UI / UX FOUNDATIONS

Course Details

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INSTRUCTOR: VERONICA HANNA

DURATION: 20 hours

NO PRIOR EXPERIENCE REQUIRED

E-CERTIFICATE UPON COMPLETION

About The Instructors:

Veronica Hanna

A software engineer specialized in UI/UX. She has worked on multiple projects developing user interfaces and user experiences for websites and mobile applications for various companies.

She has helped hundreds of individuals learn the fundamentals of UI/UX and prepare for real-world work environments. She also holds an official certification from the Egyptian Ministry of Communications through the "Digital Egypt Pioneers Initiative."

Course overview:

Design isn't just about making something look good — it's about creating digital experiences that are intuitive, effective, and enjoyable.
This beginner-friendly UI/UX course is designed to take you from having little or no experience to confidently understanding how digital interfaces are planned, structured, and designed. Through hands-on exercises, real industry examples, and guided projects, you'll learn how to transform ideas into user-focused designs that solve real problems.

Whether you're exploring a new career path or want to bring your product ideas to life, this course gives you the foundation you need to start designing like a professional.

What you'll learn:

By completing this course, you will be able to:

- Understand the difference between UI and UX and how they work together.
- Conduct user research and apply critical UX thinking.
- Create user personas, empathy maps, and user journeys.
- Analyze and map user flows for digital products.
- Design wireframes and prototypes using industry-standard tools.
- Apply visual design principles such as hierarchy, typography, layout, and color theory.
- Create clean, user-friendly interface designs.
- Test and iterate designs based on real user feedback.
- Prepare your work for a professional UI/UX portfolio.

🎯 Why Attend This Course ?

This course is for you if you want to:

- UI/UX is one of the fastest-growing digital careers, with high demand globally and regionally.
- Whether you want a career switch or a skill boost, UI/UX gives you versatile job opportunities: product design, UX research, interface design, freelancing, and more.
- You'll learn by practice, not theory — meaning you'll finish with a project you can showcase.
- The course gives you clarity, structure, and step-by-step guidance, instead of learning from random YouTube tutorials.
- You'll gain real skills companies look for, even if you have zero design background.

Course Content:

1. Understanding UX & Design Thinking

- Distinguishing between User Interface (UI) and User Experience (UX) disciplines.
- The 5 Stages of Design Thinking: Empathize, Define, Ideate, Prototype, and Test.
- Formulating "Problem Statements" to guide design solutions.
- Analyzing "Bad UX" examples and proposing corrective strategies.

2. UX Research Fundamentals

- Methodologies: Qualitative (Interviews) vs. Quantitative (Surveys) research.
- AI Integration: Using ChatGPT or……. to draft unbiased interview scripts.
- Conducting Competitor Analysis and SWOT assessments.
- Synthesizing research data to identify user needs.

3. User Journeys & Flows

- Developing User Personas: Demographics, goals, and frustrations.
- Mapping User Journeys to visualize the entire client experience.
- Designing User Flows: Standard shapes and logical pathing.
- AI Integration: Leveraging AI to generate user scenarios and narrative flows.

4. Information Architecture (IA) & Wireframing

- Structuring application content via Sitemaps.
- Low-Fidelity Prototyping sketching exercises.
- Transitioning from paper sketches to digital wireframes.
- AI Integration: Using tools like Uizard to convert hand-drawn sketches into digital layouts.

Course Content:

Visual Foundations (Adobe XD)

5. XD Basics & Interface Introduction

- Mastering the workspace: Artboards, vector tools, and property inspectors.
- Essential keyboard shortcuts for workflow efficiency.

6. Typography, Color & Accessibility

- Color Theory: The 60-30-10 rule and psychological color application.
- Typography: Hierarchical structuring, type scales, and font pairing.
- AI Integration: Generating harmonious color palettes using algorithmic tools.

7. Layout & Simple Screen Design

- The principles of White Space (Negative Space) and cognitive load.
- Alignment, distribution, and spacing rules.
- Practical Application: Designing complete Login and Home screens in Adobe XD.

Advanced Production (Figma)

8. Figma Basics & Migration
- Understanding the "Frame" model vs. Artboards.
- Project organization and file management best practices.

9. Layout & Grids
- Implementing 12-column grids for web and 4-column grids for mobile.

10. Auto Layout (Core Competency)
- Mastering dynamic spacing, padding, and alignment stacks.
- Building "Resizing" elements (Hug vs. Fill) for flexible interfaces.
- Designing responsive cards and menus that adapt to content changes.

Course Content:

11. Simple Components & Styles

- Creating Global Styles (Text & Color) for design consistency.
- Building a basic Component Library (Buttons, Inputs) for reusability.

12. Visual Design & UI Trends

- Gestalt Principles: Proximity, Similarity, and Closure in UI.
- AI Integration: Using generative AI for asset creation (imagery, icons) and mood boarding.

Validation & Developer Handoff

13. Prototyping & Usability Testing

- Creating interactive prototypes with transitions and micro-interactions.
- Designing "Test Scripts" for validation sessions.

14. Design Documentation & Developer Collaboration

- Writing technical Design Specifications (states, edge cases).
- Naming conventions for code-friendly assets and layers.
- **Explaining the "Box Model" to bridge the design-development gap.**

15. AI in UI/UX

- Strategic overview of AI tools for workflow acceleration.
- Ethical considerations and the role of the designer in an AI-assisted future.

Career Launchpad & ATS Strategy

16. Portfolio Development

- Case Study Structure
- Platform selection: Behance vs. Personal Websites.
- AI Integration: Using AI for copywriting, proofreading, and storytelling refinement.

17. ATS-Optimized CV Strategy

- Understanding ATS
- AI Integration: Using AI scanners to simulate ATS scoring and optimize content.