

100-DAY INSTRUCTOR-LED PROGRAM · 8 MODULES · 9 EXERCISES

UI / UX Design Mastery

From design fundamentals and Adobe Creative Cloud through Figma systems, UX research, WCAG accessibility, and a **portfolio-ready capstone**. One hour per day — zero fluff.

100 DAYS | **8** MODULES | **9** EXERCISES | **1 hr** PER DAY

Figma

Adobe Photoshop

Adobe Illustrator

Miro

WCAG 2.1 / 2.2

UX Research

Accessibility

Design Systems

Portfolio & Case Studies

DESIGN TOOLS

Figma · Photoshop · Illustrator · Miro · Whimsical · Balsamiq · Notion

UX PRACTICE

User Research · Personas · Journey Maps · Usability Testing · Information Architecture

STANDARDS & CAREER

WCAG 2.1 / 2.2 · POUR · Axe · Lighthouse · Portfolio · Interview Prep

WHAT YOU WILL LEARN

Eight Comprehensive Modules

MODULE 1 · DAYS 01–10

Design Foundation

Graphic, UI & UX design theory — core principles, elements, typography, color theory, layout composition, and visual hierarchy.

- Design Principles: Balance, Alignment, Contrast, Proximity
- Elements of Design: Line, Shape, Form, Texture, Space
- Typography Basics & Advanced (Kerning, Type Pairing)
- Color Theory, Psychology & Brand Colors
- Visual Hierarchy — F-Pattern & Z-Pattern
- 1 Graded Exercise

MODULE 2 · DAYS 11–25

Graphic Design Tools

Adobe Photoshop mastery (layers, masking, retouching, color grading) and Adobe Illustrator (vector, Pen tool, logo design, flat illustration).

- Photoshop: Layers, Smart Objects, Selections & Masking
- Photo Manipulation, Color Grading & Retouching
- Illustrator: Vector, Pen Tool & Pathfinder
- Gradients, Patterns & Flat Illustration
- Logo Design — wordmark, icon & brand mark
- 2 Graded Exercises

MODULE 3 · DAYS 26–40

UI Design Foundation

8pt grid systems, design systems, reusable components, mobile & web UI patterns, responsive design, dark mode, micro-interactions.

- 8pt Grid, Spacing Systems & Density
- Design Systems, Tokens & Atomic Design
- Buttons, Forms, Navigation & Card Patterns
- Mobile UI, Web UI & Responsive Design
- Dark Mode & Micro-Interactions
- 1 Graded Exercise

MODULE 4 · DAYS 41–55

Figma & Collaboration

Figma mastery — frames, auto layout, components & variants, interactive prototyping, dev mode, developer handoff, Miro, wireframing.

- Frames, Layout Grids & Constraints
- Components, Variants & Auto Layout
- Design Systems & Shared Libraries
- Interactive Prototyping & Smart Animate
- Figma Dev Mode, Handoff & Miro Journey Mapping
- 2 Graded Exercises

MODULE 5 · DAYS 56–70

UX Design Fundamentals

User-centered design, design thinking, user research, personas, empathy maps, information architecture, task flows, and usability testing.

- Design Thinking: Empathize → Define → Ideate → Prototype → Test
- User Research (Interviews, Surveys, Generative vs. Evaluative)
- Personas, Empathy Maps & User Journey Maps
- Information Architecture & Card Sorting
- Task Flows, User Flows & Wireframing
- 1 Graded Exercise

MODULE 6 · DAYS 71–80

Accessibility & UX Standards

WCAG 2.1/2.2 guidelines, the four POUR principles, accessible color contrast & typography, accessibility testing tools, inclusive design.

- WCAG 2.1 / 2.2 — Levels A, AA, AAA
- POUR: Perceivable, Operable, Understandable, Robust
- Accessible Color Contrast (4.5:1 text / 3:1 UI)
- Axe, Lighthouse, WAVE & Screen Reader Testing
- Inclusive Design — designing for the extremes
- 1 Graded Exercise

MODULE 7 · DAYS 81–90

Advanced Product Design

Product thinking, problem framing, competitive analysis, heuristic evaluation, UX metrics, A/B testing, design documentation, and agile sprints.

- Product Thinking & Problem Framing (HMW)
- Competitive Analysis & Heuristic Evaluation
- UX Metrics (HEART, NPS, Task Success Rate)
- A/B Testing & Statistical Significance
- Agile & GV Design Sprints
- 1 Graded Exercise

MODULE 8 · DAYS 91–100

Portfolio & Career Prep

UX case study structure, portfolio planning in Figma/Notion, designer resume, interview prep, design challenges, freelancing, and final presentation.

- UX Case Study Structure & Presentation Skills
- Portfolio in Figma / Notion
- Resume for UI/UX Designers
- Interview Prep & Design Challenges
- Freelancing, Industry Tools & Trends
- Final Portfolio Capstone (40 pts)

II You won't just learn tools — you'll build a **design process**. From pixel-perfect Figma components to **WCAG-accessible interfaces** and evidence-based UX research, every module builds toward a **portfolio-ready capstone**.

DAY TOPIC & KEY CONCEPTS

MODULE 1 — DESIGN FOUNDATION

WEEKS 1–2 · DAYS 01–10

01	Introduction to Design Graphic Design, UI Design, UX Design — differences & career paths
02	History of Design Evolution of Graphic Design & the Digital Design Revolution
03	Design Principles Balance, Alignment, Contrast, Repetition, Proximity
04	Elements of Design Line, Shape, Form, Texture, Space
05	Typography Basics Typeface vs Font, Serif vs Sans Serif, Hierarchy
06	Advanced Typography Kerning, Tracking, Leading, Type Pairing
07	Color Theory Color wheel, RGB vs CMYK, Color harmony
08	Color Psychology in Design Emotional color usage, Brand color selection
09	Layout & Composition Grid systems, Rule of thirds, White space
10	Visual Hierarchy ★ Ex 1 Eye scanning patterns, F-pattern & Z-pattern

MODULE 2 — GRAPHIC DESIGN TOOLS

PHOTOSHOP · DAYS 11–18

11	Photoshop Interface Layers, tools, workspace overview
12	Image Editing Basics Crop, resize, adjustments, levels & curves
13	Selections & Masking Lasso, Magic Wand, Quick Selection, Layer Masks
14	Photo Manipulation Compositing, blending modes, smart objects
15	Color Grading Hue/Saturation, Color Balance, Camera Raw
16	Advanced Retouching Healing Brush, Clone Stamp, frequency separation
17	Smart Objects & Non-Destructive Editing Linked smart objects, adjustment layers, history
18	Typography in Photoshop ★ Ex 2 Text layers, warping, layer styles

ILLUSTRATOR · DAYS 19–25

19	Illustrator Basics ✓ Rev 1 Workspace, Tools panel, Artboards
20	Vector vs Raster Scalability, when to use each, file formats
21	Pen Tool Mastery Anchor points, curves, paths, compound paths
22	Shapes & Pathfinder Boolean operations, Pathfinder panel, Shape Builder
23	Gradients, Patterns & Swatches Linear/radial gradients, pattern fills, global swatches
24	Vector Illustration Flat design illustration techniques, clipping masks
25	Logo Design Practice ★ Ex 3 Concept to execution — wordmark, icon & brand mark

MODULE 3 — UI DESIGN FOUNDATION

WEEKS 5–6 · DAYS 26–40

26	Introduction to UI Design ✓ Rev 2 UI vs UX, digital product design overview
27	UI Design Principles Consistency, feedback, affordance, clarity
28	Layout for Digital Products Containers, breakpoints, responsive layout
29	Grid Systems in UI 12-column grid, CSS grid alignment
30	Spacing Systems (8pt Grid) Base unit, padding, margin, density
31	Design Systems Tokens, documentation, team consistency
32	Components & Reusable UI Atomic design, component libraries
33	Buttons, Forms & Inputs States — default, hover, focus, disabled, error
34	Navigation Design Nav bars, side drawers, breadcrumbs, tabs
35	Cards, Lists & UI Patterns Content cards, list views, empty states
36	Mobile UI Design Touch targets, gestures, safe areas, iOS vs Android
37	Web UI Design Hero sections, CTAs, dashboards, tables
38	Responsive Design Fluid layouts, breakpoints, adaptive patterns
39	Dark Mode Design Color inversion pitfalls, elevation, accessibility
40	Micro-Interactions ★ Ex 4 Transitions, hover states, animation purpose

MODULE 4 — FIGMA & COLLABORATION TOOLS

FIGMA · DAYS 41-49

41	Introduction to Figma ✓ Rev 3 Interface tour, files, pages, layers panel
42	Frames & Layout Grids Frame types, constraints, layout grid setup
43	Components & Variants Main components, instances, variant properties
44	Auto Layout Stacking, padding, gap, resizing modes
45	Design Systems in Figma Shared libraries, tokens, style documentation
46	Prototyping Basics Connections, triggers, transitions, flows
47	Interactive Prototypes Component interaction, smart animate, overlays
48	Figma Dev Mode Inspect panel, code export, redlines
49	Handoff to Developers ★ Ex 5 Spacing specs, asset export, developer notes

COLLABORATION TOOLS · DAYS 50-55

50	Introduction to Miro ✓ Rev 4 Boards, templates, sticky notes, collaboration
51	User Journey Mapping (Miro) Journey stages, touchpoints, pain points, opportunities
52	Wireframing Tools Overview Balsamiq, Whimsical, Figma — when to use each
53	Low-Fidelity Wireframes Sketching → digital lo-fi, annotation conventions
54	High-Fidelity UI Design Applying brand, polish, production-ready assets
55	Design Critique & Iteration ★ Ex 6

DAY TOPIC & KEY CONCEPTS

MODULE 5 — UX DESIGN FUNDAMENTALS
WEEKS 9–10 · DAYS 56–70

56	Introduction to UX Design ✓ Rev 5 UX vs UI, UCD, value of research
57	Design Thinking Process Empathize, Define, Ideate, Prototype, Test
58	User Research Methods Interviews, surveys, contextual inquiry
59	Generative vs Evaluative Research When to use each, planning a study
60	User Personas Creating realistic, data-driven personas
61	Empathy Maps Think, Feel, Say, Do — building empathy
62	User Journey Maps Touchpoints, emotions, pain points
63	Information Architecture Site maps, content hierarchy, navigation
64	Card Sorting & Tree Testing Open/closed card sorting, tree test analysis
65	Task Flows & User Flows Decision flows, happy path, edge cases
66	Sketching & Ideation Crazy 8s, brainstorming, sketch to wire
67	Wireframing & Lo-Fi Prototyping Paper → Figma wireframes, annotations
68	Usability Testing Moderated vs. unmoderated, task scenarios, metrics
69	Usability Analysis & Reporting Rainbow spreadsheet, affinity mapping, themes
70	UX Iteration & Refinement ★ Ex 7 Prioritising findings, iterating on designs, re-testing

MODULE 6 — ACCESSIBILITY & UX STANDARDS
WEEKS 11–12 · DAYS 71–80

71	WCAG 2.1 / 2.2 Overview ✓ Rev 6 Four principles: Perceivable, Operable, Understandable, Robust
72	WCAG Success Criteria Level A, AA, AAA — practical requirements
73	Accessible Color Contrast 4.5:1 text, 3:1 UI components, tools to test
74	Accessible Typography Min sizes, line height, readable font stacks
75	Keyboard & Focus Management Tab order, focus indicators, skip links
76	Accessible Forms Labels, error messages, autocomplete attributes
77	Screen Reader Design ARIA roles, alt text, landmark regions
78	Accessibility Testing Tools Axe, Lighthouse, WAVE — how to audit
79	Inclusive Design Designing for extremes, cognitive load, motor accessibility
80	Accessibility Audit & Report ★ Ex 8 Audit a real design, identify violations, remediation plan

MODULE 7 — ADVANCED PRODUCT DESIGN
WEEKS 13–14 · DAYS 81–90

81	Product Thinking ✓ Rev 7
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Problem space vs. solution space, product vision

82

Problem Framing (HMW)

How Might We statements, point of view

83

Competitive Analysis

Feature matrix, positioning, differentiation

84

Heuristic Evaluation

Nielsen's 10 heuristics, severity ratings

85

UX Metrics — HEART Framework

Happiness, Engagement, Adoption, Retention, Task Success

86

A/B Testing

Hypothesis, statistical significance, interpreting results

87

Design Documentation

Design rationale, decision logs, specification docs

88

Agile & Design Sprints

GV Sprint (Monday → Friday), Agile ceremonies for designers

89

Case Study: Real World App

End-to-end product redesign — research to hi-fi prototype

90

Product Design Review ★ Ex 9

Peer review, instructor critique, final iteration

MODULE 8 — PORTFOLIO & CAREER PREP

WEEKS 15–17 · DAYS 91–100

91

UX Case Study Structure ✓ Rev 8

Problem → Research → Ideation → Design → Outcome

92

Portfolio Planning

Choosing projects, narrative arc, audience targeting

93

Portfolio in Figma

Portfolio layout, scrollable case study, export to PDF

94

Portfolio in Notion

Notion site structure, embedding Figma, custom domain

95

Designer Resume

ATS-friendly structure, skills section, portfolio link

96

Interview Prep

Behavioral questions, portfolio walkthrough, whiteboard challenge

97

Design Challenge Workshop

24-hour challenge: brief → concept → prototype

98

Freelancing & Industry Tools

Finding clients, contracts, rates, collaboration tools

99

Design Trends & Emerging Tools

AI in design (Midjourney, Galileo AI), future of UX

100

Final Portfolio Presentation & Graduation

Portfolio demo day, peer reviews, instructor feedback, certificates

DESIGN TOOL STACK

Figma UI Design & Proto	Photoshop Photo & Graphics	Illustrator Vector & Logo	Miro Collaboration	Notion Documentation
Axe / WAVE Accessibility	Lighthouse Audit Tool	Whimsical Wireframing	Balsamiq Lo-Fi Wires	Google Forms Surveys
Optimal Workshop Card Sorting	Coolers Color Palette	Fontpair Type Pairing	Maze.co Remote Testing	UserZoom Usability Testing

PREREQUISITES

HARDWARE & OS

- ✓ Windows 10/11 or macOS 11+ — 8 GB RAM (16 GB recommended)
- ✓ 1920×1080 display recommended for UI work
- ✓ 20 GB free disk for Adobe Creative Cloud

SOFTWARE

- ✓ Figma (free) — browser or desktop app
- ✓ Adobe Creative Cloud — Photoshop & Illustrator
- ✓ Miro (free tier), Notion (free tier)
- ✓ Google Chrome (for Axe, WAVE browser extensions)

KNOWLEDGE

- ✓ No prior design experience required
- ✓ Basic computer skills — file management, web browser
- ✓ Curiosity and an eye for visual details
- ✓ Optional: HTML/CSS basics (Module 3 will reference it)

ASSESSMENT & GRADING

Graded Exercises (9 total)	40 %
Module Reviews (8 total)	20 %
Portfolio Capstone	40 %

CAPSTONE SCORING

25 pts	UX Research (personas, journey map, usability test)
20 pts	Information Architecture & User Flows
20 pts	Figma Hi-Fi Design & Interactive Prototype
20 pts	WCAG AA Accessibility Compliance
15 pts	Case Study Presentation & Portfolio quality

Passing Criteria

Score ≥ 70/100 overall · Each exercise ≥ 50% to proceed · Capstone submitted by Day 100

Ready to enroll?

Start with a **free first session** — no commitment. One hour per day is all it takes.

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