

THANKS



WEB + UX/UI DESIGN

-Duration: 7 Months

Career options For you!

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



- Web Designer
- Front end Designer
- Front end developer
- 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

PHASE 2: Branding

PHASE 3: Project

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- CorelDraw

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

- 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: WEB DESIGN

PHASE 1: Chapters

PHASE 2: Design Tools

PHASE 3: Branding

- HTML5
- CSS3
- JavaScript
- jQuery
- Bootstrap
- Wordpress
- Dreamweaver ★

- Sublime Text Builder/ Notepad++
- Wordpress
- Adobe Dreamweaver

- Website Design
- E-Mailer



MODULES

PHASE 4: Project

MODULE 3: UX/UI DESIGN

PHASE 1: Overview of UX & UI

- Website design using HTML & CSS
- Website design using Bootstrap
- Website design using Wordpress
- Website design using Dreamweaver
- Uploading the website

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

MODULES

PHASE 2: UX Design

- Introduction to UX

- Human Factors

- 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

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



MODULES

- UX Laws

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



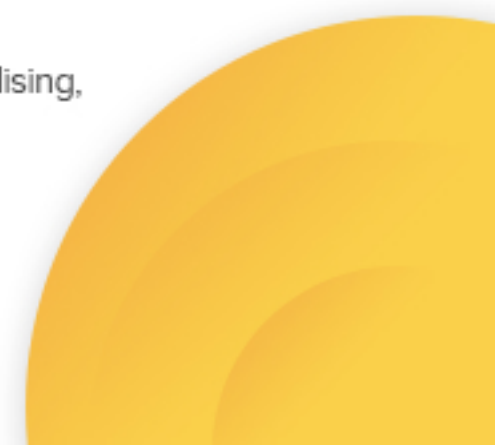
- Hueristic Evaluaton



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

- UX Research

- Introduction
- When to do research? - Conceptualising, Designing, Refining
- Generative of Formative research
- Evaluative research
- Introduction to Data types



MODULES

- 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
- UserTesting.com
- UserZoom
- Hotjar
- Morae

- Design Process

- Introduction to Design Thinking
- What is Empathize, Define, Ideate, Prototype and Test



MODULES

PHASE 3: UI Design

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



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



MODULES

- Color Theory
- Logo Design
- Iconography
- Moodboard

- Color Wheel
- Color Properties
- The Art of combining colors
- 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
- Grid System
- Starting with Design



- 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
- Types of Grid
- What is 960 grid system
- 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.



MODULES

Practicals:

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



SHUBHAM PUSHCHA



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

PREM KULKARNI



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

ADITI AKOLKAR



Web Designer | Salary 6,00,000 p.a

SALONI PAREKH



Web Designer | Salary 3,50,000 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.



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

Prem Kulkarni
Graphic 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® have very excellent staff for graphic and web designing. standard teaching mechanism, live projects and many more... awesome..!

Shrikant Bhosale
Web 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

020-413 03 803 / 703 885 8888

**DP ROAD, PUNE STATION | KARVE ROAD, KOTHRUD |
MAGARPATTA CHOWK, HADAPSAR**



www.creativeconcept.co