

UX/UI DESIGN

-Duration: 3 Months

*What are your
career Goals?*

Steps to future





Work to become,
not to acquire!

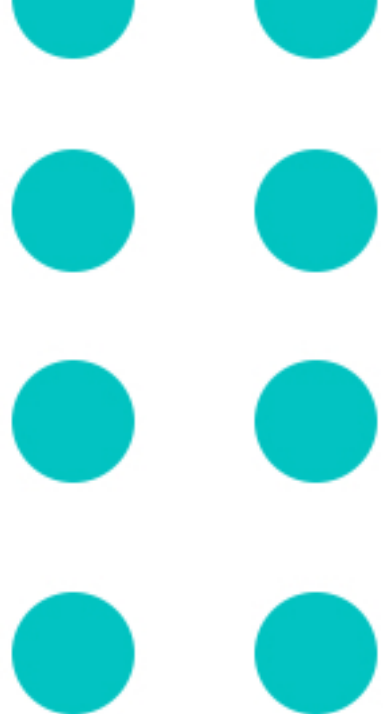
-Elbert Hubbard

EXPLORE



Career options For you!

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



MODULES

PHASE 1:

Overview of UX & UI

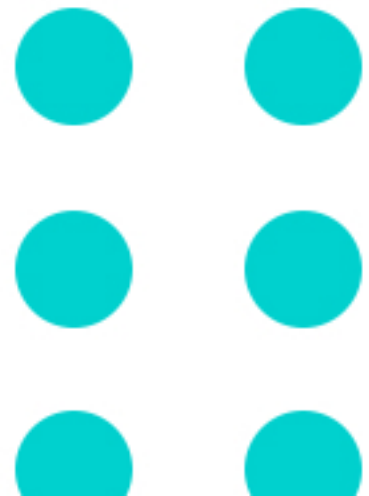
PHASE 2:

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

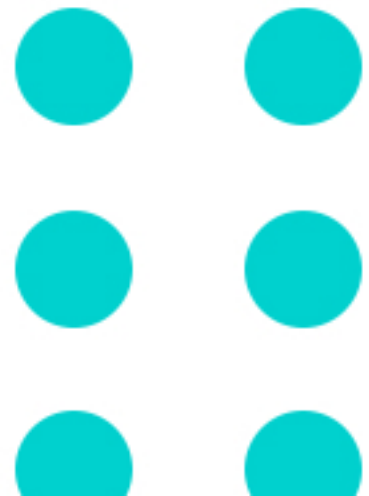
- Human Factors
- Ergonomics
- Human Factor - Case Study
- Ergonomics for UX designers

- 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

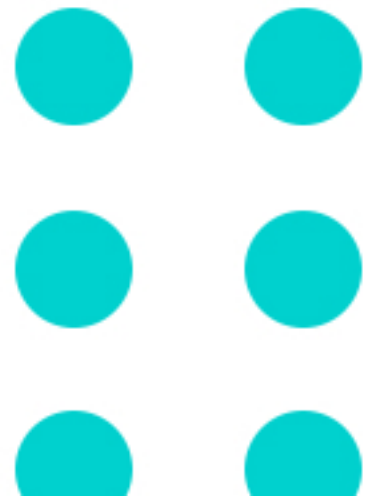
- Introduction
- When to do research? - Conceptualising, Designing, Refining
- Generative of Formative research
- Evaluative research
- Introduction to Data types
- Quantitative Data
- Qualitative Data
- Difference between Qualitative and Quantitative research

- 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

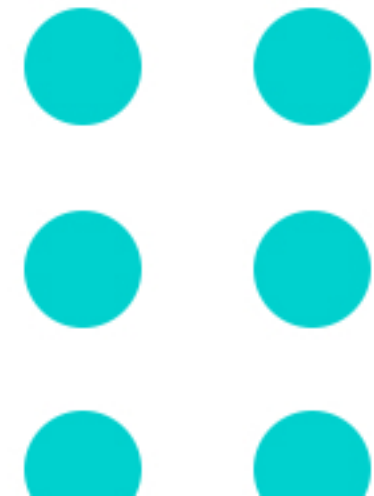
- UserTesting.com
- UserZoom
- Hotjar
- Morae

- 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

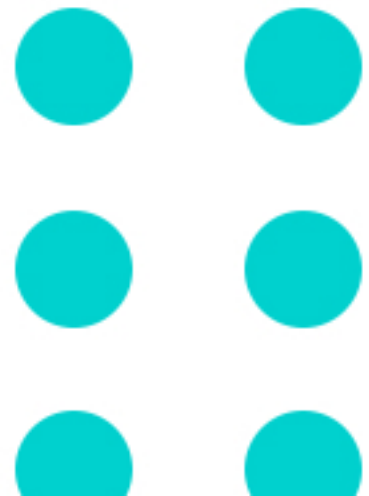
- Points to consider while logo design

- 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

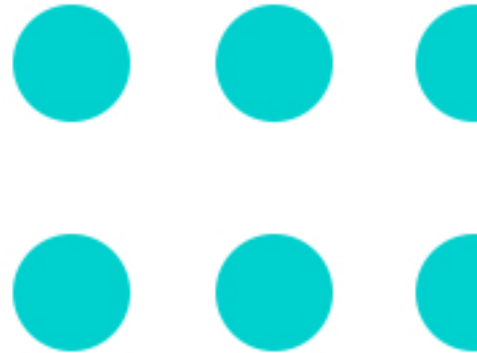
- Problem Statement
- User Research
 - a) Target group/ End User
 - b) Contextual enquiry- Qualitative & Quantitative
 - c) Competitive Analysis
 - d) Persona
 - e) User Scenario
 - f) Storyboard
 - g) User Mapping- Customer Journey Map
 - h) User Flow
 - i) Card Sorting



MODULES

Practicals:

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



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

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Ranjit Rajan
UX/UI Designer



Fabulous journey that
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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



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Be your own boss, become an Entrepreneur.

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



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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.



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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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