freelancing
	   9.8. Project Delivery and Deadlines
	   9.9. Art of Upselling
	   9.10. LinkedIn Profile optimization
	   9.11. How to win direct clients
	   9.12. Creating profile in PeoplePerHour.com
	   9.13. Presentations

Textbooks	• Design of everything by Don Norman • Rocket surgery made easy • Graphic design thinking
Suggested Readings	● *Designing Products People Love* ● *Designing Interfaces* ● *The art of color*
Teaching/Learning Strategies	● Lectures ● Class discussion on all topics ● Powerpoint Slides ● Hands On Practice
Course Activities	● 2 Quizzes ● Assignment ● Projects

Evaluation Criteria	**Assignment will be submitted on Google Classroom portal for assessment.**
	Late assignments will not be accepted.
	Grades are weighted according to the following scale:
	  20%-- Quizzes
	  30%-- Mid
	  20%-- Project
	  30%-- Final Evaluation
	  100% -- Total

Training Mode	Physical-Face to Face
Fee	Rs.19,000/- Course Fee Rs. 1,000/- Registration Fee