

# Introduction to UI/UX Designing



# Definition of UI/UX Design

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UX design refers to **the term “user experience design”**, while UI stands for “user interface design”. User interface design is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience.



**A UI designer seeks to make apps and websites both visually appealing and easy to navigate.**

**UX design focuses on the interaction that a human user has with everyday products and services.**

**UX encompasses all the experiences a person has with a product or service, whereas UI is specific to the means by which people interact with a product**

# Applications of UI/UX Designing



UI/UX for  
healthcare  
Industry

UI/UX for  
finance

UI/UX  
Manufacturing

UI/UX Services  
Sector

UI/UX in e-  
Governance

UI/UX for Public  
Projects  
Implementation

UI/UX  
Education  
Technologies

UI/UX for  
Gaming  
Industry

# Types of UI/UX Designing

## A list of UX/UI Words

### UX

UX Psychology	Universal Design
UX Methods	Accessibility
UX Strategy	User Reserch
Design Process	User Interviews
Design Research	User Journey
Inclusive Design	User Personas
Mental Models	Affinity Diagram
Empathy Mapping	UX Microcopy
Dark Patterns	Gamification
	UX Deliverables

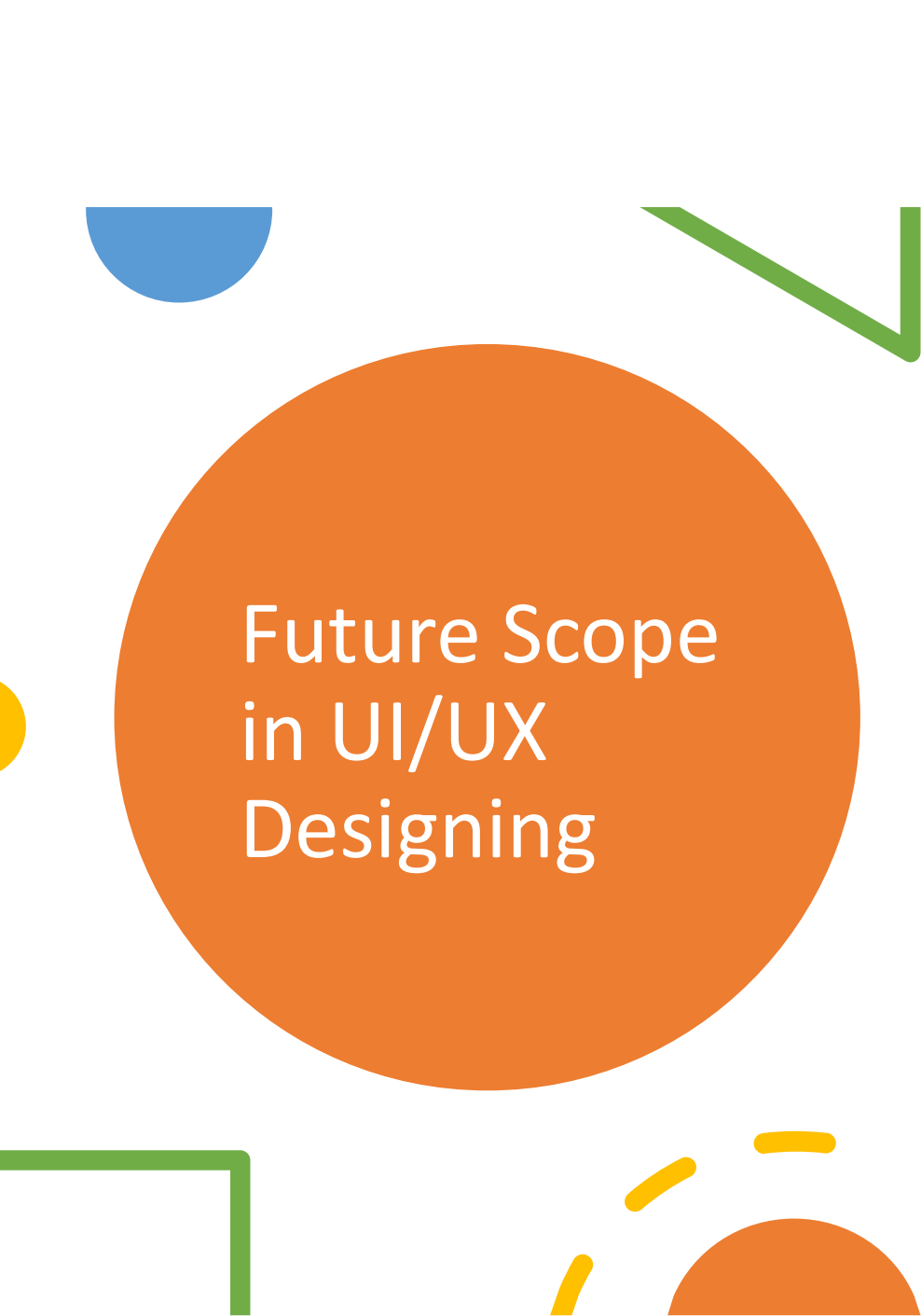
### UI

Visual Design	Empty States
Design System	Motion Design
Grids	Prototyping
Information Architecture	App Design
Icons	Interaction Design
Typography	Heuristic Evaluation

# Challenges in Employment

- **Some of the challenges faced by UI & UX designers are:**
- A lack of time.
- No knowledge about the target audience.
- No knowledge about what users want from your product.
- The product is not being used by enough people to get feedback from them.
- The product is too complex for a user to understand without help.





## Future Scope in UI/UX Designing

Essentially, learner can use them in almost any role, and they help you find a job when you're looking for work or even a career change. The skills and experience you gain from learning and working with Adobe Creative Cloud applications are hugely transferable.

UI/UX design is a booming field around the globe. The field will generate over 100 million jobs by 2050, and this is the perfect time to build skill around this prospective domain.

# Why certification ?

**SKILLS HAVE BECOME THE GLOBAL CURRENCY OF 21<sup>ST</sup> CENTURY ECONOMIES!**

- Validation of knowledge
- Increased marketability
- Increased earning power
- Enhanced academic performance
- Improved reputation
- Enhanced credibility
- Increased confidence
- Respect from peers

