DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

ACADEMIC YEAR 2023 - 2024 / EVEN SEMESTER

REPORT

1.	Name of the event	: Guest Lecture on "**A Comprehensive exploration of design principles in UX/UI** "
2.	Date & Session	: 28.02.2024
	Venue	: CSE Dept, Smart Class room through online.
4.	Name of the Organizer	: Mr.S.Rajarajan, AP/ CSE
5.	Resource Person	: Mr.S.Santhosh Kumar.
		Professor,
		Department of CSE,
		Bannari Amman Institute of Technology,
		Sathyamangalam.
6.	Objective	: To provide a comprehensive understanding of the fundamental principles and practices in User Experience (UX) and User Interface (UI) design, equipping attendees with the knowledge and skills necessary to create impactful and user-centric digital experiences.

Department of Computer Science and Engineering organized a guest lecture on "**A Comprehensive exploration of design principles in UX/UI**" on February 28th of 2024 with the objective of practices in User Experience (UX) and User Interface (UI) design, equipping attendees with the knowledge and skills necessary to create impactful and user-centric digital experiences.

Key Points Discussed:

1. **Introduction to UX/UI Design:**

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1. **Introduction to UX/UI Design:**

   o Definition, scope, and significance in digital product development.

   o Evolution and current trends shaping UX/UI design.

2. **User-Centered Design:**

   o Understanding user needs, goals, and behaviors.

   o Principles of usability and the importance of user research.

3. **Visual Hierarchy and Layout:**

   o Organizing content effectively to guide user attention.

   o Balancing visual elements for clarity and coherence.

4. **Typography and Readability:**

   o Selecting appropriate fonts and emphasizing readability.

   o Best practices for typography in UX/UI design.

5. **Color Theory and Psychology:**

   o The impact of color on user experience and emotions.

   o Creating harmonious color schemes to evoke desired reactions.

6. **Interaction Design:**

   o Designing intuitive user flows and incorporating feedback.

   o Strategies for enhancing user engagement through interaction.

7. **Accessibility and Inclusivity:**

   o Designing for diverse audiences and ensuring accessibility compliance.

   o Tools and techniques for testing and improving accessibility.

8. **Responsive Design and Cross-Platform Compatibility:**

   o Adapting designs to different devices and screen sizes.

   o Ensuring a consistent user experience across various platforms.

9. **Emotion in Design:**

   o Creating emotionally resonant experiences to engage users.

- o Leveraging emotional design elements for user delight.

10. **Data-Driven Design:**

  - o Utilizing analytics and user feedback for informed design decisions.

  - o Implementing A/B testing and iterative design processes.

11. **Case Studies and Examples:**

  - o Real-world applications demonstrating successful UX/UI design principles.

  - o Analysis of design failures and iterations for learning.

Around 53 students from our department attended the session and got exposed to the topic which is widely used now.

Glimpses of the Guest Lecture on "A Comprehensive exploration of design principles in UX/UI"

Feedback from Students

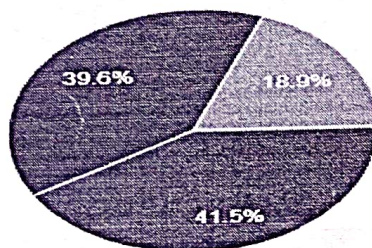## Does the session met your expectations?

53 responses

- Yes
- No
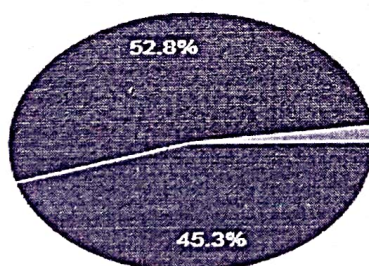
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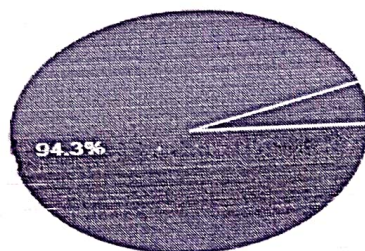
The information shared in the session is useful

53 responses

- Strongly Agree
- Agree
- Neutral
- Disagree

39.6%   18.9%

41.5%

The Content and delivery of resource person was

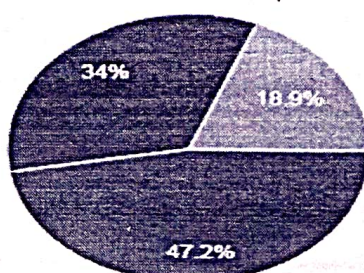53 responses

- Excellent
- Good
- Fair

52.8%

45.3%

The Lecture session was well organized

53 responses

- Strongly agree
- Agree
- Neutral

34%   18.9%

47.2%

Outcome:

The outcome of the comprehensive exploration of design principles in UX/UI, as facilitated by the guest lecturer, would be multifaceted and impactful. Participants gained a deep understanding of the core principles and concepts of UX/UI design, including usability, accessibility, visual hierarchy, and interaction design. Participants learned about the iterative design process and the significance of user testing and feedback in refining design solutions, leading to continuous improvement and innovation. The program equiped participants with the knowledge, skills, and mindset necessary to create exceptional user experiences and drive innovation in UX/UI design.

SIGNATURE OF COORDINATOR   HOD/ CSE   PRINCIPAL