



UI/UX

# School of Design

**B.DES.**  
**COMMUNICATION DESIGN**  
**UI/UX**

# The NorthCap University

The NorthCap University (NCU), established in 1996 and formerly known as ITM University, is a leading multidisciplinary institution located in Gurugram, Haryana. With a legacy of 30 years and over 13,000 alumni, NCU offers programs in engineering, technology, management, law, liberal arts, media, business, and applied sciences. Recognised by the UGC with 12(B) status, and the Bar Council of India (BCI), it is accredited with an NAAC Grade 'A' and ASIC (UK) as a 'Premier Institution.' NCU is also a member of AIU and the American Society for Quality (ASQ). It holds a 5-Star QS Rating in Teaching, Employability, Academic Development, Inclusiveness, and Online Learning, and ranks among the Top 30 Private Universities in ARIIA 2022. NCU fosters strong industry-academia collaboration and offers global exposure through semester exchanges, dual degrees, and research partnerships with international universities.



## Seamedu - Knowledge Partner

Seamedu has been a leader in Media, Technology, Management, Design, Law, and Hospitality education since 2008, offering industry-aligned programs tailored to the evolving needs of the modern world. Our diverse portfolio spans Data Science, AI, Filmmaking, Animation, Game Development, Design Thinking, Legal Studies, Hospitality Management, and more—each emphasizing practical skills, creative thinking, ethical practice, and cutting-edge technologies.

We blend strong academic foundations with real-world expertise through workshops, live projects, internships, and industry mentorship, ensuring students gain hands-on exposure across disciplines. With a strong focus on bridging the gap between academia and industry, Seamedu prepares graduates to excel in dynamic professional environments—not just job-ready, but future-ready.

At Seamedu, innovation, creativity, technology, and professional excellence converge to empower you to shape your career and define the future. Your journey starts here.

# Highlights



**Holistic Development  
with Core  
Interdisciplinary Skills**



**AI-Driven  
Media Tech**



**Hands-on learning  
through projects,  
internships, & real-time  
datasets**

# B.Des. | COMMUNICATION DESIGN – UI/UX

## Year 1

- Design Fundamentals & Theory
- Drawing & Visualization
- Material Exploration
- Design History – Building foundational knowledge in design principles
- creative expression, and design thinking

## Year 2

- Advanced Visualization & Photography
- Design Studio: Principles
- History of UI/UX in India
- Communication Skills – Developing technical skills in visual communication and understanding design context

## Year 3

- Digital Media Technology
- Typography & Semiotics
- UI Design (Color & Composition)
- Design Storytelling
- Visual Hierarchy – Specializing in digital design, visual systems, and interactive design storytelling

## Year 4

- Mobile & Web UI Design
- UX Research & Analytics
- Responsive Design System
- Capstone Project
- Portfolio Development – Mastering specialization, user research, and creating professional portfolios for industry entry

## Career Options

- UI/UX Designer
- Interaction Designer
- Game UI Designer
- Product Designer
- UX Researcher
- Web Designer
- Mobile App Designer
- Design Lead/Manager
- Creative Director
- Freelance Designer
- Design Consultant



# Why Choose Us?

## **Industry-Focused Learning**

Curriculum designed in collaboration with industry experts to make you job-ready from day one.

## **Experienced Faculty**

Learn from professors and professionals who bring real-world experience into the classroom.

## **Experiential Education**

Go beyond textbooks with hands-on projects, internships, live case studies, and industry visits.

## **Strong Placement Support**

Dedicated Career Development Cell ensuring internships and placements with top companies.

## **State-of-the-Art Infrastructure**

Modern labs, studios, libraries, and collaborative learning spaces for holistic development.

## **Holistic Student Life**

Cultural events, fests, and leadership programs that build confidence and creativity.

## Certifications



## Placement Partners



# CAMPUS LIFE



## Contact Us

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