In the modern digital economy, “design” is the latest buzzword. Employers everywhere are looking for tinkerers and creative thinkers capable of transforming their businesses through imaginative interfaces and beautiful user experiences. Through the Berkeley UX / UI Boot Camp, you too can join the ranks of these industry-shaping creative professionals. In this part-time, 24-week program, you’ll be trained on the skills necessary to enter the exciting fields of user interface (UI) design, user experience (UX) research, and product management.

The program is scheduled to fit into your life, whether you’re employed or attending college full-time, with convenient weekend and evening sessions.

A rigorous and fast-paced program, in each class you’ll learn both the theory and tools used by modern designers. Throughout the program, you will be challenged to employ user-centric design and a wealth of creative tools to build engaging designs and user experiences. Plus, you’ll walk out with an impressive professional portfolio and the confidence you need to succeed as a UX or UI professional.
Are you creative, curious, and looking to reinvent yourself professionally? If so—or if any of the following describe you—enrolling in our UX/UI Boot Camp could be a smart career move:

- You’re considering a career change but are not sure how to take the first step.
- You’re happy in your current field, but want to move to another company—or stay put and shift into a more creative role.
- You want to engage more deeply with your current job—or boost your earnings and broaden your experience with freelance work.
- You have an entrepreneurial idea and need to acquire the skills to go “all in” and launch your business.
- You’re a full-time student but are hungry to learn more and expand your skill set.
The **Skills** You’ll Gain

Students will graduate this program with mastery of...

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<tr>
<th>User-Centric Design Research</th>
<th>User Interface Development</th>
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<tr>
<td>• Qualitative &amp; Quantitative Research Practices</td>
<td>• Atomic Design</td>
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<tr>
<td>• Information Architecture and Flow</td>
<td>• UI Grids and Composition</td>
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<td>• User Need Identification</td>
<td>• Color Theory</td>
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<td>• User Experience Interviewing</td>
<td>• Heuristic Metric Creation</td>
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<td>• Proto-Personas</td>
<td>• Typographic Theory</td>
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<td>• Insight Synthesis</td>
<td>• Interaction Design and Iconography</td>
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<tr>
<th>Visual Prototyping and Wireframing</th>
<th>Web Prototyping</th>
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<tr>
<td>• Adobe Photoshop</td>
<td>• HTML/CSS</td>
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<td>• Adobe Illustrator</td>
<td>• GitHub</td>
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<td>• Sketch</td>
<td>• Bootstrap</td>
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<td>• Keynote</td>
<td>• JavaScript</td>
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<td>• Storyboarding</td>
<td>• JQuery</td>
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<td>• Decision Mapping</td>
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<td>• Decision Flow Diagrams</td>
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*The material covered in this course is subject to change due to market demand.*
Building On The Basics

In UX/UI, as in sports, you can’t succeed without a solid understanding of the fundamentals. That’s why our curriculum begins with a foundation in the methodologies behind design thinking and user-centered design research. That said, we recognize that the surest way to impress prospective employers is to demonstrate your skills on real-world projects. You’ll have ample opportunities for hands-on involvement through outside projects that will make up your professional portfolio.
Our graduates will be qualified for many different roles, including:

<table>
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<th>UI Designer</th>
<th>UI Developer</th>
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<td>UX Designer</td>
<td>UX Researcher</td>
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<tr>
<td>Product Manager</td>
<td>Product Designer</td>
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<tr>
<td>Interaction Designer</td>
<td>Web Designer</td>
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By the time you graduate, you can expect to be able to:

- Conduct user research using proven methodologies to understand design needs
- Test your assumptions and biases by analyzing user experiences through UX interviewing
- Manage your time and projects using agile methodologies and widely-used project management tools
- Design for more than the look of a product as you use interaction design to develop the ideal experience for your users
- Learn how to communicate your design decisions to stakeholders in compelling form through wireframing and storyboarding
- Master the art of rapid prototyping using tools like Invision, Sketch, the Adobe Creative Suite, and more
- Keep business branding and continuity in mind when designing for clients
- Bring designs to life in web prototypes using HTML, CSS, JavaScript, and some of the most popular front end libraries around
Course Structure

Over the course of 24 weeks, you’ll attend informative lectures and take part in a variety of individual and team exercises in the classroom and at home. Homework assignments provide an opportunity to apply what you’ve learned and build on it. The goal is to give you a comprehensive learning experience and true insight into a “day in the life” of a UX / UI professional.

**DISCUSSION**
Instructor-led discussions cover the background, history and use of a new technology or concept.

**LAB WORK**
You’ll put classroom teaching into practice individually and with a team to work on timed in-class exercises and projects.

**PORTFOLIO PROJECTS**
Your portfolio signals to employers that you are ready for primetime! You’ll build a substantial portfolio of projects that demonstrate your abilities across a wide variety of technologies.
We’re Here To Help

As you move up the learning curve, you’re likely to have questions around some of the concepts covered in class. We’re here to help—through in-person and virtual office hours, as well as a dedicated #slack channel where you can get assistance from instructors, support staff and your fellow students. In addition to learning UX/UI skills, you will have access to career services that will help you prepare for technical roles after graduation such as:

Career Content and Practice Sessions

Projects Supported by Industry

Database of Customizable Tools and Templates
- Multiple Technical Resume Templates
- Guidelines To Building A Portfolio
- Creating an Elevator Pitch
- Developing a Bio

Online Career Events With Industry Professionals

Career Coaching

High Impact Career Events

Soft Skills Training

One-on-One Career Coaching
- Assist In Targeting Job Search
- Continued Interview Preparation

Frequent Program Enhancements Driven by Industry Professionals
Building Your Portfolio

It’s a fact: Companies care about what you can do, not what you say you can do. For that reason, our curriculum teaches you how to apply what you've learned to actual portfolio projects ranging from AI sketches to mobile-responsive web layouts.
Usability Testing

In the world of UI and UX, functionality is often just as vital as formality. It is extremely important to create layouts and applications that are engaging, immersive, and easy to use. During this unit, students will learn how to conduct qualitative and quantitative research to balance and gain insight into business needs in order to create robust designs.

<table>
<thead>
<tr>
<th>Skills Needed</th>
<th>Objectives</th>
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<tr>
<td>- AEIOU Framework</td>
<td>- Perform qualitative research to identify user &amp; business needs</td>
</tr>
<tr>
<td>- User Needs Mind-Map</td>
<td>- Perform quantitative research to identify user &amp; business needs</td>
</tr>
<tr>
<td>- Product Purpose &amp; Promise</td>
<td>- Analyze how best to balance user &amp; business needs</td>
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<tr>
<td>- Business Model Canvas Group</td>
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Proto-Personas and Empathic Prototyping

When designing the layout for a digital service, it is important to understand who you are developing your product for. This is where the creation of proto-personas comes into play, allowing creative professionals to better design for their ideal end-user. For this activity, you will be researching and creating a proto-persona for a product and then developing a user experience to match.

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<th>Skills Needed</th>
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<td>- Interviewing</td>
<td>- Research your product and your user base</td>
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<tr>
<td>- Insight Gathering</td>
<td>- Gather insights and create a proto-persona</td>
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<tr>
<td>- Insight Writing</td>
<td>- Design a user experience to match your proto-persona</td>
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High Fidelity Designs

Creating a design that matches the original intent of a product/business is a desired, yet challenging, skill in this brand-focused landscape. As such, over the course of this assignment, you will strive to create an application layout that reproduces the original branding of a product or service. Then, upon presenting your interface, you will be provided with expert feedback and critique for improving your design's final form.

Skills Needed
- Invision
- Adobe Illustrator
- Sketch

Objectives
- Build a highly detailed design
- Present UI for feedback
- Iterate on your design

Real World Design Strategies and Mock-Ups

Developing for real-world organizations is far different than designing for yourself. Clients often request minute changes and have vague notions of their final goal. Yet, working with clients is a key aspect of every designer's career. As such, you will be tasked with creating a complete design strategy for a fictitious business or non profit. You'll have opportunities to receive expert feedback and continually tailor your final design.

Skills Needed
- Adobe Illustrator
- Sketch
- Keynote
- Storyboarding

Objectives
- Create a design strategy for an existing business
- Create a mock-up of the design strategy
- Create a presentation for stakeholders in the company
Mobile-Responsive Web Layouts

When creating applications today, it is very important to develop with multiple devices, resolutions, and screen sizes in mind. For this assignment, you will be creating a responsive web layout that maintains “pixel perfect” functionality whether on a desktop or mobile device. You’ll be using a mix of front end development tools to make this happen.

Skills Needed

- HTML5
- CSS
- JavaScript
- Bootstrap
- jQuery

Objectives

- Create a layout for desktop, tablet, & mobile devices
- Build a complete site from concept
## Course Curriculum By Module

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<tr>
<th>Module</th>
<th>Description</th>
<th>What You’ll Learn</th>
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| **Module 1:** The “U” Of UX/UI (Weeks 1-7) | The common theme throughout this course is that we will be designing with users in mind. That being said, how do we know who our user is? What do they do? How do they act? Those are the questions we will strive to answer in this module as we dig into popular research techniques and methodologies. | » UX / Design Thinking  
» User Centered Design Research  
» Foundation in System Thinking  
» Empathy & Users  
» UX Interviewing  
» Insight Synthesis  
» Decision Mapping  
» Prototyping |
| **Module 2:** Interface Design (Weeks 8-10) | Interfaces need to be both engaging and intuitive in order to craft solid user experiences. Over the course of these few weeks, we will cover many of the necessary skills, technologies, and frameworks designers should know in order to make immersive applications. | » User Interaction  
» User Interface & Affordance  
» Invision  
» Project Management & Planning  
» Sketch  
» User Centered Design  
» Accessibility & Design  
» Photoshop  
» Illustrator |
| **Module 3:** Visual Design Theory (Weeks 10-15) | While an interface that functions is a distinct necessity, an interface that draws the eye of its user is just as important. During this module, we will cover color theory, iconography, typography, and the many other crucial aspects of visual design that modern UI/UX developers need to provide a high-class, hands-on experience. | » Typography  
» Heuristics, Usability & UI Iterations  
» Continuity & Branding in UX & UI  
» Sketch  
» Iconography |
| **Module 4:** Web Prototyping and Interaction Design (Weeks 16-21) | What good is a solid interface if no one can use it? Students will learn how to apply all of the knowledge they've acquired to create live applications on the web as full-fledged visual prototypes. Next, students will apply JavaScript and jQuery to their creations to incorporate more complex user interactions. | » HTML  
» CSS  
» GitHub  
» Bootstrap  
» Media queries  
» JavaScript  
» jQuery |
| **Module 5:** Final Project (Weeks 22-24) | Now is the time to prove your skills in the fields of User Interface and User Experience. Students will create a portfolio that showcases all the skills gained throughout the course. Next, students will team up in small groups in order to craft an interface and application that will wow potential employers. | » User Experience Tools  
» User Interface Design  
» Front End Web Development |