

# GRAPHICS + UX-UI + MOTION GRAPHICS

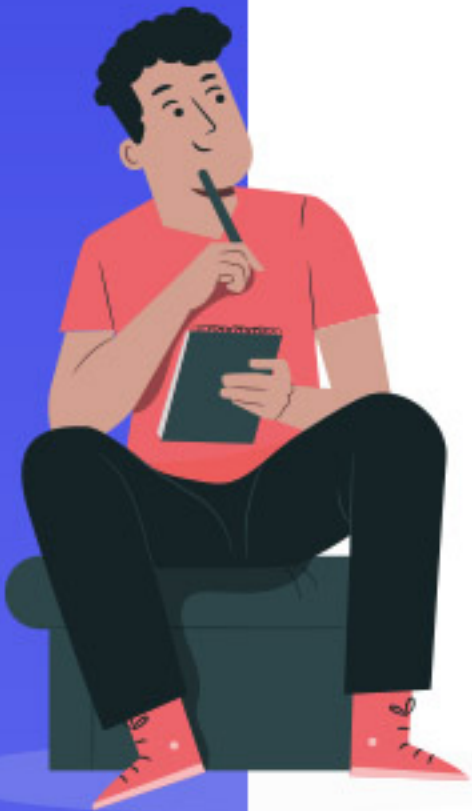
-Duration: 6 to 7 Months



## Career options For you!



- UX Designer
- UI Designer
- Visual Designer
- Interaction Designer
- UX Researcher
- Front-end Designer
- Product Designer
- Motion Graphics Designer



# 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 2 MOTION GRAPHICS

### PHASE 1: Adobe After Effects

- The basics of creating projects, compositions, and layers
- Importing footage, including video, audio, and images
- Creating special effects
- Creating animation for shapes, objects, and layers
- Animating text
- Creating and using masks and track mattes
- Working in 3D animations
- Extracting and removing objects from layers
- Export video

### Adobe Premiere Pro

- Nonlinear editing in Adobe Premiere Pro
- Setting Up a Project
- Importing Media
- Organizing Media
- Working with Clips and Markers
- Adding Transitions
- Advanced Editing Techniques

# MODULES

## Adobe Audition

PHASE 2:

### Project

PHASE 3:

### Working on Portfolio

- Putting Clips in Motion
  - Multicamera Editing
  - Editing and Mixing Audio
  - Adding Video Effects
  - Managing Your Projects
  - Exporting Frames, Clips, and Sequences
- Audition tool includes sound multitrack, waveform, and spectral display for creating, mixing, editing, and for restore the audio content.
- Digital Media Branding
- Learn to create animated resume/portfolio.
- Learn to create animated Social media ads.
- Learn to create animated digital story.
- Learn to create Video Invitations.



# MODULES

MODULE 3

## 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

- Understanding how UX is part of day to day life
- UX Honeycomb - Useful, Usable, Findable, Credible, Desirable, Accessible, Valuable
- Foundation User Centered Design - Usability
- Understanding Human Psychology
- Ergonomics & Anthropometry - From UX & Product Design Perspective.
- Mental Model & Conceptual Model
- Understanding Users
- Importance of Culture



# MODULES

- UX Laws

- Hueristic Evaluaton

- UX & Persuasion
- UX Laws
- Hueristic Evaluation
- Design Processes :
  - Design Thinking
  - 6D Design Process
  - Double Diamond Model
  - Google Sprint
- User Research Techniques
  
- Fitt's Law
- Hick's Law
- Millers's Law: The magic number
- Jakob's Law
- The Von Restorff Effect.
- The Pareto Principle
  
- Introduction
- Definition & concept
- Severity Scale
- 10 Laws of Heuristic Evaluation





# MODULES

- UX Research

- Case study of Google Pay
- Case study of NSE
- Introduction
- Direct & Indirect data gathering methods
- Complementary data gathering methods
- Quantitative Data
- Qualitative Data
- Difference between Qualitative and Quantitative research



- Design Process

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

- Practicals

- Problem Statement
- Design Module
- Ecosystem Mapping
- User Research
  - Market Segments/ user groups
  - Data Gathering



# MODULES

- Qualitative - One on One Interview
- Quantitative- Surveys
- Competitive Analysis
- User, Task, & Environment understanding
- Persona
- User Scenario
- Storyboard
- User Mapping - Empathy Mapping
- User Mapping - Customer journey Map
- Task flow
- Red Route Matrix
- Understanding Architecture
- Card Sorting
- Information Architecture
- User Flow
- Low fidelity wireframe
- Formative Usability testing
- Medium fidelity wireframe
- High fidelity prototype
- Summative Usability testing



# MODULES

## PHASE 3: UI Design

- Introduction to UI
  - User Interface
  - User Interaction
- Software
  - Adobe XD/ Figma
- Building Blocks of Visual design
  - Elements of Design
  - Principles of Design
- 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



# MODULES

- Logo Design
- Iconography
- Moodboard

- Color Schemes
- How to get color inspirations
- Points to consider while logo design
- Icon Formats
- How to create icons
- Do's and Don'ts
- Introduction
- Moodboard benefits
- Keywords
- Style
- Color Scheme
- Typography
- Inspirations
- Design Patterns
- Moodboard examples -  
Google Trip app redesign



# MODULES

- Designing for Mobile

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

- Grid System

- Introduction
- History
- Types of Grid
- What is 960 grid system

- Starting with Design

- Margin
- Spacing
- Achieving consistency in Margin & Spacing
- Font & Color Hierarchy
- How to build aesthetic layouts



# MODULES

- Android & iOS Guidelines

- Latest Design Trends

## PHASE 4:

## Career Preparation

## Plus:

- 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
  
- 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



**ZAINAB KANCHWALA**



UX/UI Designer | Salary: 5,80,000 p.a

**RANJIT RAJAN**



UX/UI Designer | Salary: 5,80,000 p.a

**NEHA GULERIA**



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

**NIRALI ASMANI**



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



Supportive Faculty.  
Friendly Environment.  
Good Guidance for  
project. Provide 100%  
job gurantee.

**Prem Kulkarni**  
UX/UI Designer



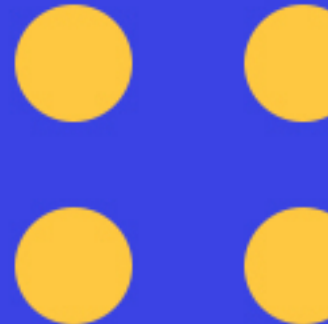
Fabulous journey that  
started with having fun in  
Creative Concept®.  
Doing Course here  
has been one of my  
best decisions ever.

**Adarsh Moharale**  
UX/UI Designer



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





# 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.



## CONTACT US

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