



# WYNCODE

THE ART OF CODE

## Wyncode UX/UI Immersive Curriculum

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### *Course Overview*

User experience design (UX) is the process behind the interface, it accounts for user needs and desires. User interface design (UI) is the experience in which users engage with digital products. UX is how it works, UI is how it looks.

### **Daily Stand-ups**

Daily stand-ups are part of the Agile methodology practiced at many tech companies, as well as at Wyncode Academy. Everyday at 12:15 pm students meet in standup groups to vocalize

1. What they accomplished yesterday
2. What they plan on accomplishing today
3. Anything technical that is blocking their progress

### **Retrospective**

Another Agile process that you will participate in at Wyncode Academy is Retrospective. Once a week (generally Friday), students provide feedback on what went well that week, what didn't go well that week, and what could be improved. This is feedback both on how your learning is going, the work you are doing as well as the overall experience at Wyncode. This process is really important to us, and assists us in assessing how Wyncoders are doing as well as what we can do to make the experience even better.

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# *Course Syllabus*

## **Unit 1: UX Fundamentals**

### **Overview:**

UX Fundamentals - Process and Methods

Speed round design framework and background pt.1 Intro to Sketch design program.

### **Topics:**

- Intro to UX
  - Team Dynamics
  - Design Methodologies
  - Tools
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## **Unit 2: UX Fundamentals**

### **Overview:**

UX Fundamentals - Speed round design framework and background pt. 2.  
Completion of Project 1 using the full design thinking process.

### **Topics:**

- UX Framework
  - Project application
  - End-to-end digital design process
  - UX/UI Vocabulary
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## **Unit 3: Learn it - Unpack Brief, Conduct Desk and Field Research**

### **Overview:**

UX Framework phase: Learn - Desk and field research including audits to social listening in order to gain an understanding of the landscape.

**Topics:**

- Intro to Research and Discovery
- Desk Research
- Field Research

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**Unit 4: Define it - Understand Your Customer**

**Overview:**

UX Framework phase: Define - Establishing Personas, Information Architecture, and User Flows to organize your data in a user-centric approach.

**Topics:**

- UX strategy
- Intro to user definitions
- Idea generation
- Product approach
- Information Architecture
- User flows and stories
- Experiments 101

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**Unit 5: Design it - Breakdown and Visualize Your Ideas**

**Overview:**

UX Framework phase: Design - Translating ideas to sketching, wireframes, and mockups while learning to gain validation from user testing throughout.

**Topics:**

- Sketches/white boarding
- Navigation

- Forms
  - Dashboards
  - Wireframe
  - Annotations
  - Design systems & patterns
  - Experimentations
  - Mock-ups
  - Interactions
  - Presentations of design phase
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## **Unit 6: Test it - Experiment with Prototypes**

### **Overview:**

UX Framework phase: Experiment - Explore different approaches and Interaction Design (IxD) in prototyping animations through different design programs and tools.

### **Topics:**

- Testing plan
  - Assumptions
  - Testing guides
  - Rapid iteration
  - Low-fi testing | paper prototype
  - Mid-fi testing | digital prototype
  - High-fi testing | digital prototype
  - Presentations of testing phase
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## **Unit 7: Iterate - Enter Feedback Loops**

### **Overview:**

UX Framework phase: Iterate - Putting together the final functionality and look of your product based on user responses, best practices, and observations.

### **Topics:**

- Advance designs

- Foundational Iteration
  - Increase comp fidelity
  - Wizards
  - More testing
  - Finalize
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## **Unit 8: Launch it - Build and Launch a Product**

### **Overview:**

UX Framework phase: Launch - 'Wyntank' product pitch and collaborating with web developers, including design systems and how to hand off to developers.

### **Topics:**

- Kit & Hand-off
  - Final project creation
  - Create case studies
  - Portfolio content creation
  - Create & launch portfolio site
  - QA/UAT
  - Address Omni-channel opportunities
  - Social presence
  - Blog post
  - Email blast
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## **Unit 9: Make it - Create your Portfolio**

### **Overview:**

Portfolio Week: Prepare - Formulating case studies of your 3 projects and framework. Reiterating how to defend your designs and develop your craftsmanship.

### **Topics:**

- Gather your projects
- Create assets
- Build your case studies
- Upload to your website/portfolio

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## **Unit 10: Show it - Practice and Present**

### **Overview:**

Portfolio Week: Present - Finalizing and presenting your online portfolio, resume, and resume for a review to a panel of industry designers/ hiring partners!

### **Topics:**

- Outline your portfolio walk through
  - Practice and obtain feedback
  - Refine your assets/walkthrough
  - Present your portfolio case studies
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