

DEPARTMENT OF ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Date: 21.02.2024

Submitted,

Sub: **Report on Seminar on UX/UI Seminar**

With respect to the above subject, Department of Artificial Intelligence & Machine Learning, Sri Sairam College of Engineering, Bengaluru organized one day seminar on UX/UI for the 2nd & 3rd year students of AIML department. On February 20th, 2024, an engaging and informative session on UX/UI was organized **with Sri. Monika khatri**, Founder charcoal dust design studio serving as the resource person. The event was with the intention of enhancing participants' knowledge and skills in UX/UI, particularly focusing on advanced concepts and applications. The session was attended by a diverse group of participants, including students, and professionals.

The seminar was structured around various fields on UX/UI, ensuring that participants could delve into both fundamental and intricate aspects of the UX/UI. The agenda for the session included the following key topics:

Introduction to UX/UI Design:

- Definition of UX and UI design.
- Importance of user-centered design principles.
- Key differences between UX and UI.

User Research and Personas:

- Conducting user research to understand user needs and behaviors.
- Creating user personas to represent different user types.
- Methods for gathering qualitative and quantitative data.

Information Architecture:

- Structuring and organizing content for intuitive navigation.
- Creating sitemaps and user flow diagrams.
- Best practices for designing effective information architecture.

Wireframing and Prototyping:

- Importance of wireframing in UX/UI design.
- Tools and techniques for creating wireframes.
- Prototyping tools and methods for interactive mockups.

Visual Design Principles:

- Basics of visual design: layout, typography, color theory.
- Creating visual hierarchy to guide user attention.
- Consistency in UI elements and design patterns.

Session Highlights:

Enhanced Understanding of User-Centered Design: Seminars provide a comprehensive introduction to UX/UI principles, emphasizing the importance of designing with the user in mind. This foundational knowledge helps participants create more intuitive and effective digital experiences.

Updated Industry Insights: UX/UI design is a rapidly evolving field with new trends, tools, and methodologies emerging regularly. Seminars keep attendees informed about the latest industry practices, ensuring they stay current and competitive.

Practical Skills Development: Many seminars include hands-on workshops or case studies that allow participants to apply theoretical knowledge in practical scenarios. This experiential learning helps in mastering tools, techniques, and best practices.

Networking Opportunities: Seminars bring together professionals, enthusiasts, and experts in UX/UI design. Networking with peers and industry leaders can lead to valuable connections, collaboration opportunities, and insights into career development.

Conclusion:

The seminar on UX/UI was a resounding success, providing participants with a deeper understanding of UX/UI and its versatile applications. Moreover, seminars provide a platform for networking with like-minded professionals and receiving constructive feedback on design work. This interaction fosters personal growth and opens doors to potential collaboration opportunities.

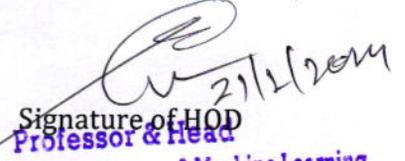
Ultimately, the knowledge and insights gained from a UX/UI seminar empower attendees to create more intuitive, engaging, and impactful digital interfaces. Whether you're a newcomer to the field or a seasoned professional, the benefits of attending such seminars extend to career advancement, improved design proficiency, and contributing positively to the user experience ecosystem.

At the end of the day program concluded with feedback from students and vote of thanks by Coordinator.

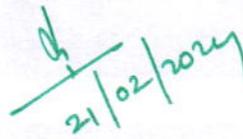
We extend our gratitude to **Sri. Monika khatri** for her invaluable contributions and look forward to organizing similar sessions in the future to continue promoting knowledge in UX/UI



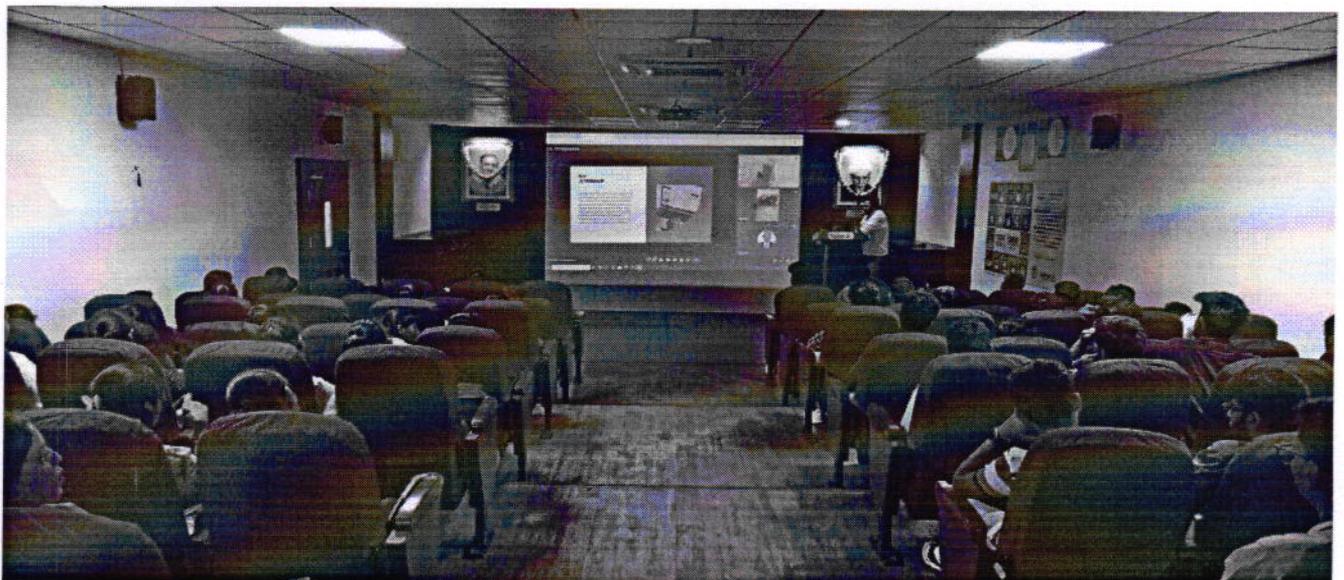
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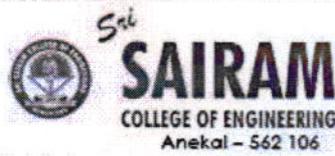
Signature of HOD
Professor & Head
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Glimpse of Session Photos



Banner



Department of Artificial Intelligence and Machine Learning
In Association with
CHARCOL DUST
Presents a Webinar on

UX / UI SEMINAR

11:15 AM - 12:15 PM

20 FEBRUARY

www.charcoalust.in

WHY UX/UI IS THE FUTURE?

- Monika Khatri, Founder Charcoal Dust Design Studio

- Introduction to UI/UX Design
- Market Demand and Opportunities
- How to Get Started in UI/UX Design
- Q&A Session

Prof. Vanarasan S
Coordinator

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