Bachelor of Design

Communication Design - User Experience Design

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function.

Elective:-

AR/VR

Augmented reality (AR) and Virtual reality (VR) have exciting potential in the future of gaming, marketing, e-commerce, education, and many other fields. Both technologies are known for their enriched experience that brings together a virtual world and the real one with enhanced, 3-D visuals.

Product Design.

The process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market. The key to successful product design is understanding the end-user customer, the person for whom the product is being created