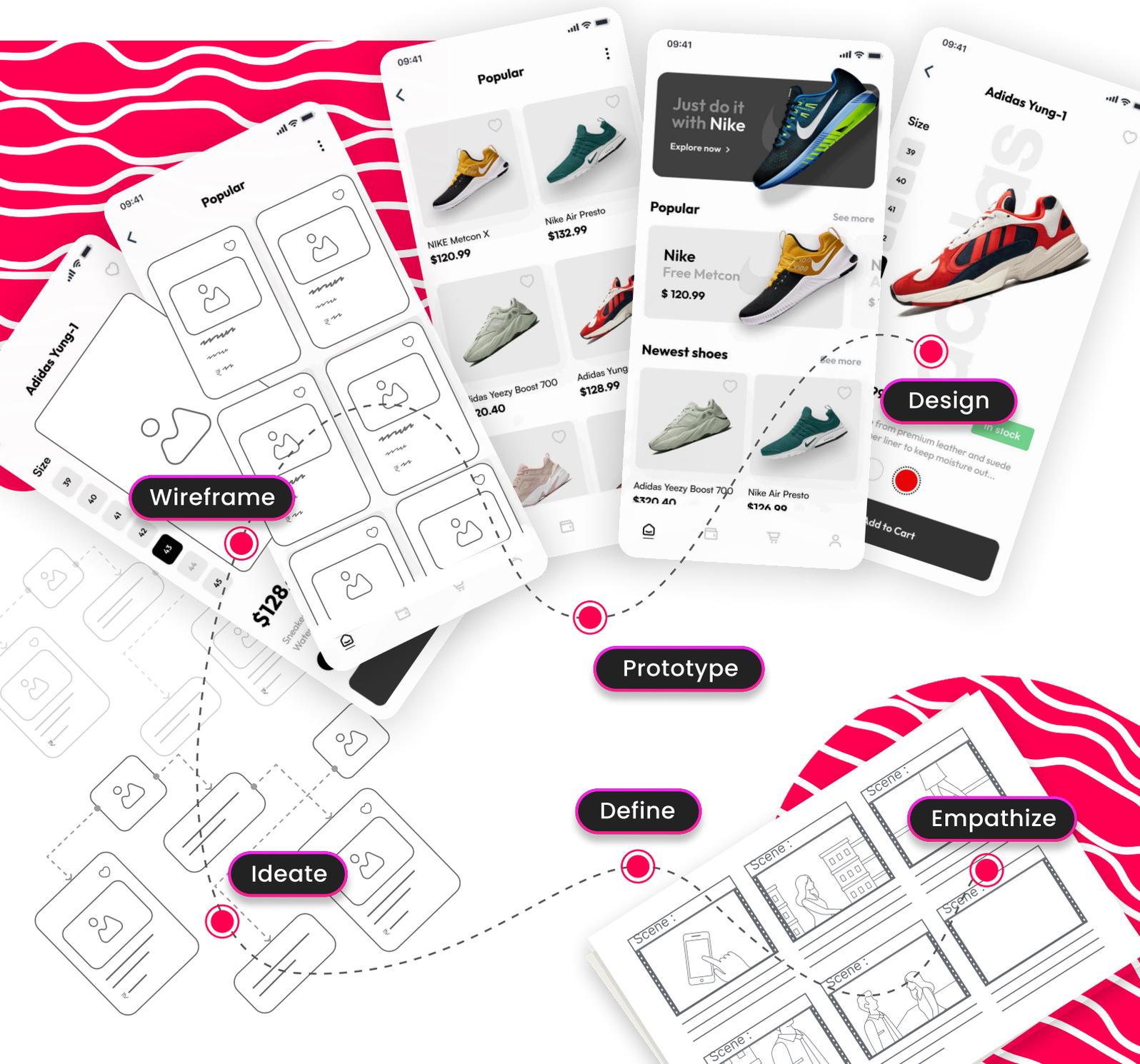


Mastery

UX UI DESIGN

AI,AR,VR - Integrated Learning



“

Yes,

We are Unique!

We are

Web D School!

Our Vision is to become the most respected
education brand in India.

About **Web D School**

When we say 'A Great career awaits you!', we totally mean it.

- **Harshavardhan**, Founder & CEO, Web D School

At Web D School, we understand that having an excellent course curriculum and following conventional teaching methods will not help students achieve great careers.

At Web D School, we believe that education isn't just about completing a syllabus – it's about transforming lives.

We're committed to helping every student build a meaningful, successful career. We don't just teach – we walk with you every step of the way, from your first design to your first job.

We truly care about our students' careers and have designed the learning experience at Web D School to enable them to become thorough professionals in their field of choice.

10+ Years of
Excellence

100% Placement
Support

5000+ Students
trained

200+ Company
tie-ups

About UX UI Mastery

UX UI Design + Web Design (Basics) + Graphic Design (Basics)

Our students gain exposure to **AR, VR, IoT, Voice User Interface, CX, BX, and Advanced HCI**, all of which will help them become more knowledgeable in the subject matter. We also provide **15+ value-added classes** that cover **industry-relevant topics** outside the framework of the curriculum. We teach how to automate repetitive wireframing tasks, develop rapid case study, create innovative UI designs through **intensive sprint project training**.

Tools covered

UX Design Tools

Maze . Jira . Trello . Miro .
Zeplin

Visual Design Tools

Photoshop . Illustrator

Web Design Tools

HTML5 . CSS3 . JavaScript .
Bootstrap

UI Design Tools

Adobe XD . Figma . Balsamiq .
Axure . Sketch . JustinMind .
Framer . Spline . Protopie .
Marvel

AI Tools

DoraAI . Adobe Aero .
Midjourney . ChatGPT . Gemini

Course Details

Course Duration

6 months (Weekday)

6 months (Week-end)

Overall Sessions

75 sessions

In-depth training

Class Duration

90 minutes

Alternative days

AI, AR & VR Integration

— Unlock the Future



Dora AI



Adobe Aero



ChatGPT

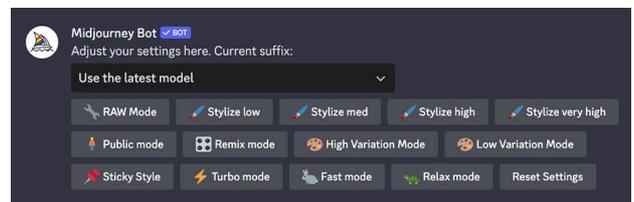
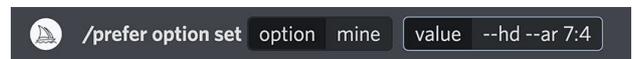
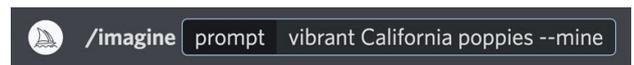


Midjourney



Gemini

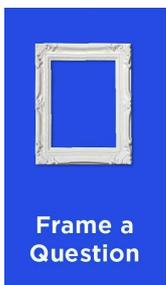
We've integrated AI, AR & VR tools into our curriculum, such as Dora AI, Adobe Aero, ChatGPT, Midjourney and Gemini, allowing our students to create significantly outstanding designs.



UX DESIGN MODULES

MODULE 1 : A Strong Foundation to UX

Understanding UX and UI
History and Evolution of UX
Good UX Vs Bad UX
Basic components of UX
Human Factors and Ergonomics
Human Computer Interaction (HCI)



MODULE 2 : Advanced UX Research Techniques

Quantitative Vs Qualitative Research
User Persona and Empathy mapping
Stake-holder Interview
Goals, Perspectives & Pain-points
User stories
Emotional Branding

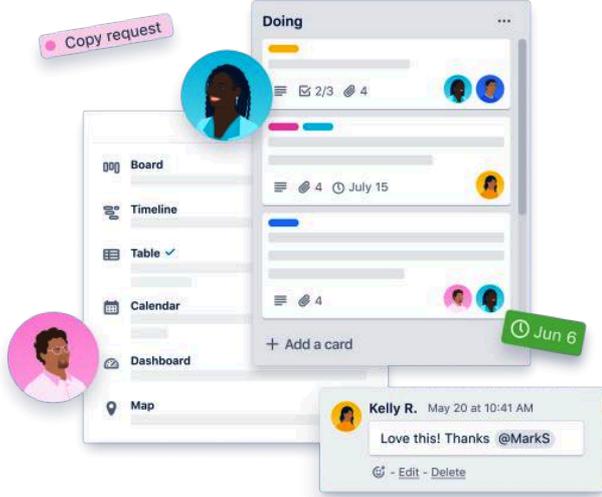
MODULE 3 : Design Thinking Process

Innovative Problem Solving
User personas
Traditional Thinking Vs Design Thinking
5 Stages of Design Thinking Process
Problem Identification
Root Cause Analysis
Double-Diamond Design Process
Critical Vs Lateral Thinking

MODULE 4 : User-Centered Design

Design "For the User and To the User"
Universal Design
Equity-Focused Design
UCD: User-Centered Design
HCD: Human-Centered Design
ACD: Activity-Centered Design
Accessibility Guidelines





MODULE 5 : Project Management

Role, Requirement and ROI

Process models: Agile and Scrum

Project Management

Software: Trello & Jira

MODULE 6 : User Survey and Analysis

Conduct a user survey

Data Analysis

Heuristic Analysis

Competitor Analysis

UX Strategy Building

Google Analytics

MODULE 7 : Data Visualization

Types of Data Visualization Charts

Visualization Techniques & Practices

Data Visualization in SaaS, CRM &

Dashboard

MODULE 8 : UX Ideation Techniques

User Journey Map

Design User Flows and Task Flows

Build Information Architecture

Card Sorting: Early User Testing

Affinity Mapping

Customer Experience Framework

Software: Miro, Invision



MODULE 9 : Design Strategies

Building Strategic Design

Intuitive and Persuasive design

Mental Models

CX-BX Strategies

Effective Content Strategy

Maslow's Hierarchy

Strategy Secrets



MODULE 11: UX Laws

Heuristic Laws

Principle Laws

Gestalt Laws

Cognitive Bias

Practical Implementation of Laws

MODULE 12: Product Management

Product Management in UX UI

Management Methodologies

- Agile, Kanban, Waterfall,

Regression testing

Product Manager - Skills,

Roles and Responsibilities

MODULE 10: Sketch, Wireframe and Prototype

Paper Prototypes

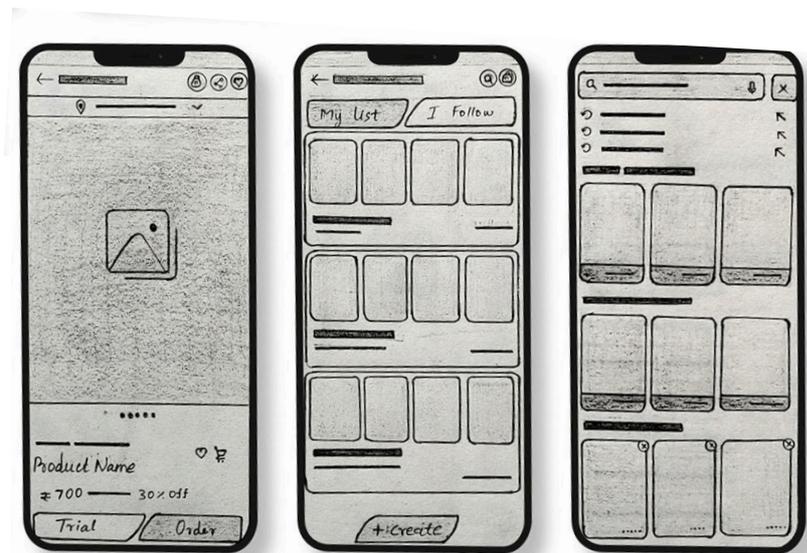
Low-fidelity sketching

Work Flows

Medium-fidelity wire Wireframing

Rapid Prototyping Techniques

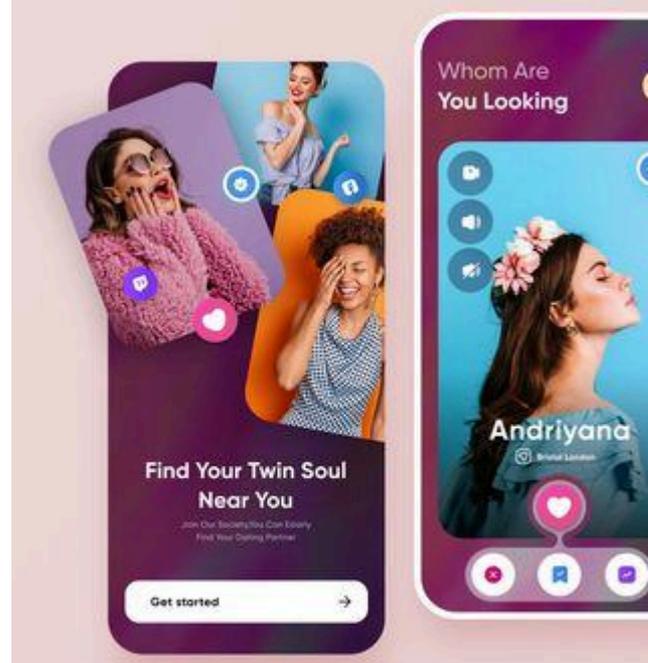
Software: Balsamiq



UI DESIGN MODULES

MODULE 1 : A Strong Foundation to UI

- Understanding User Interface Design
- UI Design Process
- Don Norman's Design Principles
- Interface Design patterns

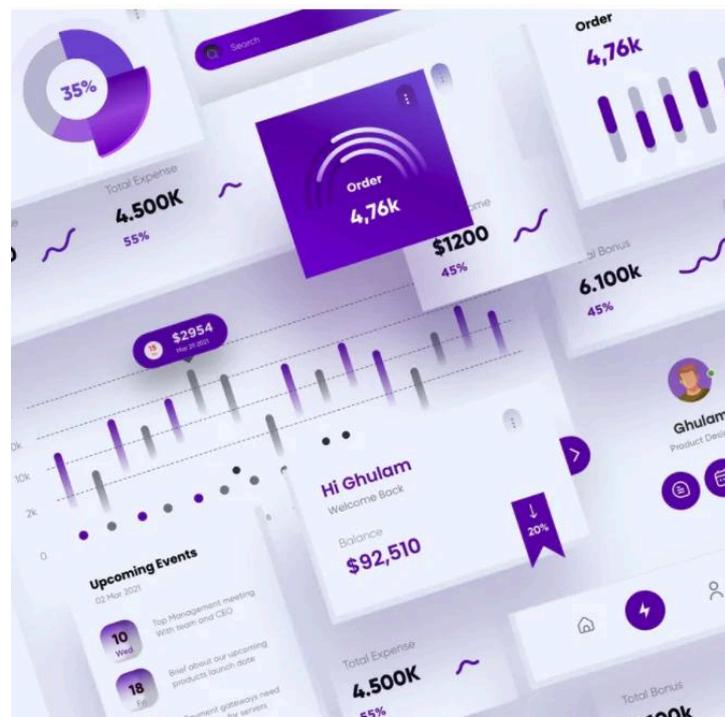


MODULE 3 : UI Elements and Components

- Building Blocks of Interface
- Input Controls
- Navigational Components
- Informational Components
- Containers
- Creating UI Elements
- UI Kits and Widgets

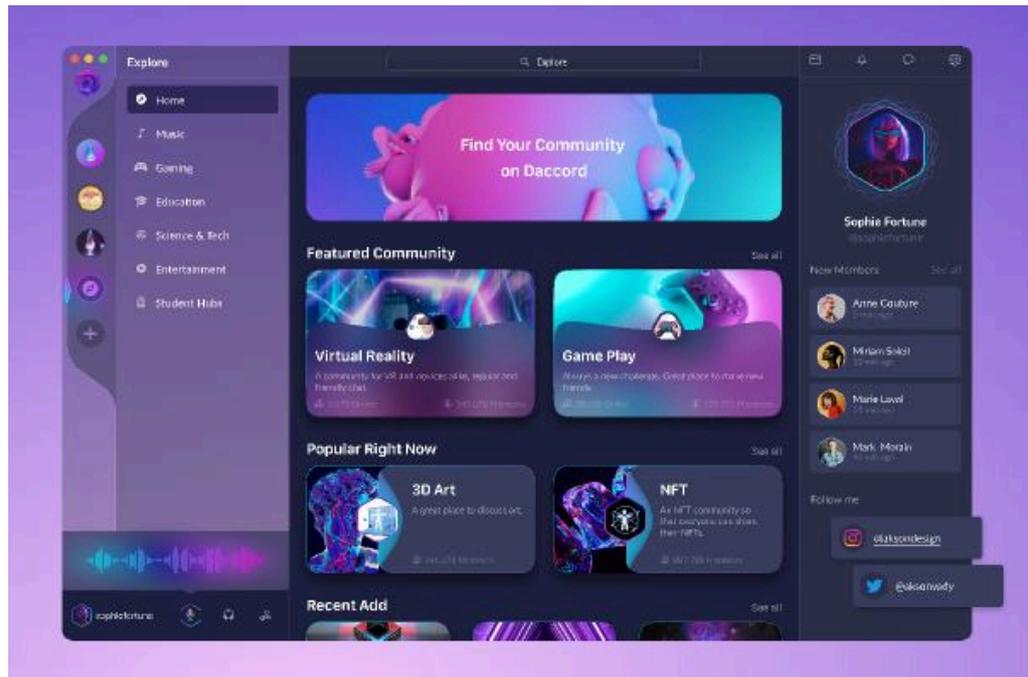
MODULE 2 : Web, Mobile, Tablet and Watch Visual Design

- Visual Layouts, Hierarchy and Spacing
- Color Psychology and Theory
- Typography | Iconography | Logofolio
- Infographics
- Branding Design
- Design System
- Style Guide
- Tools: Photoshop, Illustrator



MODULE 4 : Interaction Design Tools

Figma
Adobe XD
Sketch
Zeplin
Protopie
Notion
Framer
Webflow
Wordpress



MODULE 5 : Interaction Tool Basics

Designing on a Grid
Importing and Exporting
Vector Graphics
Boolean Operations

Component Properties and Variants
Triggers and Actions
10X Speed with Plugins
Figma Developer Mode

MODULE 6 : UI Testing

Usability and User Testing
Heuristic Evaluation
Heat-map Testing
First-Click Testing
A/B Testing
Google Analytics



MODULE 1 : Advanced UX Research

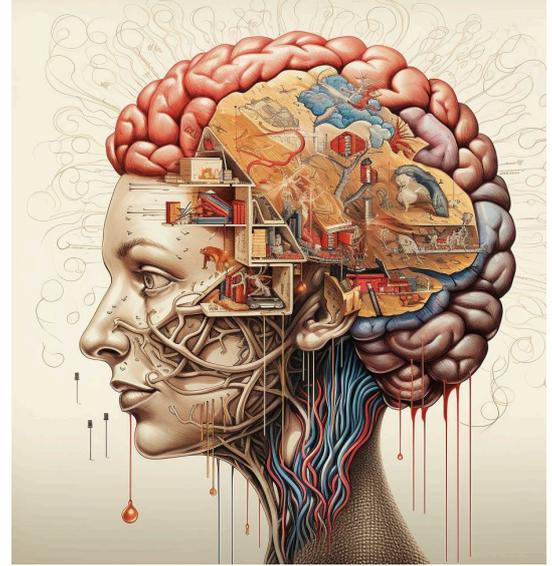
Post-launch research
Scope Documentation Research
Primary Research
Secondary Research
Exploratory Research
Evaluative Research

MODULE 3 : Advanced UI Design

Google Design System
Design System Building
Micro-interaction and Animations
Advanced Layout Techniques
Responsive and Adaptive Design
Glassmorphism and Neumorphism
Dark Theme Design
Parallax Design
Game UI

MODULE 4 : Mobile-first UI and Responsive Design

Mobile-first design principles
Responsive web design for mobile devices
Mobile UI patterns and best practices
Thumb-Zone Considerations for Mobile UI



MODULE 2 : Advanced UX Psychology

Anchoring Bias
Confirmation Bias
Empathy Gap
False: Consensus Bias
Framing Effect
Question Order Bias
Serial - Position Effect



MODULE 5 : Emerging UI Technologies

Introduction to VR/AR interfaces

Voice UI and conversational interfaces

Gesture-based interfaces

The future of UI/UX design and development

MODULE 6 : Intensive Sprint Project Training

The Google Design Sprint Framework

Conducting a design sprint workshop

Rapid prototyping and testing

Iteration and Feedback



WEB DESIGN MODULES

MODULE 1 : HTML and CSS

Working With Responsiveness

Formating with CSS

CSS Style Rule

Table List Forms

Basic HTML Tags Bootstrap

MODULE 2 : BootStrap, JavaScript

An Overview

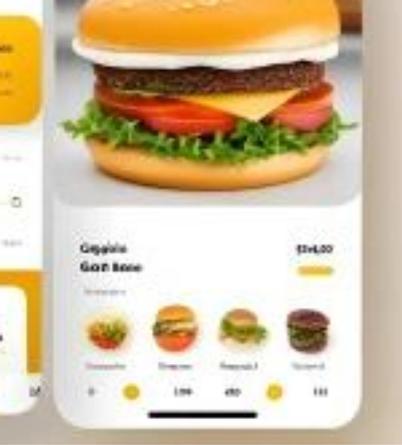
Basic Principles and Fundamentals

Mobile first Website



	UX UI Mastery Course	Others*
Course Coverage	<ul style="list-style-type: none"> ▪ Expansive & In-depth ▪ 20+ softwares covered ▪ UI development included 	<ul style="list-style-type: none"> ▪ Limited coverage ▪ Few softwares covered ▪ —
Classes	<ul style="list-style-type: none"> ▪ Limited batch size ▪ Full-time & In-house mentors ▪ Video recording of all sessions for future reference 	<ul style="list-style-type: none"> ▪ No limitations ▪ Freelance / Part-time mentors ▪ —
Training system	<ul style="list-style-type: none"> ▪ Activity-based (50+ tasks) ▪ Unlimited lab hours to practice ▪ Value added sessions ▪ Doubt clearance classes ▪ Sessions from experts from the industry 	<ul style="list-style-type: none"> ▪ Less activities ▪ No lab (or) Limited lab time ▪ — ▪ — ▪ —
Study materials	<ul style="list-style-type: none"> ▪ Exclusive ebook for every module ▪ In-house Library with 100+ books ▪ Question bank 	<ul style="list-style-type: none"> ▪ — ▪ — ▪ —
Assessments	<ul style="list-style-type: none"> ▪ Unique academic system - SOAP (Student Output Assessment Plan) ▪ Monthly tests & tasks ▪ Bi-monthly interaction with the academic & placement teams 	<ul style="list-style-type: none"> ▪ — ▪ Few tasks ▪ Interaction with placement team after course completion
Projects	<ul style="list-style-type: none"> ▪ 12+ handpicked projects ▪ Cross-device projects - CRM portals, SaaS, mobile apps, web apps, digital dashboards, apple vision pro interface 	<ul style="list-style-type: none"> ▪ — ▪ Only mobile apps and fancy websites
Profile building	<ul style="list-style-type: none"> ▪ Regular student project presentation sessions ▪ Monthly Viva voce exams ▪ Soft skills training ▪ Outstanding portfolio development with several projects 	<ul style="list-style-type: none"> ▪ — ▪ — ▪ — ▪ Portfolio development with limited projects

* - By "others," we mean the majority of the institutes, not everyone.



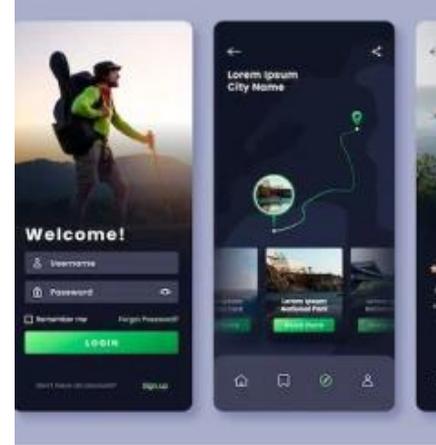
Food & Drink

Learn how to craft innovative Food & Drink industry specific Apps that stand out from competitor apps.



Productivity CRMs

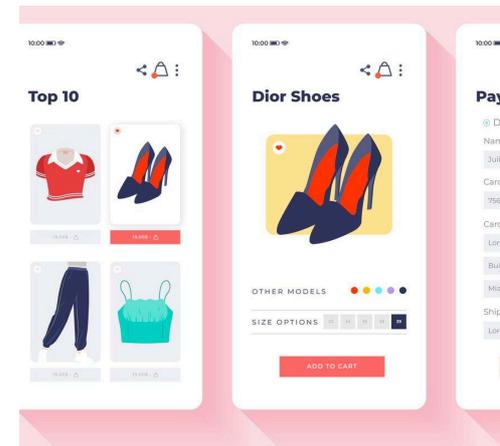
Forget confused notes and disorganized spreadsheets and discover how to use Productive CRMs.



Travel & Navigation

Chart journeys, craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.

UX UI DESIGN PROJECTS



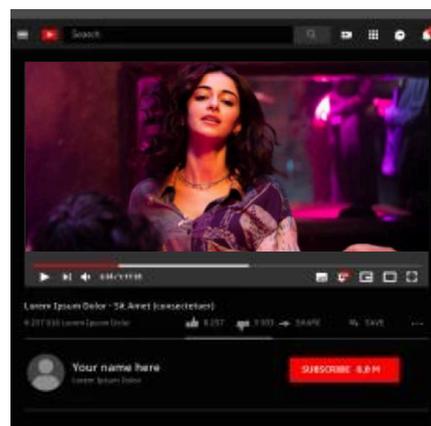
Shopping

Learn how to create Online shopping, Product browsing, secure payments.



Social Networking

Learn to create social networking applications that unite people, spark engagement and encourage virtual communities.



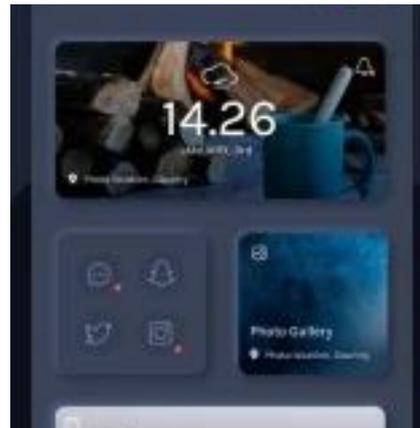
Entertainment & OTT Platforms

Learn how to create trending and up to date Entertainment & OTT Platforms targeting respective audiences.



Finance

Learn how to create Financial transactions, budgeting and investment management app.



Apple Vision Pro

Learn how to build advanced Apple Vision Pro applications that mix virtual happiness and reality.



Business Networking

Professional networking, communication and business collaboration.

UX UI DESIGN PROJECTS



Gaming

Learn how to develop your inner genius by creating compelling and eye catching gaming applications.



Wearable UI

Learn how to use small screens, natural movements, and designs for moving bodies with the Wearable UI designing module.



Utilities

Working on products with specific tasks or functionalities.

UX UI Student Journey Map

1

A Strong foundation to UX UI Design

By understanding the core essence of UX UI, designers can create products that users will love.

2

Design Thinking Process

It is a crucial skill taught in Mastery UX/UI course. You'll learn how to empathize, define, ideate, prototype, and test.

5

Design System - Laws & Protocols

Laws of UX & Design system provides theoretical & practical guidelines to build better product.

6

Wireframing & Prototyping

You'll learn how to create detailed wireframes and prototypes using powerful interaction design tools.

4

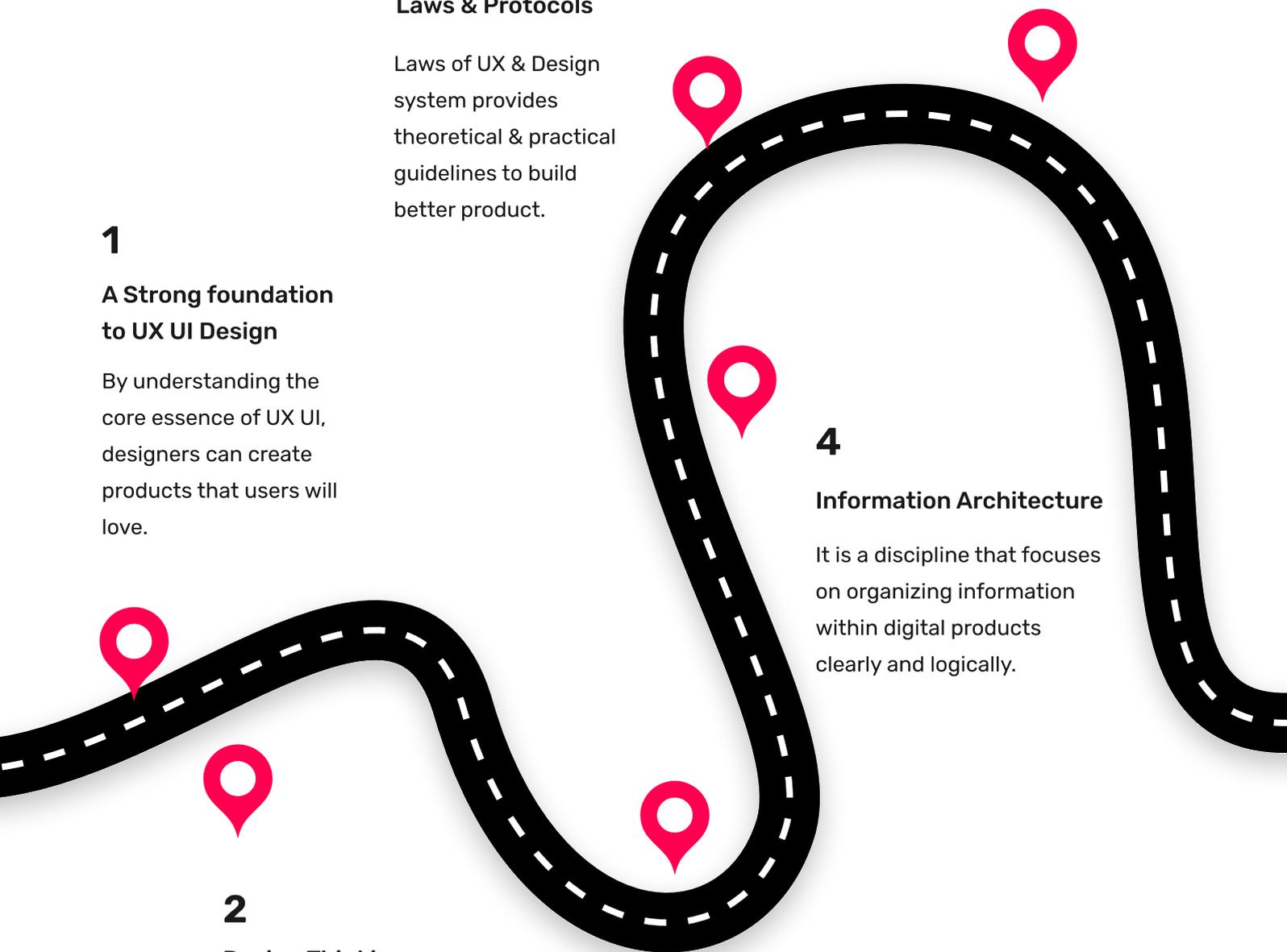
Information Architecture

It is a discipline that focuses on organizing information within digital products clearly and logically.

3

User Research & Psychology

This involves learning both qualitative and quantitative research methods to help you understand your users.



8

UI Testing & Agile Iteration

You'll learn advanced UI testing tools that quickly finds flaws and helps iterate the design process to build successful product.

11

Sprint Project Training

You'll learn to automate repetitive research task with AI tools; wireframing tasks with cheatsheets & create multiple case studies for different interfaces through intensive sprint project training.



12

Portfolio Building

You'll learn to showcase your best work through carefully selected projects with comprehensive case studies.



7

Visual Design & Branding

With Graphic Design tools, you'll be able to create eye-catching designs that capture the essence of your brand.

9

Design to Development

You'll learn basics of HTML, CSS, Bootstrap & JavaScript that supports your design and helps bring your product to life.



10

Emerging Technologies

In today's fast-paced tech industry, having a comprehensive understanding of emerging technologies is more important than ever.





Highly skilled
&
Friendly trainers



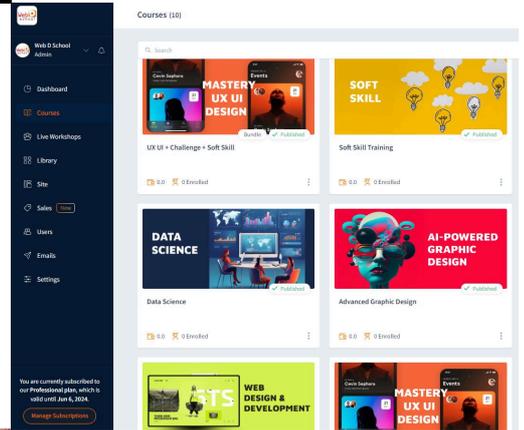
Unlimited Lab
Hours



Recorded Session
Videos for future
reference

Our Course Highlights

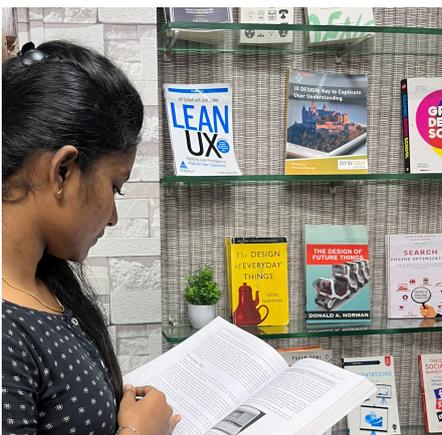
The Knowledge
Hub - Our exclusive
learning enhancement
portal



In-house
Library



Student-centric
approach - Events
& contests



Webinars & Seminars
by Industry
Experts





Weekly assessments
& monthly
evaluations



More practicals &
Project-based
training



Project presentation
classes

Our Course Highlights

Value added
workshops
on trending
topics



Doubt clearance
sessions



Interview guidance
& Placement
support



Soft Skills
training



Webdians working @ Top MNCs & Start up companies



“

I joined in the UX-UI Design course here, and since then, every day has been about exponential learning and a lot of brainstorming with the faculty. Everything we learn here is based on what the industry demands, and much more. Many workshops, seminars, and contests are held here, which help us become better designers. All of the faculty members here are very friendly and always willing to assist and guide. Eventually, this place felt like a family to me. The nicest part about this is the amount of exposure they provide, as well as the strong alumni network.



Abhijith Sathyan
Mastery UX UI Design

What our students say about us!

“

I recently completed the UI/UX course at Web D School, and I must say it was an absolute game-changer for my career. The course spanned over a period of 5 months, and I can confidently say that it was the best investment of my time and money. The curriculum was meticulously designed, covering all aspects of UI/UX design. From the fundamentals to the latest industry trends, the course left no stone unturned. The instructors were seasoned professionals with extensive knowledge and experience, and their passion for teaching was evident throughout the program.



Miruthula
Mastery UX UI Design

“

After completing my UG, I decided to do a UX UI designing course at Web D School. They even taught the fine concepts in UX UI. They conducted a lot of activities. Trainers were so friendly and kind. This course gave me new path and new experience. Thanks to Web D School.



Shree Dhiya
Mastery UX UI Design

“

This place feels like my home . soo fun and friendly staffs . they teach from top to core. simply my answer is "web D school is not one of the best institute... It's one and only best institute"



Vignesh Raja
Mastery UX UI Design

“

Starting with zero UI/UX design knowledge, Web D School provided me with exceptional learning path. The instructor's expertise & practical projects empowered me to build a strong foundation in UI/UX design. Highly recommended for beginners like me.



Mohamed Hazif Rasvi
Mastery UX UI Design



Web D School partners with **LinkedIn** Learning

Stand out to recruiters!

Get Industry recognized LinkedIn
certificates for **free!**



**21000+ Online
courses**

A vast library of courses
across diverse domains.



**Adobe & Microsoft
Certificates**

Globally recognized certifications to
boost your professional credibility.



**Github Codespace
access**

Enhance your coding skills with
cloud-based development tools.

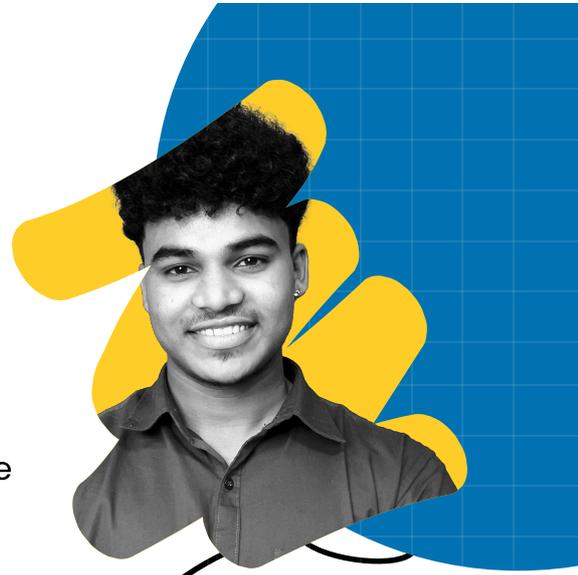


**Personalised
Learning Path**

A tailored learning path
designed for career goals.

Access LinkedIn Learning courses!

- A vast library of courses with certifications.
- Expert-led training programs and tutorials.
- In-Demand Business, AI, Tech & Creative Skills.
- Industry-Relevant Content.
- Video lessons, interactive exercises, and real-world case studies.



Developed with Leading Brands

Learn from top-notch courses and assessments created in collaboration with Microsoft, Adobe, GitHub, ServiceNow, ZenDesk & Atlassian.

I appreciate this initiative by Web D School! I love how LinkedIn Learning offers courses that match industry trends.



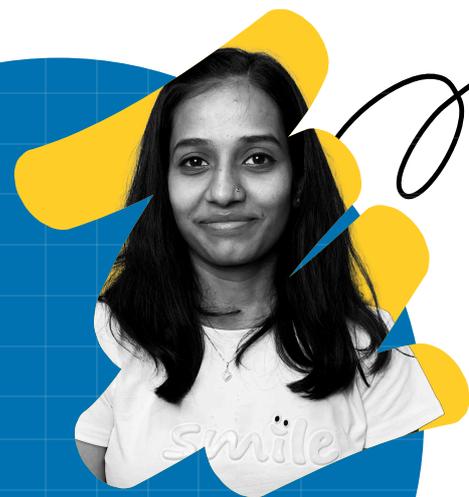
Seamless Certification Process

Complete courses, ace assessments, and showcase your credentials effortlessly—all within LinkedIn Learning.

Boost Your Credibility

Display your achievements directly on LinkedIn to impress employers and advance your career.

The certifications on my LinkedIn profile have caught the attention of recruiters!





Reach Out to us...

Ashok Nagar (Corporate Office)

+91 9791 3333 50

No.7, Dr. Natesan Salai,
Ashok Nagar, Above bank
of Baroda,
Chennai-600083.

Anna Nagar - Branch

+91 7305 9533 50

New no. 107 / Old no. AB9,
2nd Avenue,
Near Max Showroom,
Anna Nagar,
Chennai- 600 040.

Velachery - Branch

+91 7845 8483 50

No.1, 2nd floor,
Tansi Nagar 2nd
street, Velachery,
Chennai - 600042.

For online course enquiry +91 7845873350

Certificate of Completion

This certifies that

Your Name

has successfully completed the course

Mastery UX UI Design

with specialization in

- ✓ User Experience Design
- ✓ User Interface Design
- ✓ Advanced UX Research & Psychology
- ✓ Advanced Interaction Design
- ✓ AI, VR, AR Integration
- ✓ UI Development

Course Duration **6 Months**

Issue Date

Chennai's No.1 institute
Web D school

Center Head



Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn **UX UI Mastery Course**
@ Web D School

“

**Redesign
your
story**

Never compromise when it comes to education.

Learn **ONLY** from the best!