

GRAPHIC + UX/UI DESIGN

-Duration: 5 Months

eyes!



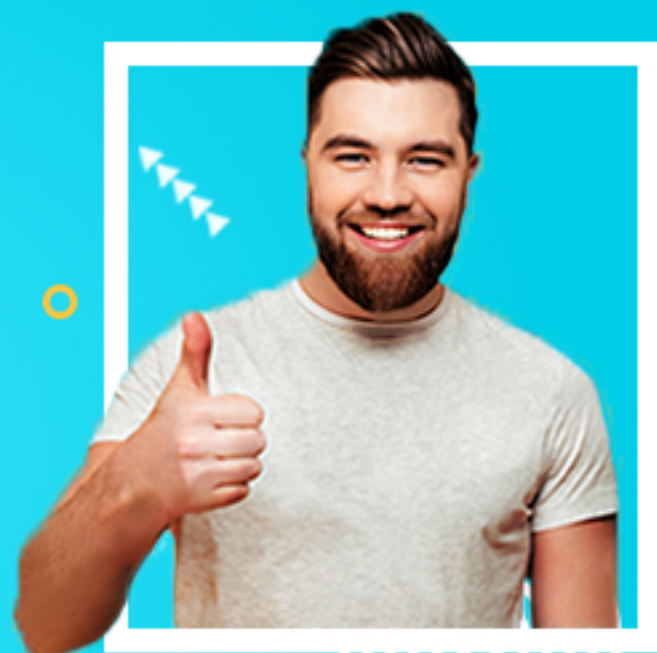
Be your best

Career options For you!

- Graphic Designer
- Creative Director
- Magazine Designer
- Art Director
- Freelancer
- Newspaper Designer
- Industrial/Product Designer
- UX Designer



- UI Designer
- Visual Designer
- Interaction Designer
- UX Researcher
- Front end Designer
- Product Designer
- Information Architect





MODULES

MODULE 1: GRAPHIC DESIGN

PHASE 1: Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- CorelDraw

PHASE 2: Branding

- Internal Branding
- External Branding
- Digital Media Branding
- Print Media Branding

PHASE 3: Project

- Logo design
- Visiting card Design
- Letterhead Design
- Envelope Design
- Brochure Design
- Theme Design



MODULES

- Apparel Design
- Stationery Design
- Newspaper Ads
- Creative Banners
- Magazine Design
- Digital Publishing
- Photo Manipulation
- Website Design
- Web Banners
- GIF images
- Hoarding Design
- Standee Design
- Kiosk Design
- Sign boards
- Bus shelter ad Design
- Social Media Creatives



MODULES

MODULE 1: UX/UI DESIGN

PHASE 1: Overview of UX & UI

PHASE 2: UX Design

- Introduction to UX

- Introduction to the course
- What is User Experience & User Interface
- Difference between UX & UI
- Examples of great UX & UI

- Introduction to UX.
- Human-Computer Interaction
- GOMS
- Model Human Processor
- Introduction to Task Analysis.
- Hierarchical Task Analysis
- Cognitive Task Analysis
- Introduction to Interaction Design (IxD)
- Usability
- Usability as a Measurement
- Usability as a Design Approach



MODULES

- Human Factors

- Human Factors
- Ergonomics
- Human Factor - Case Study
- Ergonomics for UX designers

- UX Laws

- Fitt's Law
- Hick's Law
- Millers's Law: The magic number
- Jakob's Law
- The Von Restorff Effect.
- The Pareto Principle

- Hueristic Evaluaton

- Introduction
- Definition & concept
- Severity Scale
- 10 Laws of Heuristic Evaluation
- Case study of Google Pay
- Case study of NSE



MODULES

- UX Research

- Introduction
- When to do research? - Conceptualising, Designing, Refining
- Generative of Formative research
- Evaluative research
- Introduction to Data types
- Quantitative Data
- Qualitative Data
- Difference between Qualitative and Quantitative research

- UX Research Methodology

- Introduction - Observation, Understanding, Analysis
- Questionnaires and Surveys
- Introduction to Interviews
- Types of Interviews
- Usability Tests
- Types of usability test
- Tree Tests
- A/B Testing

- Introduction to User Research Tools

- Ethnic
- Optimal Workshop
- Survey Monkey
- UsabilityHub



MODULES

- Design Process

PHASE 3: UI Design

- Introduction to UI
- Software
- Building Blocks of Visual design

- UserTesting.com
- UserZoom
- Hotjar
- Morae

- Introduction to Design Thinking
- What is Empathize, Define, Ideate, Prototype and Test
- Deliverables included in Design Thinking
- Introduction to 6D Process
- Deliverables included in 6D process

- User Interface
- User Interaction

- Adobe XD/InVision

- Elements of Design
- Principles of Design



MODULES

- Typography

- Difference between Font & Typeface
- Font Types
- Leading, Kerning, Letter Spacing
- Legibility & Readability
- Typography Rules

- Color Theory

- Color Wheel
- Color Properties
- The Art of combining colors
- Color Schemes
- How to get color inspirations

- Logo Design

- Points to consider while logo design

- Iconography

- Icon Formats
- How to create icons
- Do's and Don'ts

- Moodboard

- Introduction
- Moodboard benefits
- Keywords



MODULES

- Designing for Mobile

- Grid System

- Style
- Color Scheme
- Typography
- Inspirations
- Design Patterns
- Moodboard examples - Google Trip app redesign

- Responsive Design
- Native app design
- Hybrid app design
- Things to consider
- Screen Resolutions
- Screen Vs Image Resolutions
- Styleguide
- How to share assets with developers

- Introduction
- History



MODULES

- Starting with Design

- Android & iOS Guidelines

- Latest Design Trends

- Types of Grid
- What is 960 grid system
- Margin
- Spacing
- Achieving consistency in Margin & Spacing
- Font & Color Hierarchy
- How to build aesthetic layouts
- iOS App structure
- Android App structure
- Difference between Android and iOS app design
- Minimalism
- Flat color schemes
- Gradients coming back
- Material Design
- Card Based Designs



MODULES

PHASE 4:

Career Preparation

Plus:

Practicals:

- How to create compelling UX/UI portfolio and resume
- Get feedback from mentors
- Interview Sessions

- Google Sprint - EnJoin Case study
- User Centric Vs Product Centric Design
- Team Bonding Activities
- Simple every day life related assignments to understand UX easily

- Problem Statement
- User Research
 - a) Target group/ End User
 - b) Contextual enquiry- Qualitative & Quantitative
 - c) Competitive Analysis
 - d) Persona
 - e) User Scenario
 - f) Storyboard
 - g) User Mapping- Customer Journey Map
 - h) User Flow
 - i) Card Sorting



MODULES

Practicals:

- Information Architecture
- Task Flow
- Low Fidelity wireframes
- Formative Usability Testing
- Medium Fidelity wireframes
- High Fidelity wireframes
- Summative usability testing



VISHAKHA TYAGI



Graphic Designer | Salary: 3,60,000 p.a

PREM KULKARNI



Graphic Designer | Salary: 3,60,000 p.a

NIRALI ASMANI



UX/UI Designer | Salary 3,60,000 p.a

SHUBHAM PUSHCHA



Graphic Designer | Salary 1,80,000 p.a

RAHUL KATHALE



UX/UI Designer | Salary: 3,00,000 p.a

ADARSH MOHARALE



UX/UI Designer | Salary 1,80,000 p.a

Placements:

Apart from Professional training in various software & hands-on project work, Creative Concept® helps you get a establishment in the Growing IT Sector.



Testimonials:

Listen to what some of our students have to say about their experience with Creative Concept®. Here are the samples of our few happy students.



One thing best about Creative Concept is the faculty & the way of teaching. it was one of the best experience.

Rahul Kathale
UX/UI Designer



Fabulous journey that started with having fun in Creative Concept®. Doing Course here has been one of my best decisions ever.

Adarsh Moharale
UX/UI Designer



Creative Concept provides live project to students which is very useful for our Future. Helpful & Supportive Faculty. Friendly Environment.

Prem Kulkarni
Graphic Designer

YOU CAN:



Be your own boss, become an Entrepreneur.

If you have an innovative idea, you can be an entrepreneur and start a company.



Get a suitable job, without a college degree.

This is the key benefit that you don't need a college degree to learn the web or mobile application development. The pay is based on the knowledge you have, not the education level.



Unleash the creative side of you.

Unleash your creativity. Not only can you conceptualize and design a site from start to finish, but you also can create something tangible and impactful.



Freelance

Freelancing offers a lot of flexibility than a regular working in offices. You can avail a complete project or you can be a part of the project of the company and can work remotely.



Become more self- confident

One of the best feelings in the world is knowing that you accomplished something great or that you have the ability to execute something really complex. You develop more confidence in using your computer and interacting with the internet.



Earn an extra income by teaching in an institute as a part-time

You can earn an extra income by teaching in an institute as a part-time while doing a job. Sometimes on the weekends only. There are so many institutes which are looking for industry person to deliver the practical knowledge to their students.



Make a positive impact on your career

A key area of your life important in growth is a successful career. The courses that we offer opens a lot more doors to achieving a successful and rewarding career.



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