Springboard

UI/UX Design

CAREER TRACK SYLLABUS

2023

Content

Overview

The **Springboard UI/UX Design Career Track** immerses you in a design-thinking mindset. You'll learn how and why empathizing with users drives product innovation and sets you up for a successful career in UI/UX. An online community of learners will accompany you along your journey as you gain and learn insights from one another.

Overview

What You'll Learn

Over the course of nine months, you'll:

- Conduct user research and identify design problems.

- Sketch solutions, design wireframes, build high-fidelity mockups, and create prototypes.

- Use UI elements and patterns to create visually appealing designs and increase usability.

- Perform usability tests and iterate on your prototypes.

How You'll Learn

- **An online curated curriculum** helps you absorb design principles, industry tools, and best practices.

- **Project-based learning** applies your knowledge to both larger portfolio projects and smaller UI practice exercises on visual design principles.

- **The industry design project** will allow you to apply your skills in the real-world by working with a client and design team on a current challenge facing the company.

What You'll Gain

- **1-on-1 mentor support**: You'll be matched with a mentor who will help you tackle the curriculum, provide regular feedback, and answer your questions. Your mentor will keep you accountable and give you an insider's perspective.

- **Real-world industry feedback**: In addition to your career coach, industry design experts will review your projects and portfolio at four key checkpoints in the program, to ensure you pass the hiring bar.

- **A certificate of completion and our Job Guarantee:** You'll graduate with a certificate from Springboard backed by our Job Guarantee — if you don't land a job after graduating, we'll give you a full refund. **Terms apply.**

Key Program Details

9 months
Program length

15-25
Hours per week

113 total projects
Including 4 portfolio projects (2 capstone projects, 1 design sprint, and 1 industry design project)

Prerequisites

- No previous experience required

- Be prepared to pass an evaluation of baseline visual skills, analytical thinking and the ability to empathize with users

Tools & skills learned

Sketch

inVISION

Figma

Xd Adobe XD

Syllabus

Core Units

1. Introduction to UX and UI Design

In this unit, you'll explore design fundamentals and gain a foundation for understanding what it takes to thrive in the UI/UX field. You'll learn the difference between UX (User Experience) and UI (User Interface) and the various UI/UX design roles available in the field.

Topics Covered:

- What Is user experience?
- UI vs. UX Design
- Understanding and choosing design roles

2. Introduction to AI and Its Relevance to UX

Artificial intelligence has made leaps and bounds in the past decade and has been changing almost every industry. In the design world, it plays a crucial role in enhancing user experiences, from personalized recommendations to intuitive interfaces. This unit will introduce you to the fundamentals of AI and its profound impact on user experience design.

Topics Covered:

- Overview of AI concepts, terminology, and applications
- Differentiating between narrow AI and general AI
- The intersection of AI and UX
- Basic overview of machine learning
- Machine learning and its applications to UX, including personalization and predictive UX

3. Introduction to Design Tools

You'll get a feel for the design tools you'll be using in the program, including Sketch, Adobe XD, and Figma.

Topics Covered:

- Exploring the landscape of design tools
- Fundamentals of Sketch, Adobe XD, and Figma
- First UI practice: recreating high-quality UI screens

Core Units

4. Introduction to UX Research

At its core, design is about solving problems. When you begin a new design project, you will likely conduct user research to understand why a problem exists and what users want to see resolved. In this unit, you'll learn different types of user research and when to use them at various stages of the design process. In an AI subunit, you'll also learn how AI drives designers to more efficient and effective user research and design decisions for improved user experiences.

Topics Covered:

- Types of user research:
  - › Generative research
  - › Primary vs. secondary research
  - › Evaluative research
  - › Behavioral vs. attitudinal research
  - › Competitive research
  - › Quantitative and qualitative research
  - › User research methods
- AI-enhanced user research:
  - › Utilizing AI in user research
  - › Chat GPT in user research
  - › AI tools for behavioral analysis
  - › Automated data collection and analysis
  - › Case studies of AI-driven research

5. Synthesizing Your Research

Once you've conducted your research, you'll need to find a way to present it cohesively. Tools like affinity mapping, empathy maps, and personas can help you synthesize your findings before presenting them to stakeholders.

In an AI subunit focus, you'll learn to enhance persona creation and journey mapping through AI tools.

Topics Covered:

- Synthesizing your research
  - › Affinity mapping
  - › Empathy mapping
  - › Jobs to be done framework
  - › Creating personas
  - › Writing problem statements
  - › Journey maps
- Research presentations
- Utlizing AI for persona-creating and updating
- Creating UX personas with ChatGPT
- AI-powered journey mapping techniques and tools

Core Units

6. Design Thinking

A hands-on, iterative approach to problem solving that's grounded in empathy, design thinking is the mindset designers like you will use to create effective user experiences. This unit introduces you to the core stages of design thinking.

Topics Covered:

- Design thinking as a mindset
- The core stages of design thinking
  - › Empathy
  - › Define
  - › Ideate
  - › Prototype
  - › Test

7. Conducting Research

In this unit, you'll dive deeper by developing a research plan and conducting user research for your capstone project. This is a very hands-on unit that will tailor your research to the problem you're trying to solve.

Topics Covered:

- Research plans
- Recruiting users with screener surveys
- Conducting interviews
- Creating a research plan and screener for your capstone
- User interviews

8. Information Architecture

Once you've identified a solution, you'll use information architecture best practices to organize and structure the information based on how your user will move through and interact with your product. You'll also learn to use AI algorithms for content categorization and personalization, and explore the ethical considerations of AI in information architecture.

Topics Covered:

- Information architecture
  - › Navigation
  - › Content organization through card sorting
  - › Sitemaps
  - › User flows
- AI and Information architectures
  - › Content categorization and personalization
  - › Dark patterns in machine learning
  - › AI Ethics
  - › Consent, user control, and transparency

Core Units

9. UI, Interaction, and Mobile Design Principles

In previous units, you've been building out your UI design toolbox with the help of UI exercises woven throughout the bootcamp. In this unit, you'll begin to apply these skills as you dig deeper into the fundamental and advanced UI design techniques every UI designer should know. In an AI focus subunit, you'll learn the specific application of AI in Voice User Interfaces (VUI) and chatbot design.

Topics Covered:

- UI principles
- Nielsen heuristics
- UI elements and behaviors
- UI patterns
- Material and ios guidelines
- Mobile interaction behaviors and principles
- Designing for the different states
- Voice User Interfaces (VUI) and chatbot design

10. Product Types: Typical Problems and Solutions

Designers don't always invent solutions from scratch. They study what's already offered and build upon existing solutions. In this unit, you'll learn the most common types of product within the field of design.

Topics Covered:

- E-commerce & browsing
- Social media & messaging
- Dashboards & data design
- Media
- Business-to-business vs. business-to-consumer products

11. Design and Ideate

In this unit, you'll learn how to make design decisions and ideate a variety of solutions to the problem you've identified through your synthesized research. You'll leverage user stories to help you identify the functional needs of your product.

Topics Covered:

- Solution ideation
- Creating user stories

Core Units

12. Sketching & Guerilla Usability Testing

Creating low fidelity design sketches is the first step in the march towards high fidelity designs. Sketching is an easy, affordable way to get your ideas out of your head and onto paper.

Topics Covered:

- Sketching principles
- Mobile-first responsive design
- Sketching red route screens
- Guerilla usability testing

13. Wireframing

Once you've created sketches of your product, the next step is to create wireframes. Wireframes are often digitized versions of your sketches — they sit between sketching and high fidelity mockups. Creating a low fidelity digital version of your product will enable you to identify critical design decisions to make, while still offering enough flexibility for innovation.

Topics Covered:

- Creating wireframes
- Designing for edge cases
- Creating wireflows

14. Design Systems and Brand Platforms

In this unit you'll learn the importance of establishing a visual language through design systems, in working toward a high fidelity screen. You'll also understand how brand platforms communicate a company's mission, promise, personality, and attributes.

Topics Covered:

- Intro to design systems
- Understanding brand platforms
- Creating your product's brand platform
- Creating logos (optional)

Syllabus

UI Practice Units

User Interface (UI) design is what makes a design engaging and delightful to use. It can inspire a user to feel a particular way when engaging with a product.

UI exercises have been woven throughout the bootcamp to help you learn how to evaluate and improve designs based on visual principles. You'll encounter the first practice exercise early on in the program and then work through six subsequent practice units between the core learning units.

Topics Covered:

- Recreating high-quality ui screens
- Visual hierarchy, balance, and contrast
- Balance, scale, color, and visual hierarchy
- Color and contrast
- Proximity, repetition, and alignment
- Typography, proximity, balance, and alignment
- Space and scale

Core Units

15. Prototyping & Animations

As any designer will tell you, prototyping can identify problems and validate design decisions. Animations can also help improve design, playing a role on both a high-screen level and a granular level. In this unit, you'll build a clickable prototype and learn how to use animation and interaction best practices. You'll also turn your focus to exploring AI tools to bring prototypes to life.

Topics Covered:

- Building a prototype
- Designing animations and interactions
- Prototyping tools for AI-based systems
- Prototyping a machine-learning feature

16. Testing

After building a prototype, you'll learn how to set up and facilitate usability test sessions, and synthesize your findings to determine if you need to redesign your prototype. Continuing your AI discovery, you'll learn how to adjust traditional usability techniques to effectively evaluate AI-driven interfaces.

Topics Covered:

- Conducting usability tests
  - › Remote usability testing
  - › Moderated and unmoderated usability testing
- Synthesizing test findings
- Prototype iteration
- Other evaluative user research methods
  - › Google Analytics for designers
  - › A/B testing
- Adapting traditional usability testing tools for AI systems

17. Building a Style Guide

Style guides ensure standards are consistent and uniform across platforms, including websites, mobile apps, and marketing collateral. In this unit, you'll learn about different parts of a style guide.

Topics Covered:

- Fundamentals of building a style guide
- Color palettes
- Fonts
- Iconography
- Designing UI elements
- Photography and imagery

Core Units

18. High-Fidelity Mockups

Once you have your style guide sorted out and a series of wireframes to work with, it's time to create high-fidelity mockups of your design. However, this doesn't just mean making your designs look beautiful (which you'll do — don't worry!); it also means making your designs accessible and inclusive so that everyone can use your product.

Topics Covered:

- Designing for accessibility
- Defining your grid
- Designing high-fidelity screens
- Designing efficiently with tools
- Critique and feedback

19. Collaborating with Developers

As a UI/UX designer, you'll be in frequent communication with developers. This unit will teach you how to effectively navigate this special relationship, reduce friction, and learn to speak their coding language.

Topics Covered:

- Collaborating and communicating with developers
- How to prepare for handing off designs
- Handoff tools including Zeplin
- Coding for designers

20. Current and Future Trends in AI and UX

Every designer needs to stay ahead of the trends in order to remain competitive and sharp. In this unit, you'll uncover the latest trends and future projections in AI-integrated UX in order to anticipate future impacts in UI/ UX Design.

Topics Covered:

- Analysis of latest trends and future projections
- Current AI-Integrated UX trends & principles
- AI and the future of design
- Future projections in AI-integrated UX

Core Units

21. Presenting Your Work

Learning how to tell a compelling story about your designs can go a long way to ensure alignment across business functions. This unit teaches you how to effectively communicate your ideas to a variety of stakeholders, such as team members and clients.

Topics Covered:

- Types of presentations
- The components of an effective presentation
- Creating a case study

22. Psychology Principles and Special Topics

What happens when psychology meets design? Understanding human motivations can help persuade users to engage with your product. This unit gives you a window into how psychology and design can go hand in hand while also introducing new innovations emerging in the UX space.

Topics Covered:

- The psychology of design
  - Persuasive design
  - Anticipatory design
  - Gamification and behavior change
- Dark patterns
- The future of UX
  - Wearables
  - Designing voice user interface (VUI)

23. The Business of UX

Knowing the inner workings of a product life cycle and the business requirements that your product will need to be considered successful, can help you stand out from the pack of hiring candidates. In this unit, you'll learn what it takes to gather the proper requirements and understand the key elements of the product life cycle.

Topics Covered:

- The product life cycle
- Gathering requirements
- Understanding success criteria

Core Units

24. Collaboration and Professionalism

What happens when psychology meets design? Understanding human motivations can help persuade users to engage with your product. This unit gives you a window into how psychology and design can go hand in hand while also introducing new innovations emerging in the UX space.

Topics Covered:

- Email, in-person, and remote communication
- Active listening
- Receiving and giving feedback
- Building trust and influence

Portfolio Projects

While working through this bootcamp, you will complete **four projects** to showcase in your design portfolio. You'll gain hands-on experience with each stage of the design process, from identifying a problem and building high-fidelity mockups, to testing your prototype and communicating your findings.

Portfolio Projects

Capstone 1
Choose Your Own Idea

A multi-month, end-to-end project where you'll execute each phase of the design process and sharpen your newly acquired UI and UX Skills.

Capstone 2
UI/UX in a Business Context

Use a real-world business brief and apply all the methods you've learned to work within realistic time constraints and meet business goals.

Design Sprint

A Google Ventures-style design sprint over one week, focused on mastering agile methodology and rapid iteration under tight deadlines.

Industry Design Project
Remote Externship

You'll participate in a 4-week remote externship with startup companies sourced from top accelerator programs (ex: Headnote, Empowerly, Spext, Flourish, AngelHack). You'll offer unique insights and support to develop new products and improve their existing solutions.

Benefits Include:

- Exposure to the industry by working with a a real company and client team
- An opportunity to dive deeper into an aspect of the UI/UX design process
- Experience working in collaboration with design teams (a team of fellow Springboard students)
- Experience that will distinguish you from other bootcamp graduates

Building Your Portfolio

Create a job-ready portfolio that incorporates all the projects you will work on as a part of this bootcamp, including your Industry Design Project.

You'll work through the process of assembling a cohesive, in-depth, and engaging collection of work while tailoring your portfolio to show off your unique skills and interests.

You'll learn how to:

- Refine your case studies
- Write an engaging bio and create a personal logo
- Build your portfolio site
- Critique and review your portfolio

Hiring Manager Review

At four checkpoints in the bootcamp, you'll also submit key projects for hiring manager reviews.

Hiring manager reviewers are design industry experts who have real-world experience in evaluating portfolios and hiring UI/UX designers. You'll receive actionable feedback as you build your portfolio to ensure your work remains competitive and meets the hireability bar at top companies before you start the job search process.

List of Projects for Hiring Manager Review

1. Capstone one: write your case study
2. Submit your design sprint case study
3. Write your capstone two case study
4. Final portfolio review

Career Support

Career units throughout the bootcamp will help you create a tailored job search strategy based on your background and goals. Learn to craft a resume that stands out from the pack, evaluate companies and roles, ace interviews, and negotiate the best possible salary.

Your career coach will be with you every step of the way, offering feedback and providing personalized tips based on your goals.

Topics Covered

- Types of industry roles
- Job search strategies
- Building a network and using it to land interviews
- Creating a high-quality resume, linkedin profile, and cover letter
- Preparing for technical and non-technical interviews
- Successful negotiation

Build the Skills and Confidence to Transform Your Career

Learn through projects. Work 1-on-1 with a mentor and career coach.
Land a job or your money back.

HANDS-ON LEARNING

A high quality, project-based curriculum designed by industry experts helps students master their area of study so they're career ready.

REAL HUMAN SUPPORT

Students receive the dedicated support of a personal mentor, career coach, and student advisor, plus 24/7 access to a peer community.

MORE FREEDOM

100% online classrooms give students the flexibility they need to continue working while attending Springboard.

JOB GUARANTEE

Students who are job-qualified will get a job after graduating, or get a full refund of their tuition. **Terms apply**.

Springboard Students Achieve Life-Changing Outcomes

NUMBER OF ENROLLED STUDENTS

3,680

Enrolled students in the UI/UX Design Career Track since November 2019. [1]

September 2022

12 MONTH JOB PLACEMENT RATE

92.3%

Of job-qualified individuals who reported an offer, received it within 12 months of graduation. [2]

September 2022

AVERAGE SALARY INCREASE

$28,229

Average salary increase of UI/UX Design students who provided pre- and post-course salaries. [3]

September 2022

[1] Number of students refers to all students who enrolled in the career track excluding any that were refunded due to cancelation in the first 7 days following course start.

[2] Job-qualified individuals defined as all graduates who maintained Job Guarantee eligibility (terms are from the UI/UX Design Career Track Job Guarantee) throughout their job search ("Job-Qualified Graduates"), or Job Guarantee-eligible students who receive a job regardless of completion status ("Early Offerees").

[3] Data on compensation was not self-reported by 140 students who reported receiving offers.

Ready for the next step?

Learn more and apply **here**

Questions? We're here to help

Email us at **hello@springboard.com**
or call **+1.415.966.2533**

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