

# Coincent 3 Year Program Curriculum **UI/UX**

Partnered by

# DesignMacha.

*Empowering Learners,  
Accelerating Careers.*

## ABOUT COINCENT

Coincent offers a 3-Year Program that is a well-structured, career-focused initiative designed to equip students with practical skills, real-world experience, and strong placement support. The program is tailored to ensure progressive learning and career readiness across three year phases.

### Why It's Unique

- Only one batch per year with limited seats (150 students) per Domain to maintain quality.
- Prepares students step-by-step to become job-ready by graduation.

## DETAILED ABOUT COINCENT 3 YEAR UI/UX PROGRAM

### “UI/UX Program at Coincent – Learn by Doing”

UI (User Interface) refers to the visual elements of a product—like buttons, icons, and layout—that users interact with. UX (User Experience) focuses on the overall journey and satisfaction of a user while using the product.



Together, UI/UX ensures that digital products are both visually appealing and easy to use, creating intuitive and engaging experiences.

**Key Points:**

1. **User-Centered Design** – Focuses on the needs, goals, and behaviors of the end user.
2. **Visual Consistency** – Maintains harmony in layout, color, typography, and branding.
3. **Usability** – Ensures that the product is easy to navigate and interact with.
4. **Problem Solving** – Aims to enhance user satisfaction by solving design and interaction challenges.



## 3-Year Program Structure Breakdown

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## Year 1:- Industrial Training

### **Module 1: Introduction of UX & Embarking on the Journey**

#### **Introduction of UX:**

- Introduction
- Know your instructor
- Introduction to UI UX Design
- Exploring CX, UX
- Maslow's hierarchy
- Product service pyramid

#### **Embarking on the Journey:**

- Building a team & Concepts
- Learning Business models
- Stakeholder Interviews
- Design Strategy
- Competitive Analysis
- Basic Introduction of Figma



## **Module 2: Teams & Figma Introduction**

### **Planning & Defining**

#### **Teams & Figma Introduction:**

- Team Concept presentation
- Introduction of Figjam
- Qualitative & Quantitative user research
- Qualitative research 1:1 Interview
- Interviewing & Building Rapport
- Documentation of Interview data

#### **Planning & Defining:**

- Creating Persona & Empathy map
- Journey map
- User flow & Task flow
- Information Architecture
- Introduction to Card sorting
- Low level & High level Card sorting

## **Module 3: The Start of Sketching**

- Wireframing
- Understanding Navigation System
- Low fidelity or Rapid wireframing
- Documenting low Fidelity wireframe



- Introduction to HIG & Material designing
- Creating wireframes using iOS Guidelines

## **Module 4: Colors &Typography**

- Color Theory
- Typography
- Materials of Typography & Colors
- Mood board creation
- Creating components and Variants

## **Module 5: Get, Set &Design**

- Design System
- UI Replication & Practice
- UI Review

## **Module 6: Android &iOS**

- Understanding Android
- Understanding iOS

## **Module 7: Introduction of Website**

- Introducing Static & Dynamic website
- Grid System
- Designing Responsive Website
- Website Review



## Module 8 : Design Hand off

- Prototyping
- Auto Layout
- Developer hand off

### Year 2 :- Application & Project Phase:

– Year 2 is full of hands-on-experience on 8 live projects –

1. **Project Title:** "MediConnect" – A Patient-Centric Healthcare Service Platform

Project Brief:

Design a cross-platform healthcare service app, MediConnect, that connects patients with doctors, labs, mental health experts, and pharmacies in one unified experience. The platform should cater to both urban and semi-urban users, including first-time digital adopters.

2. **Project Title:** "CommuteEase" – A Smart Urban Mobility App

Project Brief:

Design a multi-modal transport app that helps daily commuters in metro cities plan, combine, and optimize their journeys using buses, metro, ride-share, and walking—based on time, cost, and environmental impact. The platform should serve both experienced city commuters and newcomers.





3. **Project Title:** "FocusMate" – A Distraction-Free Productivity App for Students

Project Brief:

Design a minimal and efficient iOS productivity app\*\* that helps students and freelancers focus on tasks, block distractions, track time, and manage their schedules—all while adhering to iOS Human Interface Guidelines (HIG). The app should feel native, fast, and distraction-free.

4. **Project Title:** "Cultured" – A Digital Magazine for Global Arts & Culture

Project Brief:

Design the visual system and interface for "Cultured," a web and mobile digital magazine that features articles, photography, and interviews across global art, design, film, and fashion. The goal is to create a distinctive, emotionally resonant visual identity that enhances storytelling and content engagement.

5. **Project Title:** "ShopSphere" – Building a Scalable E-Commerce Design System

Project Brief:

Design a scalable, reusable UI design system for an e-commerce web platform called ShopSphere, which serves both small retailers and large brands. Begin by replicating parts of well-known UI patterns (e.g., Amazon, Zara, or Apple Store), then build your own system based on your observations, and finally conduct UI reviews to refine and validate your components.



6. **Project Title:** Cross-Platform Mobile App UX Redesign – "HealthMate Pro"

Project Objective:

Redesign the user experience and interface of a health tracking app for both Android and iOS, following platform-specific design paradigms. The goal is to create two native-feeling interfaces that serve the same functionality but are tailored to their respective ecosystems.

7. **Project Title:** "Responsive Portfolio & Blog Website for a Creative Professional"

Project Goal:

Design and prototype a responsive portfolio website for a creative professional (e.g., designer, photographer, developer) that includes a blog section. The site should use a strong grid system, balance static and dynamic content, and demonstrate high-level responsiveness across devices.

8. **Project Title:** "Smart Finance App – Budgeting & Expense Tracker (Mobile-First UI Design)"

Project Goal:

Design a mobile-first budgeting and expense tracker app for personal finance management. The project should demonstrate professional-level prototyping, advanced auto layout usage in Figma (or equivalent), and a clean developer handoff process.



## Meet Our Team:



**RASHMI BAHEKAR**  
**UX MENTOR**  
**Founder | DzgnJam**

"Rashmi Bahekar is our dedicated UI Mentor, known for her expertise in visual design and user interface best practices. She brings a strong design thinking approach to help students build clean, intuitive, and industry-ready UI solutions."



**JAYASURYA**  
**UI MENTOR**

"Jayasurya is our skilled UI Mentor, specializing in interface design, visual hierarchy, and responsive layouts. He mentors students in building polished, modern UIs that meet both user needs and brand goals."



## Year 3 – Placement & Internship Phase:

### 1. **Guaranteed Internship Phase**

- In Year 3, Coincent guarantees an internship with partner companies. The internship includes a formal Internship Offer Letter and a Completion Certificate upon successful completion.
- This is part of their “Industrial Training + Internship” model – training fees cover live classes, mentorship, and project work, but the internship phase itself is completely complimentary.

### 2. **Structured Placement Preparation**

- Coincent supports students in portfolio-building with multiple completed projects (typically around 8)
- We provide mock interviews, resume reviews, and training for HR and technical rounds – all aimed at preparing you for real-world hiring.

### 3. **Final Take**

- Coincent’s 3rd year transforms theory into practical experience through a guaranteed internship, builds a robust credentials portfolio, and equips you with placement-ready skills via mock interviews and resume prep.
- If you’re in your 4th year, this phase sets you on a clear trajectory from “training” to “hired.”





## Step Into Top Product Companies for UI/UX Roles–

The leading and high-demand roles in the UI/UX Field along with a brief description of each:

### Core UI/UX Design Roles

#### UI Designer (User Interface Designer)

Focuses on the look and feel — creating visual elements like buttons, icons, colors, and typography.

#### UX Designer (User Experience Designer)

Ensures the product is easy to use and intuitive — working on structure, flow, and user satisfaction.

#### Product Designer

A hybrid of UI, UX, and strategy — involved in the entire product lifecycle from research to launch.

## **Interaction Designer (IxD)**

Designs how users interact with the interface — animations, transitions, and touch behaviors.

## **Research & Strategy Roles**

### **UX Researcher**

Conducts user interviews, usability tests, and surveys to gather insights that shape the design.

### **Information Architect**

Organizes content, creates sitemaps, and ensures users can find information easily.

### **Design Strategist**

Aligns design with business goals and helps shape product direction through insights and planning.

## **Tech-Linked Roles**

### **Front-End Developer (with Design Skills)**

Bridges the gap between design and code — turns UI designs into real, interactive websites or apps.

### **Design Technologist**

Combines design thinking with coding to prototype and test advanced design ideas.



### **UX Engineer**

A blend of designer and developer — works closely with product teams to implement complex interfaces.

## **Specialized & Evolving Roles**

### **Motion Designer (UI Animation)**

Creates animated transitions, micro-interactions, and delightful movement in UI.

### **Accessibility Designer**

Ensures digital products are usable by people of all abilities and disabilities.

### **Visual Designer / Brand Designer (Digital)**

Focuses on consistent branding, graphic elements, and polished UI aesthetics.

### **Design System Manager**

Builds and maintains reusable components and standards for large-scale design consistency.

