

WEB & MOBILE DESIGN BRANDING & VISUAL IDENTITY GRAPHIC DESIGN TOOLS

Empowering Your Business With Future-Ready
Technology



trainings@keninfo.tech

Course Details

- ✓ Duration - 30 Days
- ✓ Format - Lectures + Hands-on Practical Sessions
- ✓ Training Type – Classroom Training

Web & Mobile Design | Branding & Visual Identity | Graphic Design Tools

Learn to create visually appealing, interactive, and user-friendly interfaces for both web and mobile platforms using the latest tools and design standards.

Key benefits

- Fundamentals of UI/UX Design
- Responsive Design Techniques
- Mobile-First & Cross-Platform Design
- Wireframing & Prototyping Tools (Figma, Adobe XD, Sketch)
- Color Theory, Typography, and Layout Principles
- Design Systems & Component Libraries
- Accessibility and Usability Standards
- Real-world Project Work & Portfolio Development



Module 1: Introduction to UI/UX Design

- What is UI/UX?
- Difference Between UI and UX
- Design Thinking & User-Centered Design
- The UX Process: Research, Wireframing, Prototyping, Testing
- Real-world Examples and Trends

Module 2: Web & Mobile Interface Design

- Responsive Web Design Basics
- Mobile-First Design Approach
- Grid Systems, Breakpoints & Layout Techniques
- Interaction Design: Buttons, Forms, Navigation
- Device Testing & Optimization



Module 3: Mobile App UX & Platform Guidelines

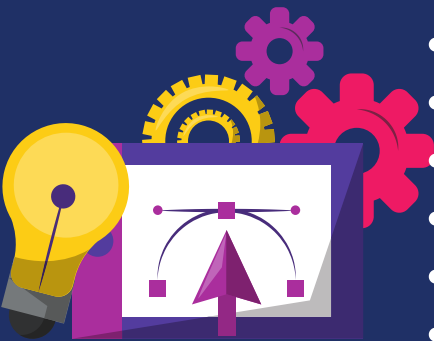
- Android vs iOS UI Standards
- App Navigation Patterns (Tabs, Drawers)
- Designing for Touch & Gestures
- Performance-Focused UI Design
- Exporting Mobile UI Assets



Module 4: Branding & Visual Identity

- Understanding Brand Identity
- Logo Design: Principles & Process
- Defining Color Schemes and Typography
- Building Brand Guidelines and Style Tiles
- Visual Consistency Across Digital Platforms

Module 5: Graphic Design Tools



- Figma – Layouts, Components, Auto Layout, Prototyping
- Adobe XD – Wireframes, Interactions, Auto-Animate
- Illustrator – Icons, Logos, Vector Graphics
- Photoshop – Image Editing & UI Mockups
- Canva – Quick Designs for Social & Marketing
- Handoff Tools – Zeplin, InVision, Figma Inspect

Module 6: Prototyping & Wireframing

- Low to High-Fidelity Wireframes
- User Flows and Screen Mapping
- Interactive Prototypes
- Iteration Based on Feedback
- Real-time Collaboration Tools

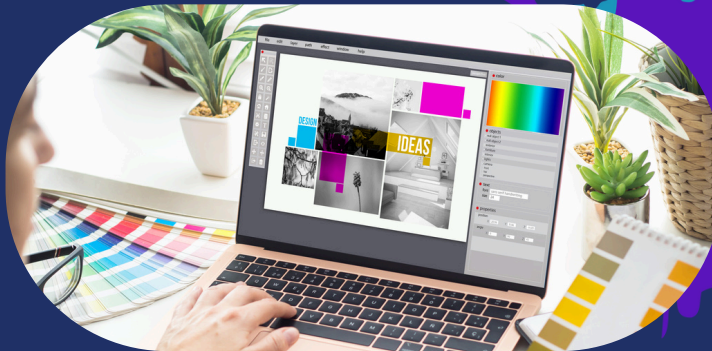


Module 7: Design Systems & Component Libraries

- Creating Reusable Design Components
- Design Tokens and Theming
- Naming Conventions & File Organization
- Shared Libraries for Teams
- Maintaining Consistency at Scale

Module 8: Usability Testing & Feedback

- Conducting User Testing (Remote & In-Person)
- Heuristic Evaluation
- A/B Testing & Heatmaps
- Analytics Integration in UI/UX
- Iterative Design Updates



Module 9: Capstone Project + Portfolio Building

- End-to-End Project: Brand + Web + Mobile UI
- Designing and Documenting Case Studies
- Presenting to Peers or Clients
- Building a Dribbble/Behance/Portfolio Website
- Interview & Freelance Readiness



NEED MORE DETAILS ? :

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www.kentrainings.online



trainings@keninfo.tech



+91 8884433033



Registered Office

KEN Scot SAP Services Pvt Ltd

**#1121, 2nd Floor, 4th Cross, Ananthnagar Ph 2, Electronics
City Ph 2, Bangalore, Karnataka, India, 560100**

