UI / UX DESIGN

Product Note: User Interface and Experience Design
Course Category: Professional
Course Code: OV-3095

ARENA ANIMATION

INDUSTRY TRENDS

UX/UI designers need to work with creativity and innovation. While we can't avoid the desire for one-of-a-kind status, keeping up-to-date on the latest trends and adapting to them accordingly on the platform remains crucial.

UI/UX Design Trends 2021

- Artificial Intelligence and Machine Learning
- The Minimalistic Trend
- Persuasive Storytelling Around Products
- Mobile-First Design
- Utilization of 3D Elements
- AR and VR Shall Continue to Wow Users
- Voice-based Assistance Popularity
- The Dark Mode
- Abstract Data Visualization & Realistic Textures
- Microcopy and UX Writing
- Hand-drawn and Floating Elements
- Logging In Without Passwords
- Representation Through Videos
- Cross-platform Designs
- Ethical Design

ABOUT UI-UX DESIGN COURSE

Arena User Interface & User Experience Design (UI-UX Design) is a comprehensive program that trains students end-to-end in all aspects of user interface and user experience design to make them job ready professional.

UI Design focus on enhancing the presentation and interactivity of the product to the consumer.
UX Design focus on optimization of the product for effective and enjoyable use to the consumer.

It gives a thorough grounding in all the fundamentals & techniques of Visual Design concepts, Coding & Responsive design, Interaction design, Wire framing and Prototype and Usability Testing.

LEARNING OUTCOMES OF USER INTERFACE DESIGN

- Identify the basic design elements and apply the principles about designing.
- Discuss the Principles of Visual Design, Typography, Color theory and how to apply aesthetics to user-centered design
- Develop enhanced visual sense to make right design choices.
- Understanding of Information Architecture as it applies to highly interactive interfaces.
- Discuss about different organizational patterns and recognizable interface types.
- Describe Navigation and patterns of moving around an interface / across pages.
- Demonstrate the patterns for the layout and placement of page elements.
- Learn how to present actions and commands. Discuss the cognitive aspects of data presentation and how to use them to communicate knowledge and meaning.
- Design wireframes for interfaces and Websites with an understanding of Human-computer interface standards and guidelines specific to each platform.
- Design interface layouts from wireframes.
- Develop digital visual user interface for applications on Mobile, Web and new PC platform.
- Explore the Building blocks of Mobile UI Design such as Grids, Typography, Color & Anatomy.
- List HTML 5 & CSS3 Coding to style websites and make them aesthetically pleasing. Design appealing, rich user interactive Web pages by using HTML, CSS and jQuery.
- Discuss the basics of responsive design and how to launch a website that naturally adapts to any device and any screen size
- Describe usability methodologies, usability testing principles and methods, principles of cognitive psychology

LEARNING OUTCOMES OF USER EXPERIENCE DESIGN - LEVEL 1

● Explore the World of User Experience (UX) Design

● Understand the importance of research and visual design.

● Discuss bit-depth, pixel-density, and resolution issues, managing color palettes, Understanding Icon design and pixel level design, GUI screen layout and composition, page layout and composition, GUI development principles, tools, and technologies

● Describe function-level interaction principles, concepts and process

● Understand how the interface is laid out

● Discuss content structure

● Discuss the need to make good wireframes, and prototypes

● Understand usability methodologies

● Review your design by analyzing the test results

● Create a Portfolio showcasing your user experience design

LEARNING OUTCOMES OF USER EXPERIENCE DESIGN - LEVEL 2

- Understand the importance of User Experience (UX) Design and visual design.
- Describe component-level interaction principles and concepts.
- Understand how the user receives feedback or confirmation
- Discuss presentation principles
- Demonstrate how to make good wireframes, mockups and prototypes
- Build case studies to discuss design process and showcase your work
- Understand usability testing principles and methods, principles of cognitive psychology
- Review your design by analyzing the test results and user feedback you've gathered
- Create a unique Portfolio site that showcases your personality, projects, and writing.

ARENA ANIMATION

UI/UX Design

Abbreviations

Below are the indications to interpret course structures with respective Mandatory /non-mandatory points

Theory Hours :

- Theory Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

LAB Hours :

- LAB Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

Practical Hours :

- Practical Hours are NOT mandatory for program delivery and will not be considered under Aptrack for tracking and program duration
- Practical Hours to be communicated as suggested additional practice sessions to strengthen students learning
- These Hours can be practiced by the student either at the centre by prior booking the LAB or another appropriate venue as convenient to the student

Note: Course monitoring will be limited to Theory hours and Lab hours sessions only

COURSE STRUCTURE

User Experience Design - Level 1	Theory (Hours)	Lab (Hours)	Duration (Hours)	Design Tools
UX Design Overview	6	4	10	
Basics of Usability	2	6	8	
UXD Process and Workflow	2	6	8	Photoshop / Illustrator
UX Research Phase	6	10	16	
UX Design Phase	6	10	16	Photoshop / Illustrator
Validation and Implementation Phase	6	8	14	Photoshop / Illustrator / Xd / Sketch / Figma
UX Design Portfolio-1	2	16	18	Photoshop / Illustrator / Xd / Sketch / Figma
Total Duration	**30**	**60**	**90**	

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

User Interface Design	Theory (Hours)	Lab (Hours)	Duration (Hours)	Design Tools
Elements of User Interface (UI) Design	6	10	16	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
Pillars of UI Design	2	4	6	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
Dashboards and Data Visualization	4	2	6	
UI Design for Mobile Devices, Web and Software	4	2	6	
Web Technology for UI Designers	8	10	18	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
Wireframing and Prototype for UI Design	4	10	14	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
Usability and Testing for UI Design	4	8	12	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
UI Design Portfolio	2	10	12	HTML5 / CSS3 / JavaScript / JQuery / Bootstrap / Material Design
Total Duration	**34**	**56**	**90**	

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

ARENA ANIMATION

User Experience Design - Level 2	Theory (Hours)	Lab (Hours)	Duration (Hours)	Design Tools
Basics of Interaction Design	6	10	16	
Interaction Design and Usability	4	4	8	
Information Architecture	6	10	16	
User Flow	2	2	4	Photoshop / Illustrator
Wireframes and Prototypes	6	10	16	Photoshop / Illustrator / Xd / Sketch / Figma
Design Pattern and Data Driven Validation	4	8	12	
UX Design Portfolio-2	2	16	18	Photoshop / Illustrator / Xd / Sketch / Figma
Total Duration	**30**	**60**	**90**	

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

User Interface and Experience Design Summary	Hours	Months
Term 1	90	4
Term 2	90	4
Term 3	90	4
Grand Total	270	11
User Interface Summary	**Hours**	**Months**
Term 1	90	4
Grand Total	90	4
User Experience Design Summary	**Hours**	**Months**
Term 1	90	4
Term 2	90	4
Grand Total	180	8

EXIT DETAILS

UI – UX Advance Program	Entry	Exit
UX Design – Level 1	Yes	-
UI Design	-	-
UX Design – Level 2	-	Yes

UI-UX Advance Program

UI Professional Program	Entry	Exit
UI Design	-	Yes

UI Professional Program

UX Professional	Entry	Exit
UX Design – Level 1	Yes	Yes
UX Design – Level 2	Yes	Yes

UX Professional Program

DELIVERY PATTERN

Delivery Pattern :
Normal Track - 2 Hrs. a Day x 3 Days a week

Certificate Type :
Certificate of Accomplishment (COA)

Certificate :

UI-UX Professional	Arena Certified Professional in User Experience and Interface Design
UI Professional Program	Arena Certified Professional in User Interface Design
UX Professional Program	Arena Certified Professional in User Experience Design

PLACEMENT COMPANIES

❖ AMAZON
❖ TECHNICOLOR
❖ MPC
❖ DOUBLE NEGATIVE
❖ PRIME FOCUS
❖ MAYA DIGITAL STUDIOS
❖ MAKUTA VISUAL EFFECTS
❖ BYJU'S
❖ XENTRIX STUDIOS
❖ RED CHILLIES
❖ GREEN GOLD ANIMATION
❖ DQ ENTERTAINMENT
❖ PRANA STUDIOS
❖ TRACE VFX
❖ L&T
❖ PRISMART PRODUCTIONS
❖ RESONANCE DIGITAL
❖ SUPERDNA

❖ EXIGENT 3D
❖ INNOVATIVE ANIMATION
❖ ROCKSTAR
❖ ADNET GLOBAL
❖ HERE TECHNOLOGIES
❖ FIREFLY CREATIVE STUDIO
❖ CIMPRESS VISTA PRINT
❖ GEOSHOTT TECHNOLOGIES
❖ SPARROW INTERACTIVE
❖ LAKSHYA DIGITAL
❖ ASSEMBLAGE ENTERTAINMENT
❖ 88 PICTURES
❖ BIOREV STUDIOS
❖ TRANSPIXEL STUDIOS
❖ GOLDEN ROBOTS

TG AND SELLING POINTS

o UI – UX Program targeted towards students who wish to make a career in Design industry. Students with a creative bent of mind and have Passion for design for digital platform

o The TG can be further defined as follows:
  o The Program should be offered to Graduates & Students who already have Graphic & Web Design skills.

  Prospects:
  o Students with some exposure to business/ marketing subjects
  o Students having basic knowledge of working in the design environment
  o Familiar with email, Internet and social media platforms like Facebook, LinkedIn, Twitter, etc.
  o Alternative career.
  o Free Lancer who wants to earn extra income along with their academics.

o **Selling Points :**
  o Referrals from existing students
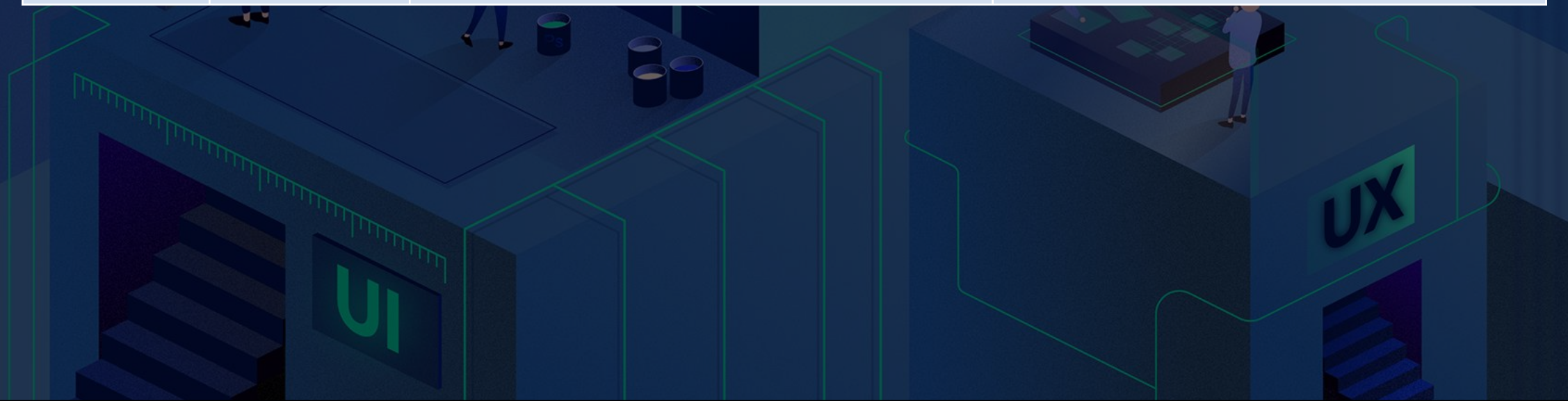
AVAILABILITY IN PORTAL
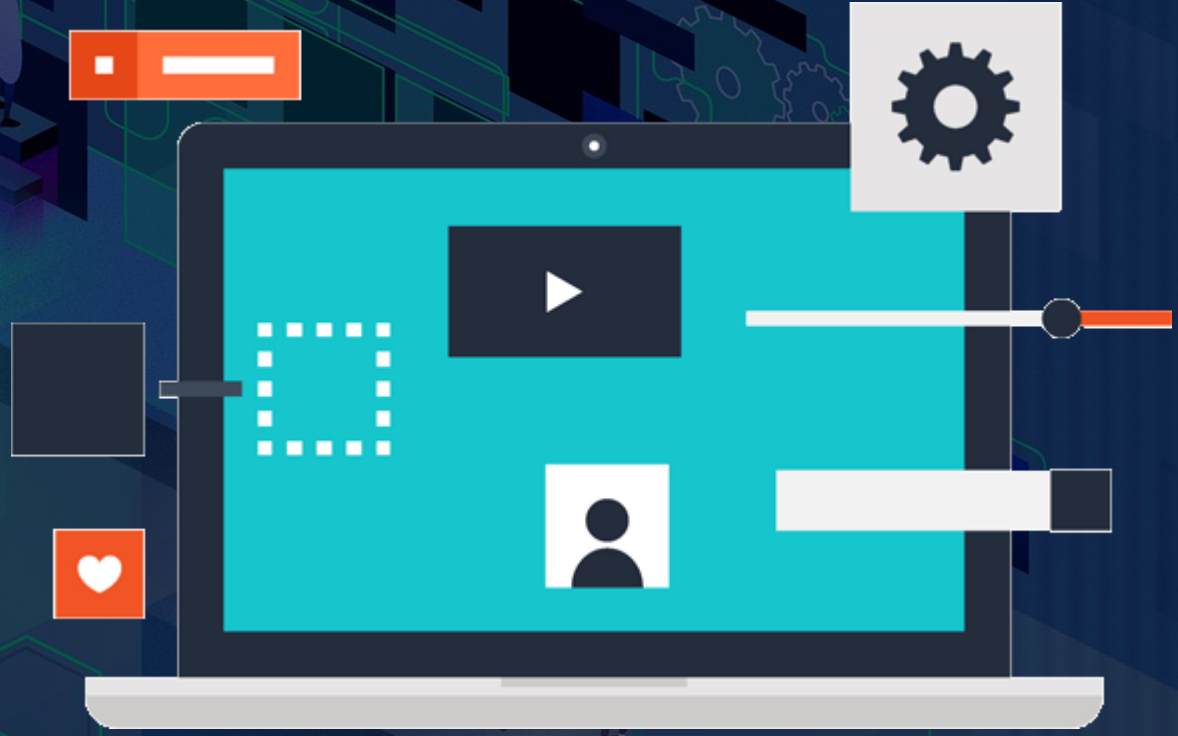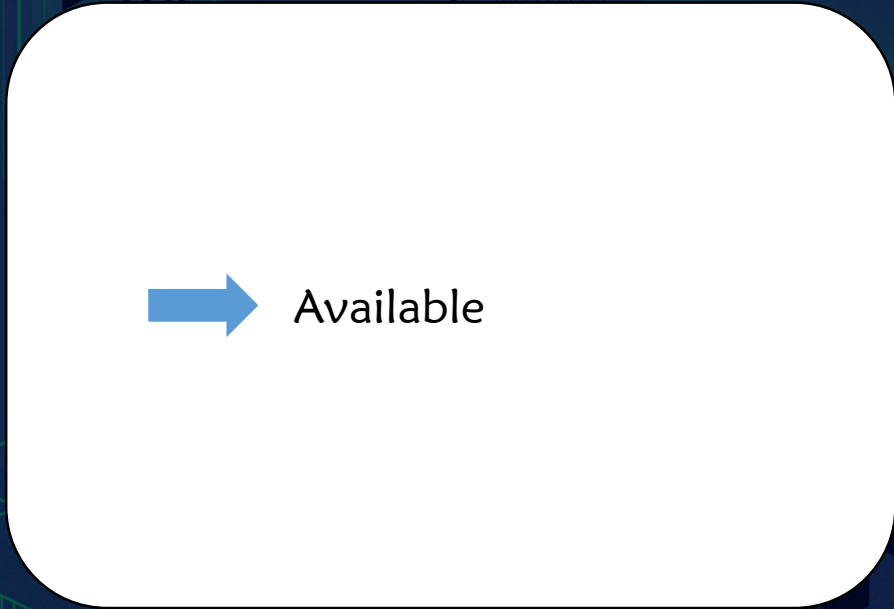
Available

Note: The Arrow indicates the availability of the course in portal (Course Code : OV - 3095)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions
UI-UX	OV -3095	Available	Available

FEES AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
UI-UX	OV - 3095	Available	Available

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
UI-UX	OV-3095	UX Design Overview	RDNNUXDOV10718E000	Available
		Basics of Usability	RDNNBAOUS10718E000	
		UXD Process and Workflow	RDNNUXDPW10718E000	
		UX Research Phase	RDNNUXREP10718E000	
		UX Design Phase	RDNNUXDEP10718E000	
		Validation and Implementation Phase	RDNNVALIP10718E000	
		UX Design Portfolio-1	RDNNUXDP110718E000	

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

PRICE LIST AVAILABILITY DATES

TERM 2

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
UI-UX	OV-3095	Elements of User Interface (UI) Design	RDNNEUIDS10718E000	**Available**
		Pillars of UI Design	RDNNPIUID10718E000	
		Dashboards and Data Visualization	RDNNDBDVZ10718E000	
		UI Design for Mobile Devices, Web and Software	RDNNUIDMW10718E000	
		Web Technology for UI Designers	RDNNWTUID10718E000	
		Wireframing and Prototype for UI Design	RDNNWPUID10718E000	
		Usability and Testing for UI Design	RDNNUTUID10718E000	
		UI Design Portfolio	RDNNUIDPO10718E000	

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

PRICE LIST AVAILABILITY DATES

TERM 3

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
UI-UX	OV-3095	Basics of Interaction Design	RDNNBAOID10718E000	**Available**
		Interaction Design and Usability	RDNNINDAU10718E000	
		Information Architecture	RDNNINARC10718E000	
		User Flow	RDNNUSRFL10718E000	
		Wireframes and Prototypes	RDNNWIAPR10718E000	**Available**
		Design Pattern and Data Driven Validation	RDNNDPDDV10718E000	**Available**
		UX Design Portfolio-2	RDNNUXDP210718E000	**Available**

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

CUSTOMER ENGAGEMENT

Customer Experience means different things to different people, it is generally about the sum of all interaction a customer has with a brand. That's a significant difference from:

- Customer Service, which generally focuses on a single transaction .
- Engaging customers and strengthen their loyalty to a brand.

The aim of Customer Engagement is to have long-term engagement, encouraging customer loyalty and advocacy through word-of mouth, Below are few triggers to attract or engage audience (intenders/ existing students) on many occasions:

- Centre
- Social
- Technical/Creative
- Personal

Attract

Refer

GROW

Convert

Retain
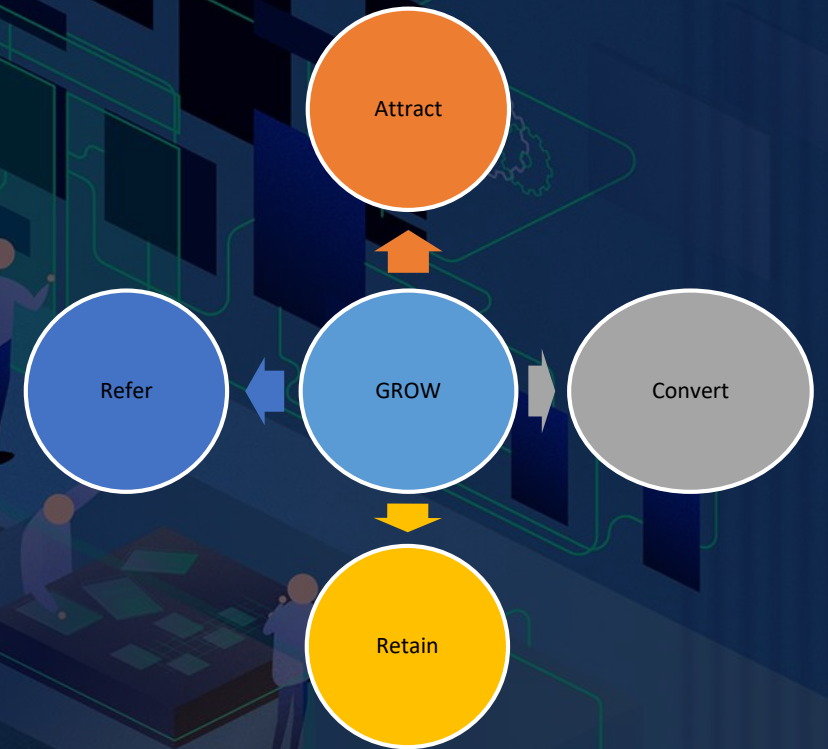
ABOUT CREOSOULS

• Creosouls is a Social Network portal specializing in showcasing Talent, online portfolio including opportunity to building career and offering your talent services to customers.

• It has Custom Institute Workflow which enables Institutions to develop a portfolio of their own and helps with assignment management.

• Easy to monitor progress and quality of education.

• Arena Animation is First and only Brand to implement this platform world wide for students.

| Assignment Management | Dynamic Portfolio | Announcements | Host Competitions | Job Posting | Alumni Network | Events Management | Dedicated page for each Centre |

THANK YOU

For any further clarity, pls contact you Regional Sales Head or write to me at Meghana.w@aptech.ac.in