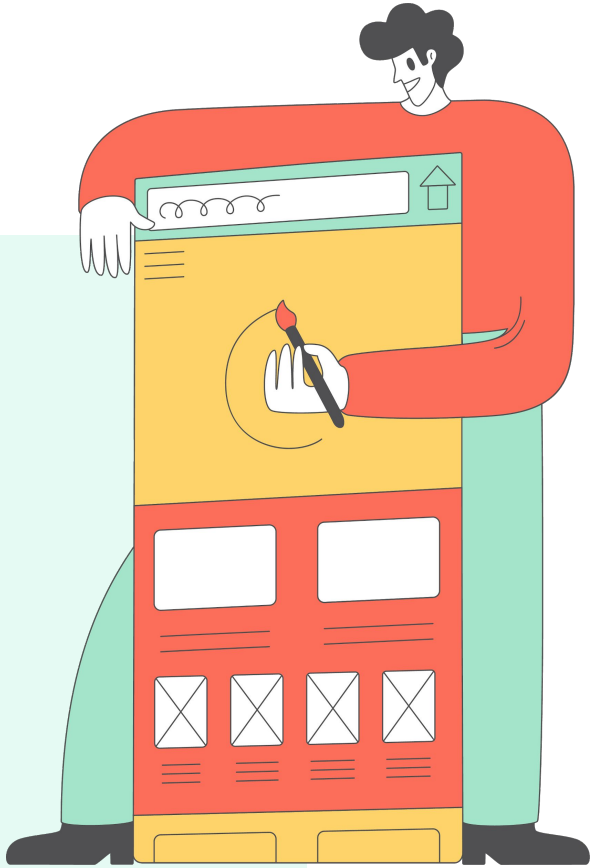
UI/UX design



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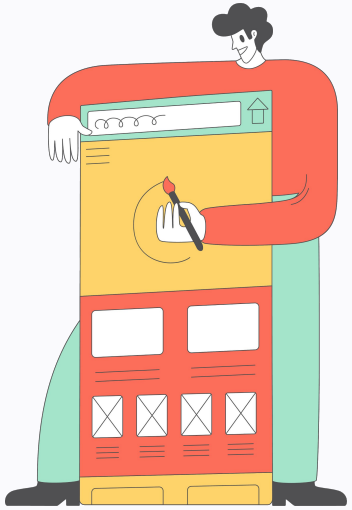
Course overview



Duration: 4 months

Intensity: 3 times a week =
8 hours of practice with the teacher every week*

Total of 53 lessons = 140 hours of practice

*This is practice only. Overall, you would need to allocate 20 hours a week to read the theory and complete home assignments.

UI/UX design from scratch

Requirements for students

- You know your goals and motivation for completing the course
- You can allocate ~20 hours per week for studies
- You can find the information you need online and get the most out of it
- You know how to check the accuracy and relevance of information
- You are on friendly terms with your computer, so you can find the task manager or install Zoom on your own

Optional:

- Career Counseling - 4 hours after the course is finished.

Teachers. Practicing specialists who care about students

1. All our teachers are Middle+ or Senior practicing specialists of their fields.

2. Each teacher passes three stages of the interview: assessment of technical skills, presentation of teaching skills, and testing for compliance with our values.

3. There are 70+ teachers in our community who help each other grow through in-house workshops, webinars, and knowledge sharing.

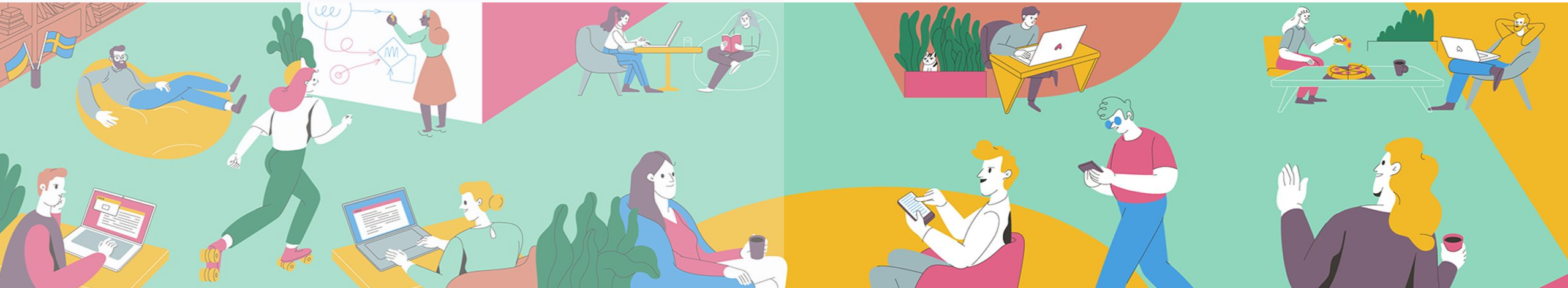
This is the course for you if...

- **You're starting or switching a career**
  You'd like to join the IT field, and UI/UX design feels like the best way to go about it.

- **You're leaning on your own**
  You're familiar with Figma, Photoshop, Sketch, etc., and curious about design trends. You have an eye for websites with great design and usability, so you'd like to organize your knowledge base and improve your prototyping and UI skills.

- **You're a designer in a different field**
  Working as a graphic designer or an illustrator, you've felt an urge to learn about Customer Experience, composition, and typography on the web. Your goal is to try your hand specifically at UI/UX design.

- **You're already in another IT profession**
  Your designer colleagues seem to speak their own language, so you'd like to understand them better. Maybe your objective is to create your own UI or better communicate with your clients by applying UX.

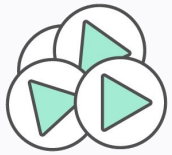


The studying process

1. Theory - on your own

Videos, useful resources, homework, and tests are all in our LMS

2. Practice in group with the teacher



3. Do the home assignment

Lesson flow

Analyzing questions about theory which the students studied independently via LMS and Beetroot Academy materials

Feedback on the homework from your teacher and an overview of typical questions

Demonstration of practical cases and examples by the teacher

A practical assignment for the group. The teacher gives personal feedback to everyone

Your weekly schedule

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Learning theory = ~ 1,5 hrs + Practice lesson = 2 hrs	Home assignment = ~ 2-3 hrs	Learning theory = ~ 1,5 hrs + Practice lesson = 2 hrs	Home assignment = ~ 2-3 hrs	Getting ready = ~ 1,5 hrs	Practice lesson = 2 hrs	Home assignment = ~ 2-3 hrs

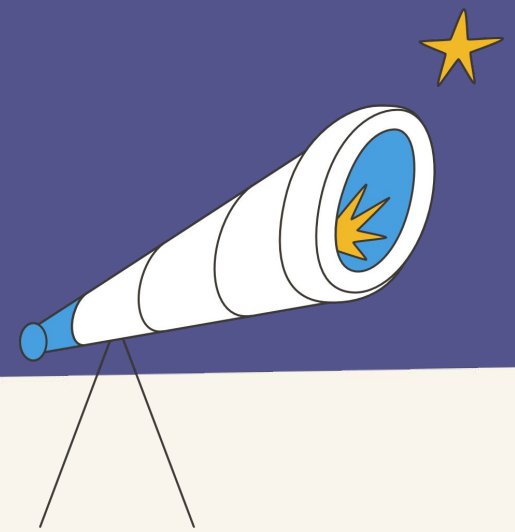
An average of 20 studying hours a week*

*This is the average amount of time per week for successful course completion. Some weeks would require more time than others.

**Please note that your schedule distribution may be different depending on what your group agrees on.

Modules

Module 1. UX design	13 topics
Module 2. Design tools	9 topics
Module 3. UI & Visual design	12 topics
Module 4. Adaptive design & prototypes	5 topics
Module 5. Final project	10 topics
Module 6. Personal brand & portfolio	4 topics



Tools used in the course

Figma is the primary tool for the course. Beetroot Academy students get two years of pro version for free.

For Photoshop, a one-week free trial will be enough. It is sufficient to learn the course topics. Our videos on Photoshop cover the English version of the toolkit, so we recommend installing Photoshop in English.

*Beetroot Academy recommends using free versions of all tools. Their trial versions are enough to complete the course successfully

Course program in detail

Module 1

UX design (13 topics)

- First lesson. Get to know everyone
- Course introduction. UI/UX Profession. Types of websites
- Design Thinking basics. UX Strategy
- Working with briefs: mind mapping and Information Architecture
- UX research: competitor analysis
- UX research: User Personas & Empathy Maps
- UX research: Customer Journey Map & User Flow
- Prototyping: website elements & sketching
- Prototyping: wireframing
- Testing: In-depth interviews, surveys, card sorting
- UX research: Web analytics
- UX research: A/B Testing
- UX portfolio: UX Exam

Module 2

Design tools (9 topics)

- Introduction to Figma. Retrospective of the first month
- Figma. External link access. Project comments. Frames
- Figma. Working with shapes. Object alignment. Fill, stroke, gradient.
- Figma. Pen & Pencil. Recreating an illustration
- Figma. Working with text. Raster functionality and color correction
- Figma. Masks. Effects
- Photoshop. Workspace, brushes, blend modes
- Photoshop. Image retouching, cutouts
- Photoshop: Image retouching (patch, clone stamp)

Course program in detail

Module 3

UI+Visual design (12 topics)

- Visual hierarchy. Styles in design
- Composition basics
- Color theory
- Fonts
- Modular grids
- Typography in web
- Icon design in Figma
- Website elements. UI kit
- Components and plugins in Figma
- Creating a Design System
- Interactive prototypes in Figma
- Landing Page

Module 4

Adaptive design & prototypes (5 topics)

- Adaptive design for different devices
- Adaptivity: tablet version. Auto Layout in Figma
- Prototyping: Mockups
- File transfer to developers. Zeplin
- Dialog of a client and a designer

Course program in detail

Module 5

Final project (10 topics)

Project work:

- Mind map and competitor analysis
- Information architecture and site structure
- Creating personas/empathy maps
- Sketch and wireframe
- Working with texts
- Completion of the prototype
- Design concept
- Homepage UI
- UI of the main pages
- Adaptive design

Module 6

Personal brand & portfolio (4 topics)

- CV. LinkedIn
- Preparing a Portfolio
- Behance project
- Graduation

Your future CV will include

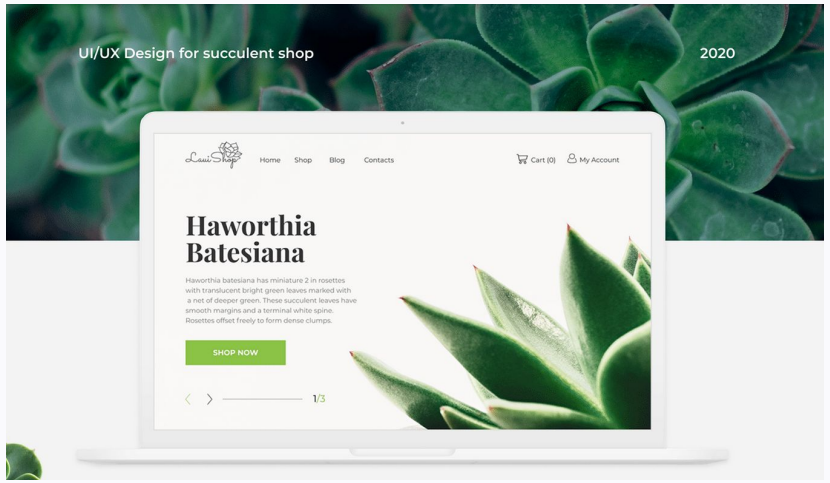
Education

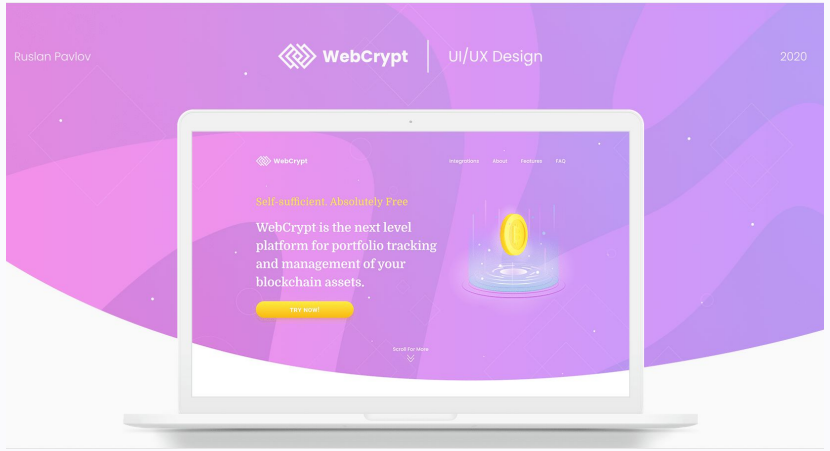
October 2022 — January 2023

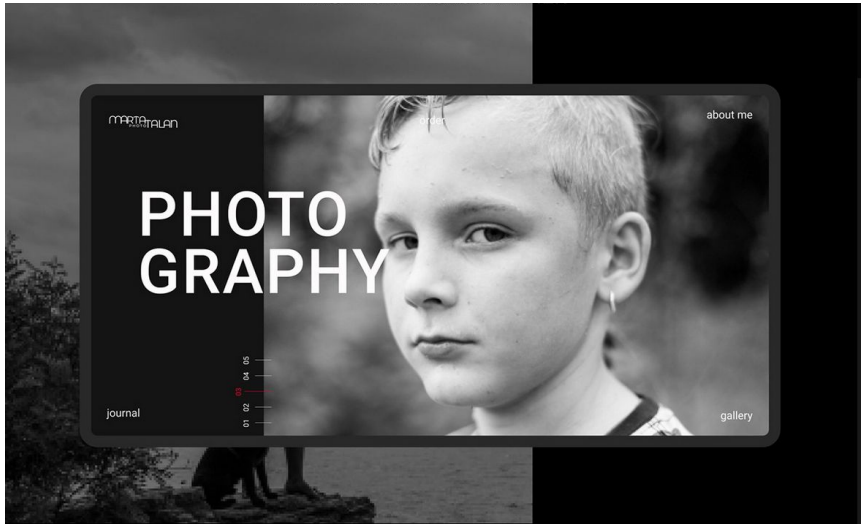
UI/UX Design from Scratch course at Beetroot Academy

- In-depth knowledge of Figma
- Experience with Photoshop
- UX research experience
- Competitor analysis experience
- Sketching and prototyping skills
- Strong understanding of composition, typography, and color
- Knowledge of design principles and tendencies
- Understanding of Zeplin, Google Analytics, and Hotjar basics
- Soft skills for a UI/UX designer
- Teamwork experience
- Presentation experience, ability to explain projects and ideas

Examples of course projects







*More examples find here and here

Course Author

Mariia Yushchuk

10 years in Design

Programs: **Adobe CC Suite; Sketch, Figma, Invision, Marvel, Zeplin; Miro (Realtimeboard), Mindmeister, draw.io; Tilda; Sublime Text (to work with Html, Css)**

UX Skills: **customer briefing; web analytics basics; user research: interview; character card and empathy card; user scripts and paths; information architecture; sketching and creating prototypes**

UI Skills: **work with a modular grid; development of an adaptive layout; application of the basics of composition and work with color; working with web typography; work with web animation**

Companies: **Beetroot and freelance**

Career Counseling

After mastering the technical skills in the course, your next step in building a successful IT career would be to create your CV and get ready for future interviews. Career counseling will help you be presentable in the eyes of a potential employer.

Benefits of Beetroot Academy Career Counseling:

- Understand what makes a successful CV and how to make one for yourself;
- Learn best practices of preparing for interviews and passing them;
- Find out what to look for when choosing an employer;
- Master business correspondence with recruiters and HRs

Graduation

For the final course project, students create a design concept of a real product from scratch. They cover the whole cycle from analyzing business needs to designing site pages. They get to present their projects at the graduation event.

After the course, we share contacts of students and (if applicable) a video recording of final projects presentations with partner companies to promote employment. We take into account the students' consent for sharing personal data as well as their course results.

At the end of the course, you will receive an e-certificate of completion*.

*given you do the homeworks and the final project

Beetroot Academy's Alumni

Yuliia Holub

Beetroot Academy is an excellent example of a new era of education where every teacher cares about students' development. Students' results and interests are a top priority. There's a friendly atmosphere and no hierarchy.

Artem Melnyk

Great school with individual approach to each student. If you want to learn something new or progress in a chosen field, this is the place for you. Highly recommend.

Anton Tymoshenko

Super cool courses. Lots of interesting practical tasks. Exceptional team and great atmosphere. I'm grateful for the knowledge, experience, and networking.

Olha Ivanytska

Four months of training flew by. It was so informative, friendly, and fun that I'm bound to want some more! Very grateful for a solid base and desire to never stop learning.

Partnership for competence development

Beetroot Academy is an impact-driven IT school that helps people to start and improve their career in tech by offering reskilling and upskilling courses.

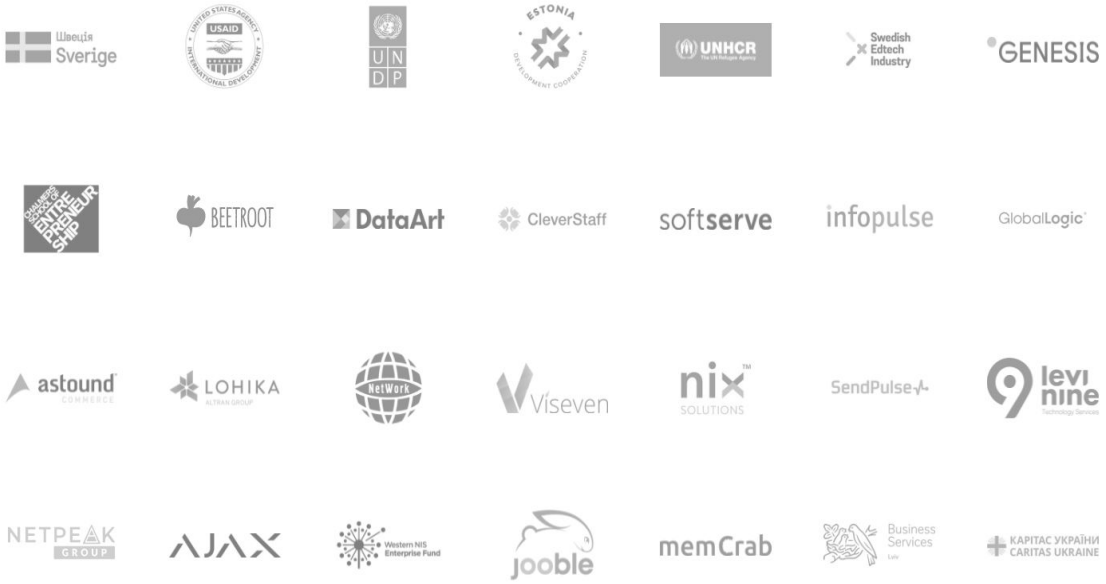
Since 2014, Beetroot Academy has educated 6,500+ graduates in Ukraine and Sweden.

We team up with businesses to equip teams or individual professionals with needed tech skills to reskill - change career path to face digitalization; and upskill - add on new competencies within tech.

Our educational courses consist of practical and intensive learning modules in a broad spectrum of tech domains suitable for a team or individual professionals.

🔗 beetrootacademy.com

Trusted by recognized companies and institutions



Our advantages

Teaching Methodology

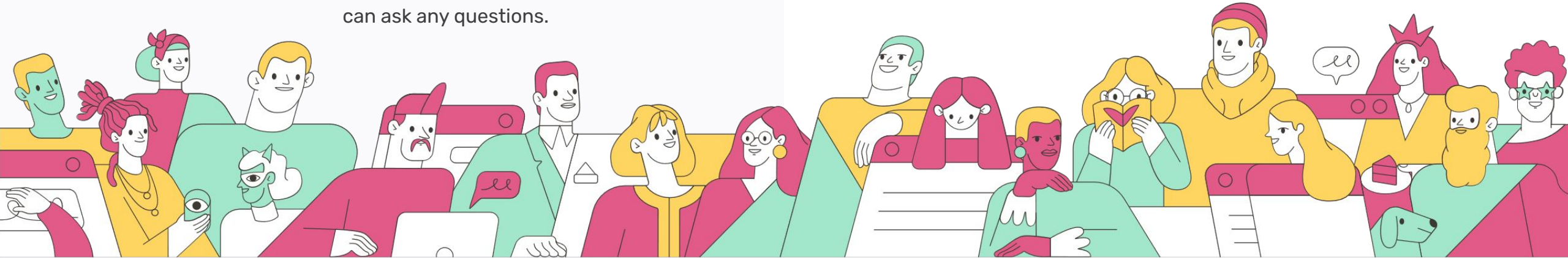
All course programs are developed by practicing specialists and meet the market requirements. We apply the flipped classroom method, where our students study theory at home, and then come to classes and practice with the teacher.

Agile, student-centered Approach

Beetroot Academy is a Swedish-Ukrainian school. There is no strict hierarchy within our team, and we make sure to keep the atmosphere friendly.
We want you to feel relaxed in class - students and teachers are equal, and you can ask any questions.

Social impact driver enterprise

Our goal is world-class high-quality IT education. Students are interviewed and tested - that's how we select the most motivated candidates. The course fees cover our expenses, and the income is invested in the Academy's further development.



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