GUJARAT TECHNOLOGICAL UNIVERSITY

Design Innovation Centre (DIC)

MHRD funded Project - Hub & Spoke Model

Certificate Offline Program in

User Interface **(UI)** & User Experience **(UX)** Design

(With Assured Placement)

Avail 30% Scholarship from GTU

Course Abstract

Course name: ***Basic of User Interface (UI) & User Experience (UX) Design (Offline)***

Beneficiaries: ***From any discipline: Students, Faculty members, researchers, Industry Personnel, Innovators/Start-ups or any aspirants who wish to learn about UI/UX***

Apply Now

Timing: ***3 hrs. / Session (Saturday only, Flexible timings for professionals)***

Duration:

1. ***Assured Employment Program : 6 months***
2. ***Skill Development Program : 4 months***

Fees (Inclusive of taxes): (Subsidized by 50% already and avail 30% more scholarship from GTU) EMI* Options available, kindly contact to know more.

1. ***Assured Employment Program : 27,500/- (After 30% scholarship, it costs 19,250)***
2. ***Skill Development Program: 15,000/- (After 30% scholarship, it costs 10,500)***

Evaluation Pattern: ***Continuous evaluation based on Practical learning, MCQ, Final Project at end of semester***

Prerequisites: ***Optimistic & Un-learning mind-set, Enthusiasm of learning new things***

The course is in association with Innovation & Research Foundation (IRF).

Industrial Collaboration for Placement.

Innovation & Research Foundation
Innovation University

Program Overview and Outcome

- **No design background required**
- **1:1 Mentoring Sessions** with Leading Designers and Industry Experts
- **2 Portfolio Projects + 1 Capstone Project**
- **Job Guarantee:** Job ready Creative Design Engineer with software skills to the Excellence in UI-UX Design, Design thinking approach and Design Process
- Industry Based Assignments/Projects that help you build a **impressive design portfolio in UI/UX domain**
- Students shall gain expertise in **Responsive Web Designing**
- Become Efficient in using **Human Centered Design** Approach and gain skills in UI & UX i.e. Develop sensitivity to the User's Behaviour, Experience & Environment based on Screen size, Platform and Orientation
- **Logical and Creative Thinking** for website/app development through Exploration, Experimentation & Expression cycle
- UI-UX Design in Gaming and Game Professional

Skills that you will learn

Design Thinking, Conducting User Research, Information Architecture, Ideating & Designing, Visual Thinking (Landing Pages, Infographics, Mockups etc.), Scripting languages like HTML-CSS (Cascading Style Sheets), Java Script, Bootstrap & relevant tools and techniques, Sketching & Wire-framing, Prototyping & Testing, User Interface Design, Usability Testing

About the Course: INDUSTRY NEEDS AND NECESSITY OF TIME

Digital Transformation drives the industry to showcase their products or services online and success of any product or solution depends upon how customer is interacting with them and the media through which company is promoting their products, say website or mobile APP. So products/solutions not only need to solve the problem of user but need to provide a complete experience for them.

The aspects of User Interface (UI) and User Experience (UX) design are often intertwined in a way that design is purely human centric and experiential. It is about understanding the needs and problems of users and find out their pain points by user research and using that information to design a better, experiential solutions for them. Industries are being competitive in the market based on user experience that drives an emotional response from customers. UI/UX holds a huge responsibility on the designers and technicians and hence

they need to imbibe system thinking and holistic approach for understanding a user through "Design Thinking" methodology.

UI/UX is considered one of the hottest sectors in tech right now and is one of the most sought-after areas of expertise.

"Cornell University defines **digital** literacy as 'the ability to find, evaluate, utilize, share, and create content using information technologies and the Internet'. By this definition, **digital skills** are any **skills** related to being **digitally** literate"

By 2020, 89% of companies will be competing on experience, which will overtake price and product as the key differentiator.

Course Outline

- Introduction to UI/UX, Digital Transformation and industry requirements
- Understanding the Scenario with Design Thinking (Human Centered or Innovation Centered) Approach
- Problem Finding & Articulating: Ethnography Study, Human Psychology and customer satisfaction, Tools and Software for User research
- **Design Foundation:** Design Principles, Elements of Design, Forms, types and Colour theory and culture
- Learn software like Adobe (Photoshop, Illustrator, XD, Portfolio) Figma, Behance
- Principles of Visual Design, Patterns, Drawing & Sketching, Creating Wire frames and Creating Elements Hierarchy
- Information Architecture Design, User mental models
- Graphic and interactive design, Web Languages, Testing Prototypes

JOB OPPORTUNITIES AS:

UI Designer, UX Designer, Web Designer, Interaction Designer, UI/UX Designer, Contextual Designer, Info Graphic Designer, E-Portfolio Designer

Companies where students employed in past through IRF and got starting salary of INR 15,000+

Stellarbee Technlogies, Bacancy Technology, Hidden Brains InfoTech Pvt Ltd, eSense Learning Private Limited, Bytecrest and many more……

Teaching / Learning Methodology:

I. The Design Thinking course will be **offline,** practical based involves Hands-on exercises, Face to face counselling and experiential program.

II. The course content will be available in form of study material, presentations, video and case studies. During the course, student may also request for the interaction with concerned faculty and industry experts for resolving their doubts and learning difficulties as per availability of experts.

III. Weekly Assignments/Tutorials and tasks will be given for their projects which requires involvements of 5-6 hours a week.

Three steps Registration Process:

(1) Enroll Now: https://forms.gle/7En1fKCT4DXNug5A7

After registration through above link, kindly make payment through below link and Refer Step-by-step guide (https://go.aws/2wbFfeA) for payment process for your reference.

(2) Payment link: https://www.onlinesbi.com/sbicollect/icollecthome.htm

After payment, download the payment receipt and upload the receipt through the link given in the payment guidelines, for successfully enrolment into the course.

(3) DIC Course Payment receipt upload: https://forms.gle/dt9njJbbtwGsCWPN6

Note: GTU – DIC committee deserves all right to admit, cancel and alter the course content without any prior notice. The jurisdiction for any discrepancy will be Ahmedabad.

For any query related to the course, kindly contact:

Mr. Karmjitsinh Bihola, Course Coordinator, GTU.
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