



BCC
Buff Creative College
We Create the Creators!

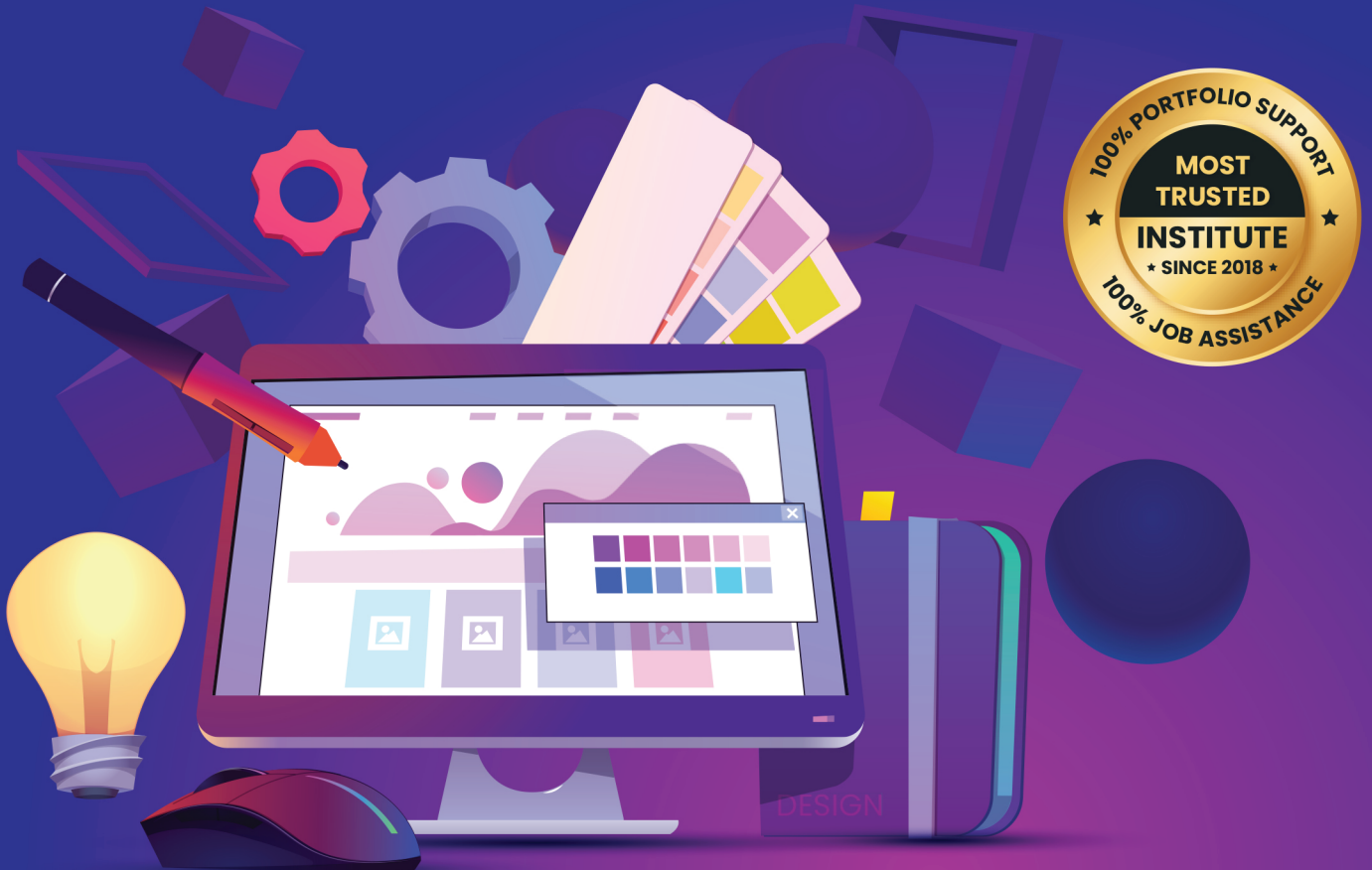
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Reg Under: MSME (Govt. of India) UDYAM-TN-08-0040357

An ISO 9001: 2015 Certified by the American Board of Accreditation

AD-Tech

Advanced Design & Technology Course



www.buffcreativecollege.com

About Us

Construct your future with Buff Creative College, one of India's premier design colleges in India. We provide you with a unique academic model which educates students on the extensive aspects of Multimedia & Design.

- Industry Standard Curriculum
- Regular Practical Assessment
- Expert Mentorship
- Workshop and Seminar
- 100% Portfolio Support
- 100% Job Assistance

About Certification In Advanced Design & Technology

Our Advanced Design and Technology course includes modules like Fine Arts, Graphic Design, and UX UI Design. This is an exclusive course designed for aspiring designers who are planning to start a career in the design industry as creative designers, graphic designers, UX UI designers, and product design.

Fine Arts Modules

- > Fundamental of Arts & Color
- > Logo sketch Ideation
- > Storyboard
- > Drawing Shapes & Shades
- > Sketching Emblem & Shapes
- > Painting & Coloring
- > Perspective Drawing
- > Landscape Sketch
- > Basic Character Sketch

Course Module Overview

Introduction to Graphic Design

- > Basics of Graphic Design
- > History of Graphic Design
- > Principles of Design
- > Elements of Design

Typography

- > Fundamentals of Typography
- > Typeface Anatomy
- > Font Pairing for Design Projects

Color Theory

- > Use Color Effectively on Design
- > Creating Color schemes
- > Color Psychology
- > Color Contrast
- > Communication Design

Layout and Composition

- > Create Effective Layouts
- > Layout Compositions
- > Balance, Hierarchy and Alignment

Branding and Identity Design

- > Logo Design
- > Creating a Brand Identity
- > Branding Guidelines
- > Visual Identity System
- > Marketing Collateral Design

Print Media Designs

- > Business Cards / Brochures / Flyers / Posters / Banners / Magazine Covers / Book Covers / CD/DVD Covers / Packaging Designs / Billboards / Newspaper Advertisements / Catalogs / Postcards / Stationery / Product Labels / Menus / Calendars / Invitations / Greeting Cards

Digital Media Designs

- > Social Media Graphics / Display Ads / Email Marketing Designs / E-Book Designs / PPT Design / Publishing Design

UX UI Design Modules

UX Research

- > Purpose of UX
- > Process Model and Approach
- > Requirement Gathering
- > Qualitative & Quantitative Research

Define & Ideation

- > Creating User Persona
- > Affinity Mapping
- > Sitemap
- > Product Flow and User Flow
- > Information Architecture

Ideation & Low Fidelity

- > Product Ideation
- > Components and Gestures
- > Wireframe Sketch
- > Digital Wireframe
- > Interaction Design
- > Wireflow & Prototype
- > Law and Principles of UX

User Interface Design

- > Understanding Material Design
- > Creating Design System
- > Color, Font, Icon and Vector
- > Wireframe to UI Design Layout
- > UI Screen Designs
- > Screen Mockups and Prototypes

Web and CRM Design

- > Web Layout Grid
- > Website Layout Design
- > Advanced Grid System
- > Responsive Website Design
- > Dashboard and CRM Design

UI Interactive Prototype and Animation

- > UI Interactive Animation
- > Screen Transition & Prototype Animations

Design Collaborations

- > Publishing Design
- > Collaborative Design
- > Exporting for Developer

Software Tools

- Adobe PhotoShop
- Adobe Illustrator
- Adobe XD
- Figma
- Balsamiq
- Invision
- Marvel
- Draw.IO

Career Opportunities

- Graphic Designer
- Print Media Designer
- Interaction Designer
- Visual Designer
- UX Designer
- Product Designer
- UX/UI Designer
- Web Layout Designer
- Packaging Designer
- Social Media Designer
- UI Designer
- Information Architect

**Education Loan
Available**

100%



Contact Us

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Our Campuses

BCC Chennai

No:16, KV Bank Building 1st & 2nd Floor,
GST Main Road, Urapakkam, Chennai,
Tamil Nadu, India 603210.

BCC Coimbatore

No:679-681, First & Second Floor, VKK Menon Rd.,
Siddhapudur, Coimbatore, Tamil Nadu,
India 641044.

BCC Madurai

HIG - 365, First & Second Floor, 80ft Road,
AnnaNagar, Madurai, Tamil Nadu, India
625020.

BCC Nagercoil

No 551/5,2nd floor,MS Road,
Vetturmadam, Nagercoil,Tamil Nadu,
India 629003.

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