Graphics/ web/ ui/ux design

GRAPHIC DESIGN
It is a comprehensive Graphic Design course where students learn to communicate their ideas
through an amalgamation of words and imagery.
It include branding and logo development, advertising design, social media, posters, books, package design, apps, websites, and interactive design
Students learn design fundamentals as well as study the application of various tools to create
high quality layouts, graphics, color composites and renderings.

Students undertaking this program will be working in a studio based environment where they
will apply their knowledge and skills in the design and development of a range of graphic design
projects.
The main objective of this program is to create a high level of design software based competency
PROGRAM HIGHLIGHTS
☐ Increase design and visualization skills
☐ Learn complete Graphic Design production pipeline
☐ Placement support

Course Content: Will include designing, visualizing, coloring, artwork layout, type setting, illustration, compositing, image processing, editing, digital painting,
Applications: This knowledge can widely be applied in designing logos, cards, brochures, posters, newspapers, catalogues, magazines, UI/UX
Design/facebook/instagram/socialmedia
design,digital media,web and multimedia, Ad design, film and publicity design, hoarding design,
etc.

Careers: The acquired skill-sets will make you a worthy contender in fields such as Advertising,
Publishing, Graphic Designing, UI/UX Designer,Web and Multimedia, Art Direction, Visualization, Graphic Consultancy, Digital Production Artist, Visual merchandiser, Visual desigmer,event management Etc.

UI/UX / Digital media Design
Importance of UX/UI Design
The worlds largest taxi companys ola/uber , owns no vehicles. Facebook, the worlds most popular media owner, creates no content. Uber, Facebook,instaram, Amazon, Google, Linkedin
& others are successful because of the User Experience (UX Design) & User Interface (UI Design) they provide.

As per The Economics Times, Career Opportunities in the field of UI Design and UX Design is on the top of the list for most in demand 10 skills in the industry now. This demand is increasing
rapidly each year. Design Agencies and IT companies hire most of the UX/UI Designers at very
rewarding job positions. Freelancing/Consulting is also a very good option in this field with several corporates having a high requirement for UX/UI professionals/consultants.

Course Content
UX process for designing mobile app
User research and user persona .
Designing wire frames for Mobile app & responsive web layouts.
UI design trends (material design) in com position, colour & typography.
Mobile app design,banner design,Facebook post design, logo design,emailer design etc
Software's covered
Graphic design, HTML, , bootstrap framework, adobe xd, mocha , blasamique .word press , Dreamweaver,java script.
UX/UI Project & industry standard portfolio.

PROGRAM HIGHLIGHTS

1. Understand the complete process of Graphics,UX and UI
2. Be proficient in the design process
3. Understand how to apply color theory, typography, iconography, and interaction
4. Prototyping
5. Build your portfolio
6. One-to-one mentorship
7. Understand how to start your freelancing career
8. Job assistance
9. International certification
10.Transcripts / recommendation letter for admissions in universities abroad.

Web Design and Development
If you have a flair for design and are excited by new possibilities, then a career as a web designer could be for you... We tailor our web design courses to suit you, and train you to be a competitive web designer in today's market place.
Web design courses are increasingly popular as the online industry continues to grow. Nowadays most businesses have their own website and many individuals are also setting up and running Website, too. It's hard to keep track of the actual numbers, in such a dynamic environment, but a CNN report stated that there were 250 million sites. So it's no surprise that web designers are much sought after. It's one of the fastest growing job areas and the continual advance of new technology demands that skills are kept up to date. Taking a web design course with us will give you the skills you need to create professional website quickly and easily.

PROGRAM HIGHLIGHTS

The Web Design course is designed to provide students with the marketable skills necessary to become web page designers. Using our unique project-based approach, students will be carefully led through the entire web design process, including the creation of online rich media applications.
Static and dynamic websites will be built throughout the program, utilizing the most current versions of industry standard tools. Participants will also be exposed to "best practices" developed by the hottest web and interactive media designers from around the world.
Throughout the course, students will construct a number of projects including a personal, dynamic website where the content can be instantly updated. Students will be shown how to prepare line art and images for the web, words, images, sounds and video into sites. Flash sites will be created that utilize dynamic content and streaming media. Through integration of the above applications, students will develop and build a full functioning website
The course is intense and focused. It is taught and developed by industry professionals.
We are proud of the web professionals we have developed over the past seven years and we welcome you to join Course Content: using various applications students learn to design &integrate effective web based communication by understanding interface design, web page layouts, content presentation & action scripting. The key objective is to be able to develop & present a user friendly experience.