Avinashilingam Institute for Home Science and Higher Education for Women

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Coimbatore – 641 043, Tamil Nadu, India

Report

10 Days Programme on

"UI/UX Design Workshop"

On 16.06.2025-27.06.2025

Organized by

Centre for Machine Learning and Intelligence (CMLI) (ISO/IEC 20000-1:2018)

Invitation

UI/UX Design Workshop

Objective of this workshop

The main objective of this 10-day workshop is to introduce participants to the core principles of User Interface (UI) and User Experience (UX) design, guiding them step-by-step from basic theory to real-world application. Through this program, learners will gain hands-on exposure to design tools, user research, wireframing, and layout creation helping them think like designers and solve problems creatively.

Welcome Address:

The session began with a warm welcome by **Dr. P. Subashini, Coordinator**, **Centre for Machine Learning and Intelligence.** She addressed the participants and emphasized the importance of UI/UX design in today's digital world. She encouraged the learners to make the most of the hands-on sessions. She also introduced the resource person, **Ms. Abirami V** from **Scopik Edu Tech Private Limited**, highlighting her industry experience.
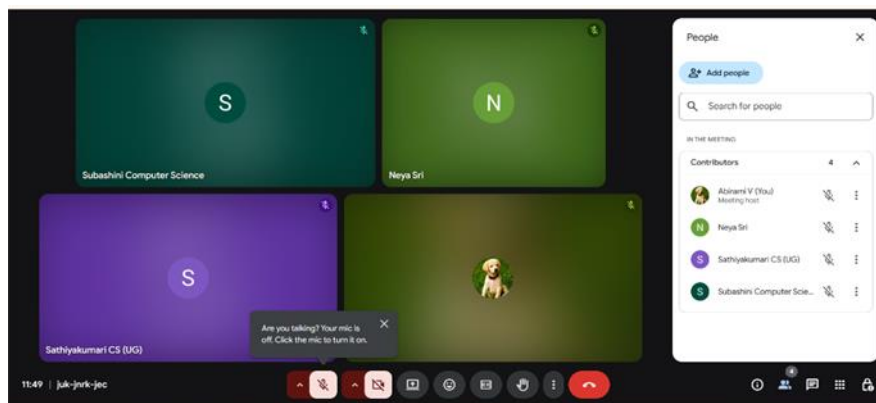

Fig 1. Welcome Address by Co-Coordinator

Day 1: Introduction to Design and UI/UX

The first day of the workshop began with an insightful introduction to the fundamentals of design. Participants were introduced to the question: "What is Design?", exploring how design is not just about looks but about solving real-world problems and creating meaningful experiences. The session continued with a breakdown of the **Elements of Design**, such as line, shape, color, texture, space, form, and value essential visual tools used in digital and print media.

Next, the workshop covered the **basics of UI/UX Design**, helping participants understand the distinction between User Interface (UI) and User Experience (UX). Real-life examples were used to explain how these two areas work together to create successful digital products. Participants also learned about the **roles and responsibilities in a UI/UX team**, including designers, researchers, developers, and writers, giving them an idea of how collaborative product development works in industry. The day concluded with an engaging discussion on **how famous brands use design effectively**, using examples like Unilever to demonstrate how visuals can tell powerful stories.

Fig 2: Introduction to UI/UX

Day 2 – Typography, Color Theory, Logo Types and Design

The second day of the workshop focused on key elements of visual identity in design. The session began with an introduction to **typography**, where participants learned about the role of fonts, typefaces, alignment, spacing, and hierarchy in improving readability and user engagement. The importance of choosing the right font style for different contexts in UI design was clearly explained.

Next, the session covered the basics of **color theory**, including the psychology of colors, color combinations, and their emotional impact on users. Participants explored different color schemes such as monochromatic, complementary, and analogous, along with their application in digital design.

The day concluded with a session on **logo types and design**, where students learned about different logo categories like wordmarks, lettermarks, pictorial logos, abstract symbols, and combination marks. Real-life examples were discussed to show how typography and color come together to create strong, memorable brand identities.
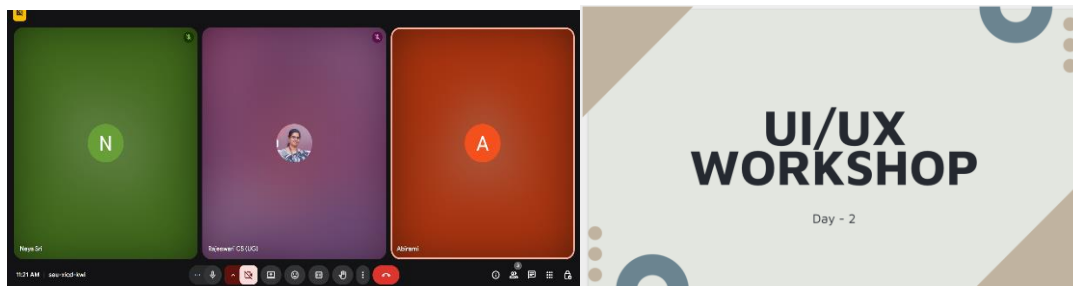

Fig 3: Visual Identity Basics

Day 3 – UI Principles, UX Laws, User-Centred Design, Stages in UI/UX, Effective UI/UX Design

The third day of the workshop introduced participants to the foundational principles and psychology behind effective interface and experience design. The session began with an explanation of **UI design principles** such as consistency, hierarchy, feedback, and clarity all essential for creating intuitive and user-friendly interfaces.

Following that, students were introduced to key **UX laws**, including Fitts' Law, Hick's Law, and the Law of Proximity, which explain how users behave when interacting with digital products. Real-world examples were used to help learners understand how these laws apply to everyday app and website experiences.

The concept of **User-Centred Design (UCD)** was then discussed, emphasizing the importance of designing with the user's needs, behaviors, and expectations in mind. The **stages in the UI/UX design process** from research to wireframing, prototyping, testing, and final design were explained in sequence to help participants visualize the complete design journey.

The session ended with tips on what makes an **effective UI/UX design**, focusing on simplicity, accessibility, responsiveness, and visual appeal.
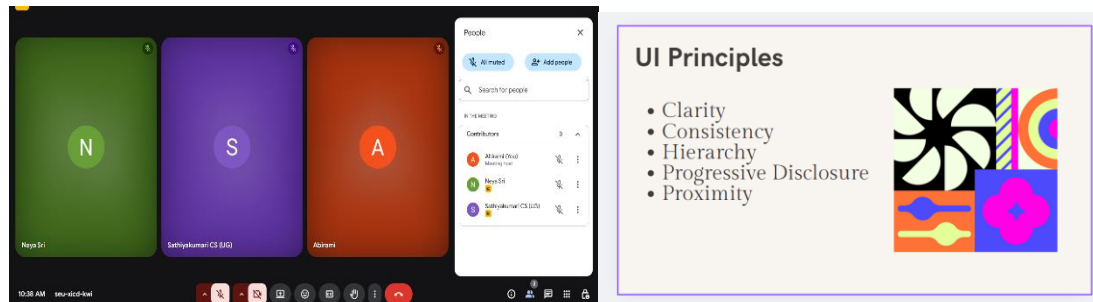

Fig 4: Principles of UI/UX

Day 4 – Introduction to Figma and UI Components

The fourth day of the workshop marked the beginning of tool-based practical learning. Participants were introduced to **Figma**, a popular cloud-based design tool used for creating user interfaces and prototypes. The session began with guidance on how to **download and set up Figma**, followed by an overview of its interface and essential features.

Once the tool was ready, participants explored the use of **UI components**, such as frames, shapes, text, buttons, icons, and layout grids. The trainer explained how these components are used to structure screen designs effectively and how Figma supports collaboration, real-time editing, and reusable design systems.

The session was interactive, allowing participants to try each component within the tool and understand its practical application in UI screen design.
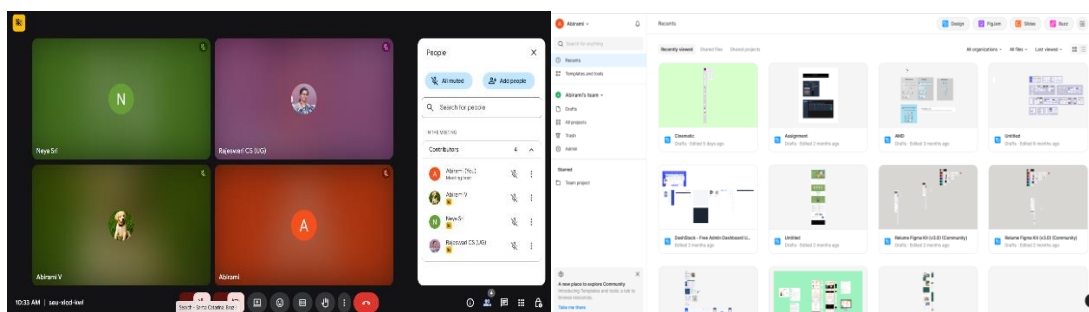

Fig 5: Getting Started with Figma

Day 5 – Login and Sign-in Page Design

The fifth day of the workshop focused on applying design concepts to real-world screen layouts. Participants were guided through the process of designing a **Login and Sign-in page** using Figma. The session began with a brief discussion on the purpose and importance of well-designed authentication screens in websites and mobile applications.

Key design elements such as input fields, labels, buttons, icons, error messages, and alignment were explained. Participants also learned how to maintain consistency in typography and color while designing for user trust and ease of access.

With hands-on practice in Figma, participants created their own login and sign-in screens, focusing on usability, simplicity, and visual appeal.
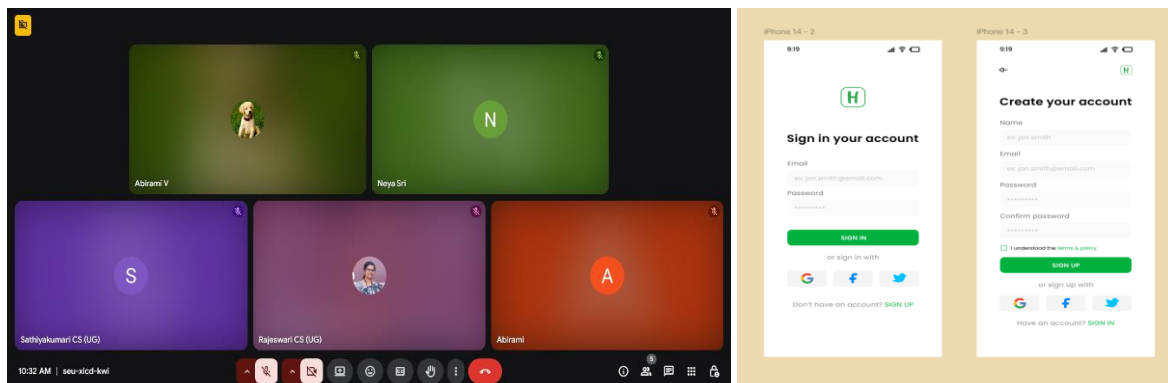

Fig 6: Login Page Design

Day 6 – Project Planning and Design Process Structure

The sixth day of the workshop was dedicated to helping participants understand how to approach a UI/UX project from a professional and structured perspective. The session focused on how to properly **frame and describe a project topic**, starting with a clear **introduction and project overview**. Participants were guided on how to identify a problem statement, define goals, and set a context for their design work.

The session then moved into explaining the **UI/UX design process steps**, including research, ideation, sketching, wireframing, prototyping, testing, and refinement. Special attention was given to the role of the **user persona**, which helps represent the target user's goals, pain points, and behaviors.

Participants also learned how to build a **storyboard** to visualize user interactions and user journeys in a narrative format. The concept of **information architecture** was introduced to explain how content and navigation should be logically organized to enhance usability.This session helped learners connect all the concepts covered in earlier sessions and prepared them to start working on their individual or group design projects.
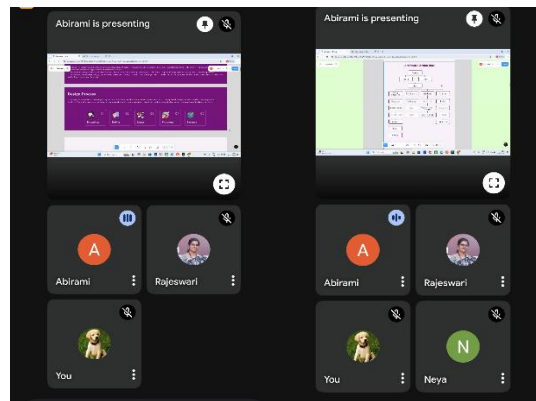

Fig 7: Project Planning Workflow

Day 7 – Style Guide and Wireframe Design for Website

The seventh day of the workshop focused on setting design standards and creating layout blueprints for websites. The session began with an introduction to the **Style Guide**, explaining its importance in maintaining consistency across a product's design. Participants learned how to create a basic style guide that includes colors, typography, button styles, spacing rules, and icon usage. This helped them understand how design systems ensure uniformity in team projects.

The session then moved on to **Wireframe Design for Websites**. Participants were introduced to low-fidelity wireframing — a rough layout plan that outlines the structure of a web page without visual distractions. Using Figma, they practiced arranging key elements like headers, menus, images, text blocks, and call-to-action buttons to visualize how a user would interact with the page.

The combination of style guide creation and wireframing gave participants a strong foundation to move forward with full-fledged UI design.
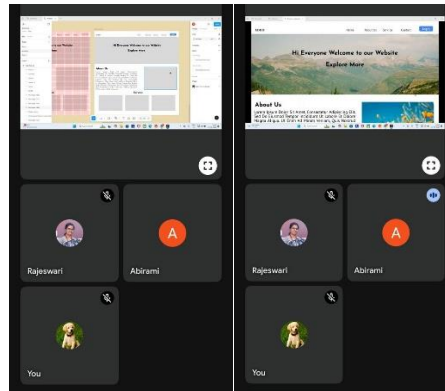
Fig 8: Wireframes & Style Guide

Day 8 – Fidelity Levels and Prototyping in UI Design

The eighth day of the workshop introduced participants to the different stages of screen detailing through **fidelity levels** — low, medium, and high — followed by a session on **prototyping**.

The session began with an explanation of **low-fidelity wireframes**, which are quick, rough sketches used to map out layout and structure. This was followed by **medium-fidelity wireframes**, where basic content, spacing, and interactions are more refined. Finally, **high-fidelity wireframes** were discussed, showcasing how visual elements, colors, and real data come together in a polished mockup.

After understanding fidelity levels, the session moved into **prototyping** — the process of creating clickable, interactive design models that simulate real user interactions. Using Figma, participants learned how to link screens, create transitions, and simulate a full user flow.This hands-on session helped learners understand how a simple wireframe can evolve into an interactive prototype that communicates the final product experience.
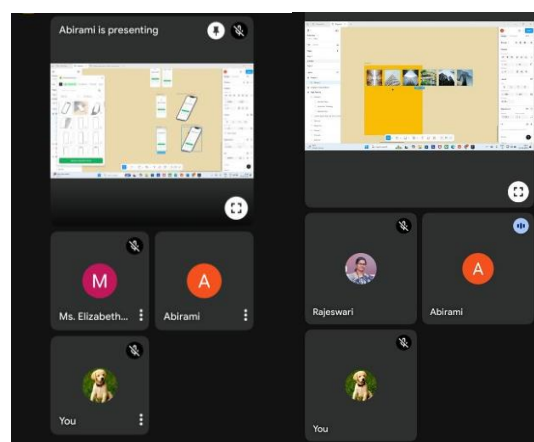

Fig 9: Fidelity & Prototyping

Day 9 – Scroll Effects, UI Enhancements, and Prototype Types

The ninth day of the workshop focused on enhancing the visual interactivity of UI designs through motion and transition effects. Participants were introduced to various **scrolling techniques**, including **horizontal and vertical scrolling**, and how these can be applied effectively in website or app interfaces to improve user engagement.

The session also covered popular **UI visual effects** such as the **glassmorphism (glass effect)**, which gives a frosted glass look to UI elements, and the **carousel effect**, used to display images or content in sliding frames. These effects were demonstrated in Figma, allowing participants to experiment and add modern UI styles to their prototypes.

In the latter part of the session, participants learned about the **different types of prototypes** including low-fidelity (click-through), mid-fidelity, and high-fidelity interactive prototypes. The importance of selecting the right prototype level depending on the design stage and user testing goals was emphasized.

The day helped learners explore beyond basic layouts and understand how animation and interactivity enhance user experience.
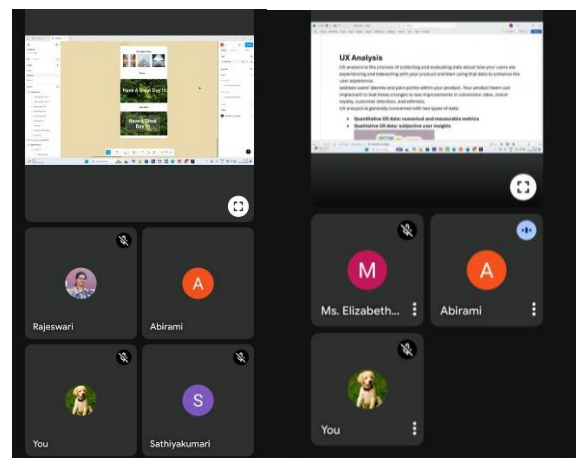

Fig 10: Interactive UI Effects

Day 10 – UI/UX Articles, Inspiring Websites, and Future Design Trends

The tenth day of the workshop aimed to expand participants' creative thinking by exposing them to real-world inspirations and future directions in UI/UX. The session began with a curated selection of **UI/UX design articles** that highlighted current practices, case studies, and expert insights. These resources helped participants understand how design thinking is applied across industries.

Following this, a range of **inspiring websites** were showcased, featuring creative layouts, animations, storytelling techniques, and innovative user interactions. The designs served as references to spark ideas and show how UI/UX principles are used in professional-level projects.

The session concluded with a discussion on **emerging design trends**, such as dark mode, neumorphism, 3D elements, microinteractions, and AI-integrated interfaces giving learners a glimpse into the future of digital product design.
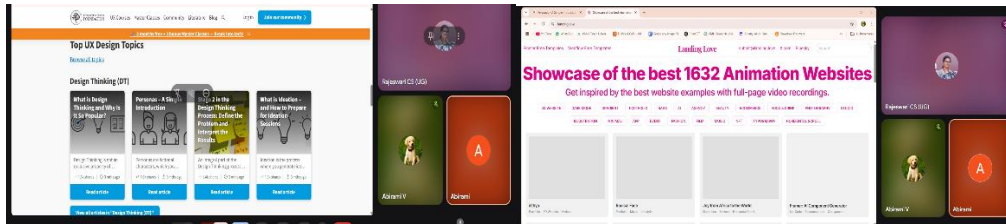

Fig 11: Inspiration & Trends

Conclusion and Certificate Distribution

The UI/UX Design Workshop concluded successfully with enthusiastic participation from learners. The workshop provided a strong foundation in user interface and user experience design, blending theoretical concepts with practical hands-on sessions. Participants were introduced to industry-relevant tools, guided through real-world design processes, and encouraged to think creatively and critically about user-focused solutions.

At the end of the workshop, **e-certificates were issued to all participants** who completed the assigned tasks and actively engaged in the sessions.