

WEB PLUS UX/UI & MOTION GRAPHICS

-Duration: 11 to 12 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

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 MOTION GRAPHICS

PHASE 1: Adobe After Effects

Adobe Premiere Pro

- ★
 - 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

- 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: WEB DESIGN

PHASE 1: Chapters

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

PHASE 2: Design Tools

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

PHASE 3: Branding

- Website Design
- E-Mailer



MODULES

PHASE 4:
Project

MODULE 4:
UX - UI DESIGN

PHASE 1:
**Overview of
UX & UI**

PHASE 2:
UX Design

- Introduction to UX



- 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
- Understanding how UX is part of day to day life
- UX Honeycomb - Useful, Usable, Findable, Credible, Desirable, Accessible, Valuable



MODULES

- UX Laws



- Foundation User Centered Design - Usability
- Understanding Human Psychology
- Ergonomics & Anthropometry - From UX & Product Design Perspective.
- Mental Model & Conceptual Model
- Understanding Users
- Importance of Culture
- 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



MODULES

- Hueristic Evaluaton

- Jakob's Law
- The Von Restorff Effect.
- The Pareto Principle

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

- UX Research

- 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



MODULES

- Practicals

- Introduction to 6D Process
- Deliverables included in 6D process
- Problem Statement
- Design Module
- Ecosystem Mapping
- User Research
 - Market Segments/ user groups
 - Data Gathering
 - 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



MODULES

PHASE 3:

UI Design

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

- Understanding Architecture
- Card Sorting
- Information Architecture
- User Flow
- Low fidelity wireframe
- Formative Usability testing
- Medium fidelity wireframe
- High fidelity prototype
- Summative Usability testing

- User Interface
- User Interaction

- Adobe XD/ Figma

- 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



MODULES

- Designing for Mobile

- Keywords
- 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



MODULES

- 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

- Android & iOS Guidelines

- iOS App structure
- Android App structure
- Difference between Android and iOS app design

- Latest Design Trends

- Minimalism
- Flat color schemes
- Gradients coming back



MODULES

PHASE 4:

Career Preparation

Plus:

- 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

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UX/UI Designer



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Adarsh Moharale
UX/UI Designer



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of teaching.
it was one of the best
experience.

Rahul Kathale
UX/UI Designer



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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.



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