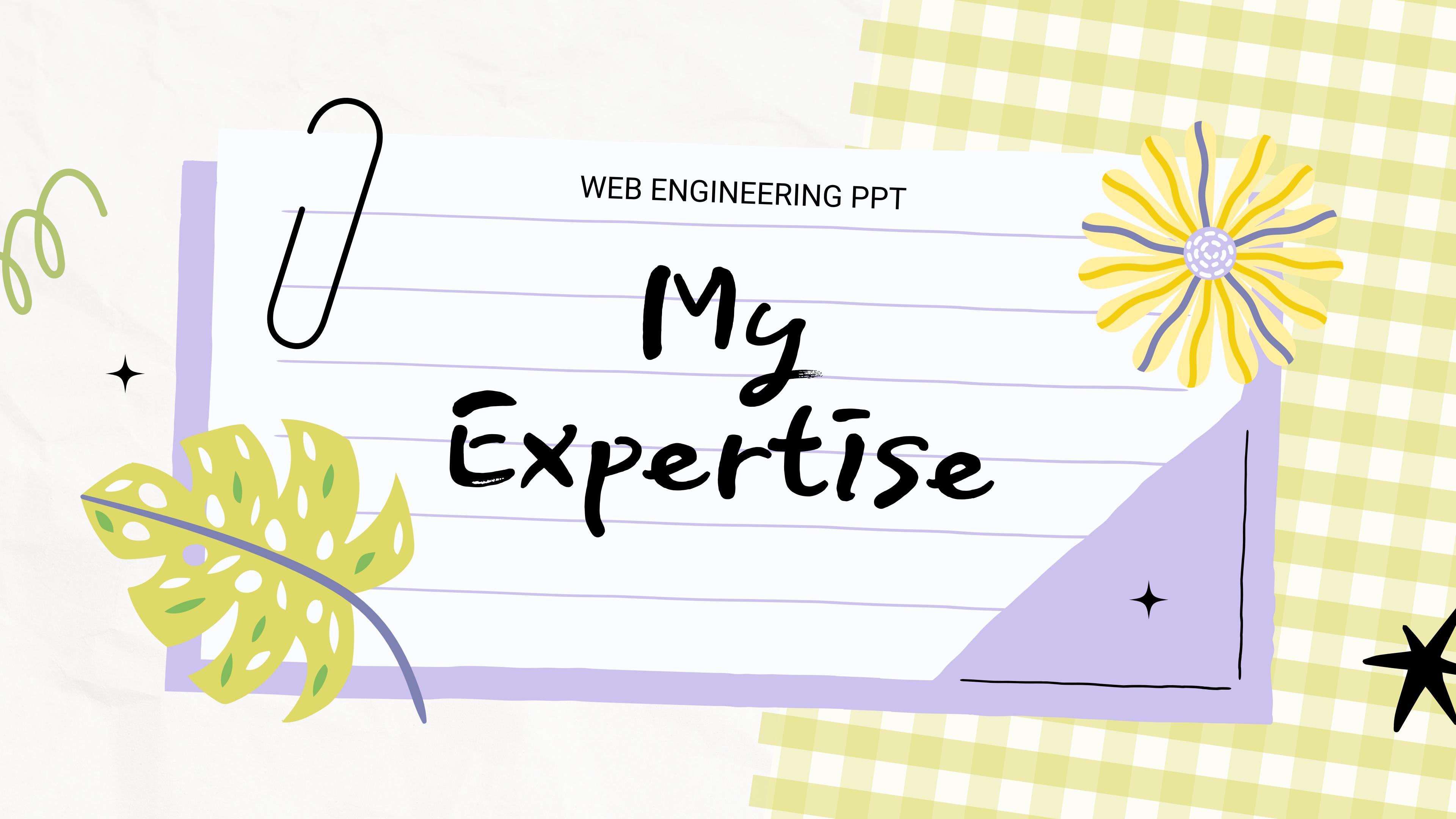


WEB ENGINEERING PPT

# My Expertise



## MY SHORT INTRODUCTION



Hi, my name is Sara Ameer Ali, and I'm a Graphic Designer, animator as well as a UX/UI Designer. I'm passionate about my field and enjoy creating engaging content for social media. In my free time, I love to read and explore more my field, also other somehow related fields.  
Nice to meet you!

# A BRIEF OVERVIEW OF CURRENT FIELD OF INTEREST



## • GRAPHIC DESIGNING

IT IS A BROAD DISCIPLINE THAT ENCOMPASSES A RANGE OF MEDIUMS, INCLUDING PRINT AND DIGITAL MEDIA. GRAPHIC DESIGNERS USE THEIR SKILLS AND KNOWLEDGE TO CREATE VARIOUS TYPES OF VISUAL COMMUNICATION MATERIALS, SUCH AS LOGOS, POSTERS, BROCHURES, WEBSITES, AND MOBILE APPLICATIONS.

A GRAPHIC DESIGNER MUST HAVE AN EYE FOR DETAIL, GOOD COMMUNICATION SKILLS, CREATIVITY, AND TECHNICAL PROFICIENCY IN RELEVANT DESIGN SOFTWARE. THEY SHOULD ALSO BE UP TO DATE WITH THE LATEST TRENDS AND DEVELOPMENTS IN THE INDUSTRY TO DELIVER HIGH-QUALITY DESIGNS THAT MEET CLIENT REQUIREMENTS.

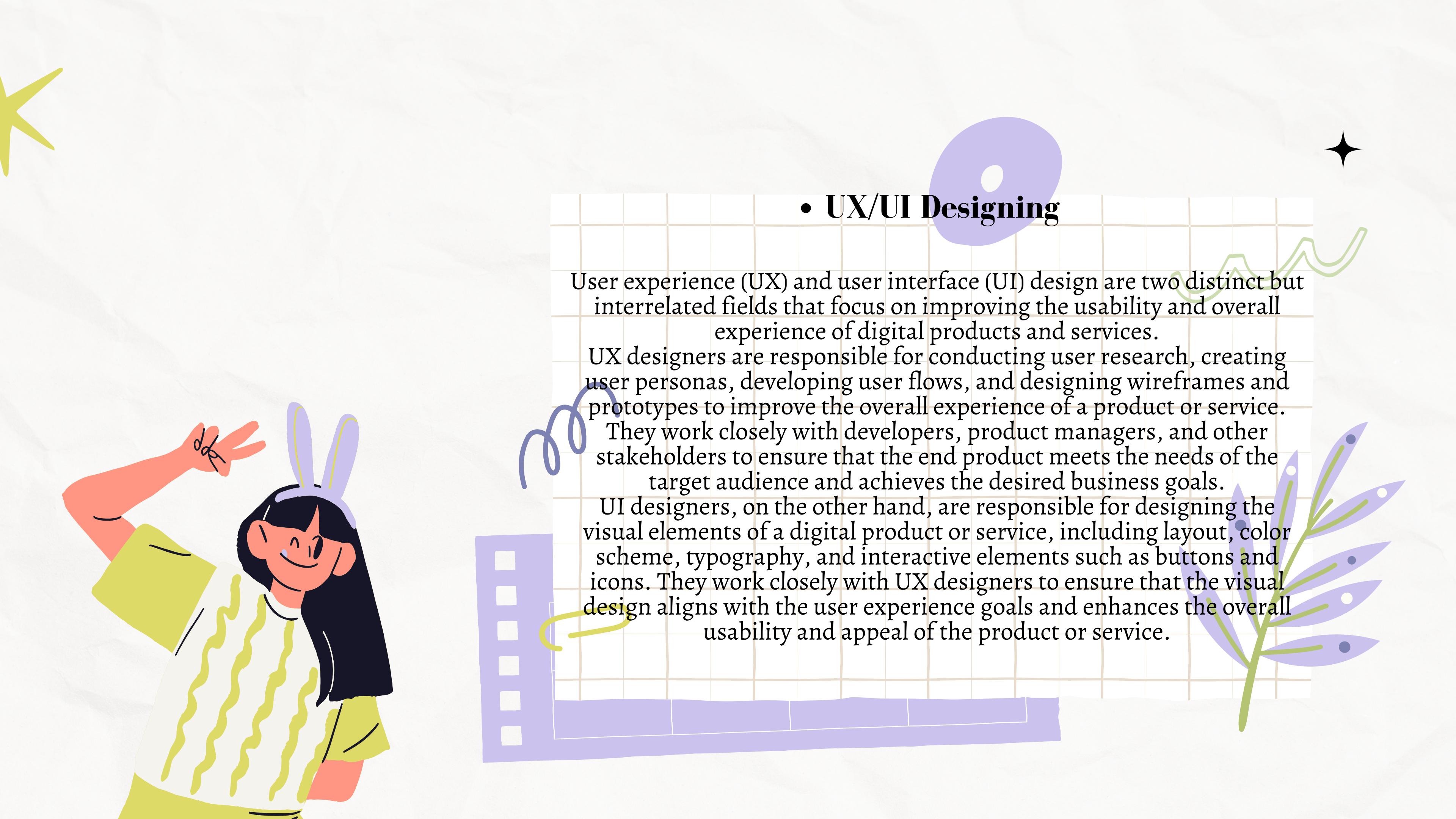
THE FIELD OF GRAPHIC DESIGN OFFERS A VARIETY OF CAREER OPTIONS, INCLUDING WORKING IN ADVERTISING AGENCIES, DESIGN STUDIOS, MARKETING FIRMS, OR AS A FREELANCE DESIGNER. WITH THE GROWTH OF DIGITAL MEDIA, GRAPHIC DESIGN IS AN INCREASINGLY IMPORTANT FIELD IN TODAY'S MODERN WORLD, AND ITS DEMAND IS EXPECTED TO CONTINUE TO GROW IN THE FUTURE.



## • Animation

ANIMATION IS A CREATIVE FIELD THAT INVOLVES BRINGING CHARACTERS, OBJECTS, AND STORIES TO LIFE USING VISUAL EFFECTS, COMPUTER GRAPHICS, AND OTHER TECHNIQUES. IT IS A BROAD DISCIPLINE THAT ENCOMPASSES A RANGE OF MEDIUMS, INCLUDING 2D AND 3D ANIMATION, STOP-MOTION ANIMATION, AND MOTION GRAPHICS.

ANIMATORS USE THEIR SKILLS AND KNOWLEDGE TO CREATE VARIOUS TYPES OF ANIMATIONS, SUCH AS CARTOONS, FEATURE FILMS, VIDEO GAMES, COMMERCIALS, AND EDUCATIONAL MATERIALS. THEY WORK WITH CLIENTS AND OTHER CREATIVE PROFESSIONALS TO DEVELOP STORYBOARDS, DESIGN CHARACTERS, AND PRODUCE ANIMATION SEQUENCES THAT EFFECTIVELY COMMUNICATE THE INTENDED MESSAGE AND MEET THE TARGET AUDIENCE'S EXPECTATIONS.



## • UX/UI Designing

User experience (UX) and user interface (UI) design are two distinct but interrelated fields that focus on improving the usability and overall experience of digital products and services.

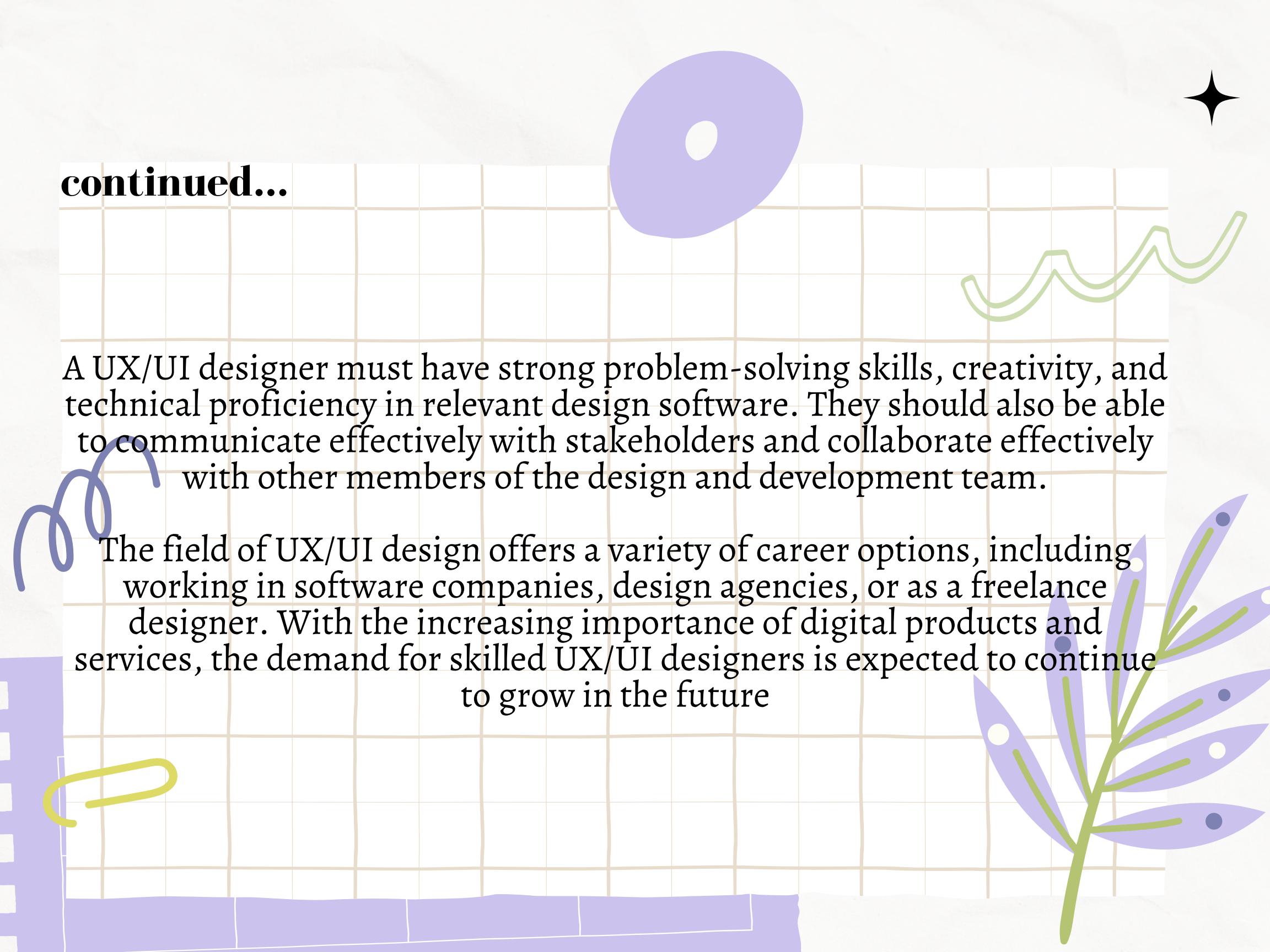
UX designers are responsible for conducting user research, creating user personas, developing user flows, and designing wireframes and prototypes to improve the overall experience of a product or service.

They work closely with developers, product managers, and other stakeholders to ensure that the end product meets the needs of the target audience and achieves the desired business goals.

UI designers, on the other hand, are responsible for designing the visual elements of a digital product or service, including layout, color scheme, typography, and interactive elements such as buttons and icons. They work closely with UX designers to ensure that the visual design aligns with the user experience goals and enhances the overall usability and appeal of the product or service.



**continued...**



A UX/UI designer must have strong problem-solving skills, creativity, and technical proficiency in relevant design software. They should also be able to communicate effectively with stakeholders and collaborate effectively with other members of the design and development team.

The field of UX/UI design offers a variety of career options, including working in software companies, design agencies, or as a freelance designer. With the increasing importance of digital products and services, the demand for skilled UX/UI designers is expected to continue to grow in the future

# HOW YOU GOT HERE & WHY I HAVE CHOOSE THIS FIELD

Well, it's not like I always thought to be a animator or graphic designer, it's just how one thing led to other as in my starting university period I thought to be excellent in a backend or front-end developing but that didn't work for me. So at last I got it that this coding and stuff is way too much for me, then I got to know about graphic designing but for a span of time I didn't explore it much.

While I was still in exploring phase of graphic designing, I got in touch with UX/UI designing and when I started working in it, it became more and more easy and appealing to me so I just got grip over it and I don't see myself leaving this field for any other in anytime soon.

I recently got to know about animation in depth, it's not like I didn't have any prior knowledge about animation, in the last few months just understood this field more clearly.



If someone is interested in pursuing a career in graphic design, here are some steps they can follow:

Develop your skills: Start by learning the basics of design theory, color theory, typography, and layout design. You can do this through online tutorials, courses, or books.

Build a portfolio: Create a portfolio of your design work to showcase your skills and creativity. This could include personal projects or work done for clients.

Get a degree: Consider obtaining a degree in graphic design or a related field. This can provide a solid foundation of design principles and may also open up more job opportunities.

Gain experience: Look for internships, entry-level positions, or freelance projects to gain practical experience and build your portfolio.

Stay up to date: Keep up with the latest trends and technologies in the industry by attending workshops, conferences, or online courses.

Network: Connect with other designers, attend industry events, and build relationships with potential clients or employers.

Remember, pursuing a career in graphic design requires hard work, dedication, and a willingness to learn and grow as a designer. With the right skills and experience, you can build a successful career in this exciting and dynamic field.

TO BE CONTINUED....

## • HOW WOULD YOU GUIDE OTHERS IF SOMEONE WANTS TO PURSUE YOUR FIELD



If someone is interested in pursuing a career in UX/UI design, here are some steps they can follow:

1. Develop your skills: Start by learning the basics of user experience and user interface design. This could include reading books or taking online courses.
2. Build a portfolio: Create a portfolio of your design work to showcase your skills and creativity. This could include personal projects or work done for clients.
3. Get a degree: Consider obtaining a degree in UX/UI design or a related field. This can provide a solid foundation of design principles and may also open up more job opportunities.
4. Gain experience: Look for internships, entry-level positions, or freelance projects to gain practical experience and build your portfolio.
5. Stay up to date: Keep up with the latest trends and technologies in the industry by attending workshops, conferences, or online courses.
6. Network: Connect with other designers, attend industry events, and build relationships with potential clients or employers.

Remember, pursuing a career in UX/UI design requires hard work, dedication, and a willingness to learn and grow as a designer. With the right skills and experience, you can build a successful career in this exciting and rapidly growing field.

TO BE CONTINUED...



If someone is interested in pursuing a career in animation, here are some steps they can follow:

1. Develop your skills: Start by learning the basics of animation, such as drawing, storytelling, and character design. This could include taking online courses or practicing on your own.
2. Build a portfolio: Create a portfolio of your animation work to showcase your skills and creativity. This could include personal projects or work done for clients.
3. Get a degree: Consider obtaining a degree in animation or a related field. This can provide a solid foundation of animation principles and may also open up more job opportunities.
4. Gain experience: Look for internships, entry-level positions, or freelance projects to gain practical experience and build your portfolio.
5. Stay up to date: Keep up with the latest trends and technologies in the industry by attending workshops, conferences, or online courses.
6. Network: Connect with other animators, attend industry events, and build relationships with potential clients or employers.

Remember, pursuing a career in animation requires hard work, dedication, and a willingness to learn and grow as an animator. With the right skills and experience, you can build a successful career in this exciting and creative field.





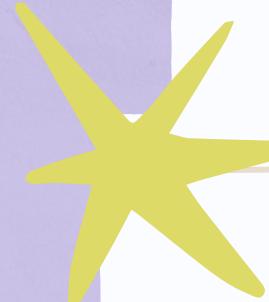
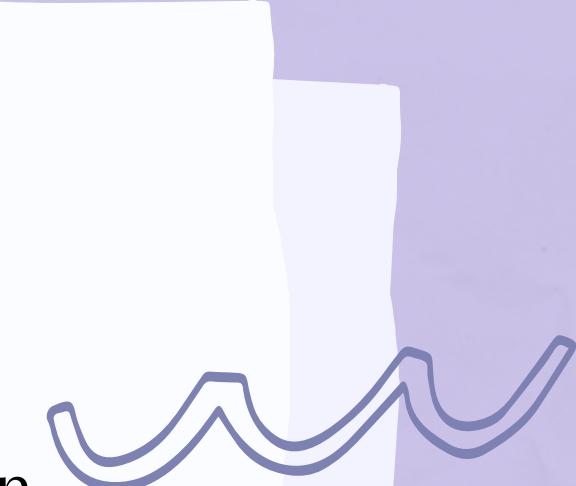
## Pros of Graphic Designing:

- The ability to express creativity through visual design.
- The opportunity to work on a variety of projects, including branding, marketing materials, and web design.
- The potential to work as a freelancer, offering flexibility and independence.
- Opportunities to work in a variety of industries, such as advertising, publishing, and technology.
- The potential for growth and advancement within the industry



## Pros of Animation:



- The ability to bring characters and stories to life through animation.
  - Opportunities to work in various industries, such as film, television, video games, and advertising.
  - The potential to work on projects that have a positive impact on audiences, such as educational or inspirational content.
  - Opportunities to work collaboratively with other animators and creative professionals.
  - The potential for growth and advancement within the industry.
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## Pros of

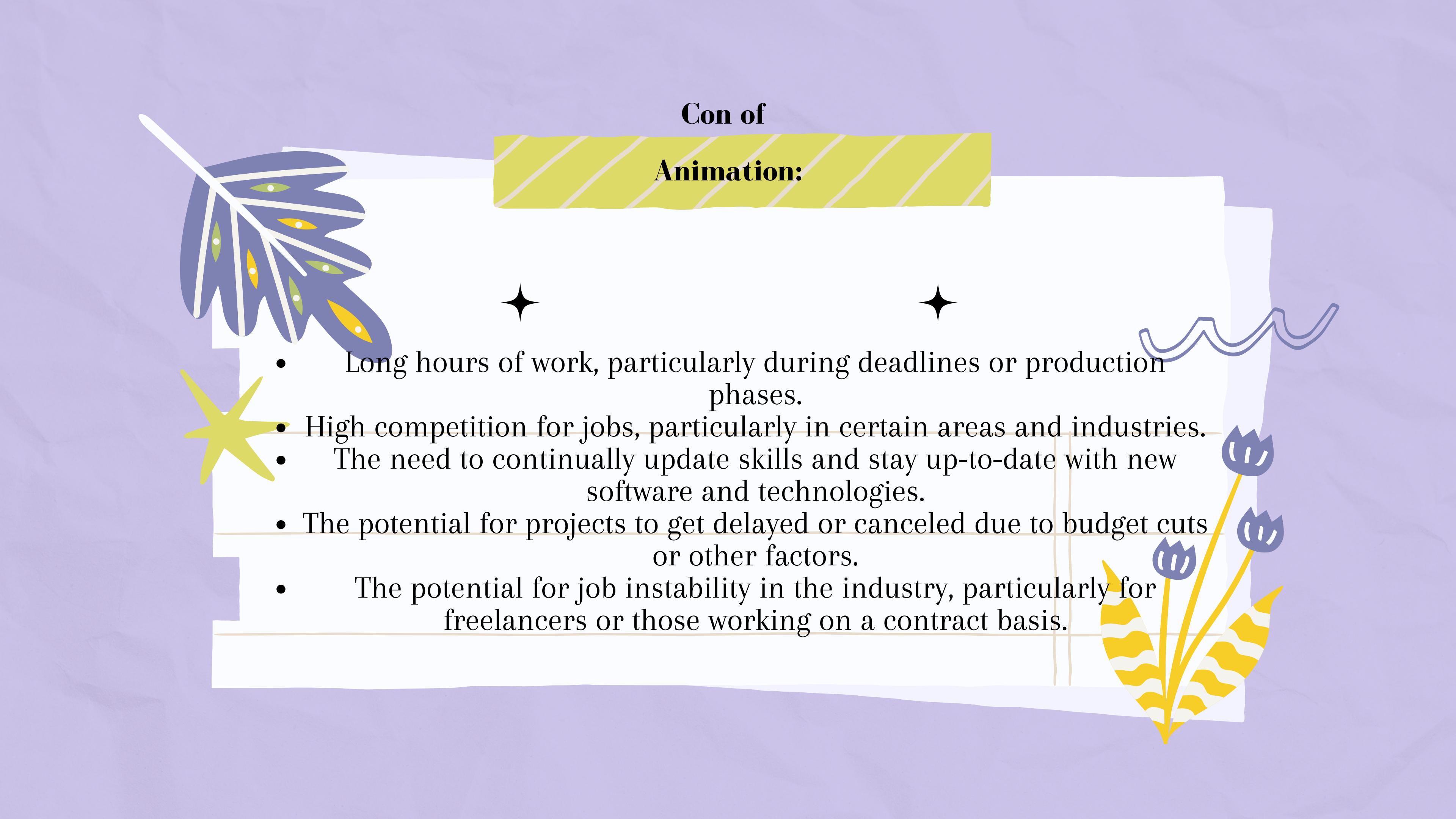
### UX/UI Designing:

- The ability to improve user experiences through design.
- Opportunities to work on a variety of projects, including software, web applications, and mobile apps.
- The potential to work as a freelancer or to work remotely, offering flexibility and independence.
- Opportunities to work with cutting-edge technologies and design tools.
- The potential for growth and advancement within the industry, including leadership roles such as UX/UI Director or Manager.

## Con of

### UX/UI Designing:

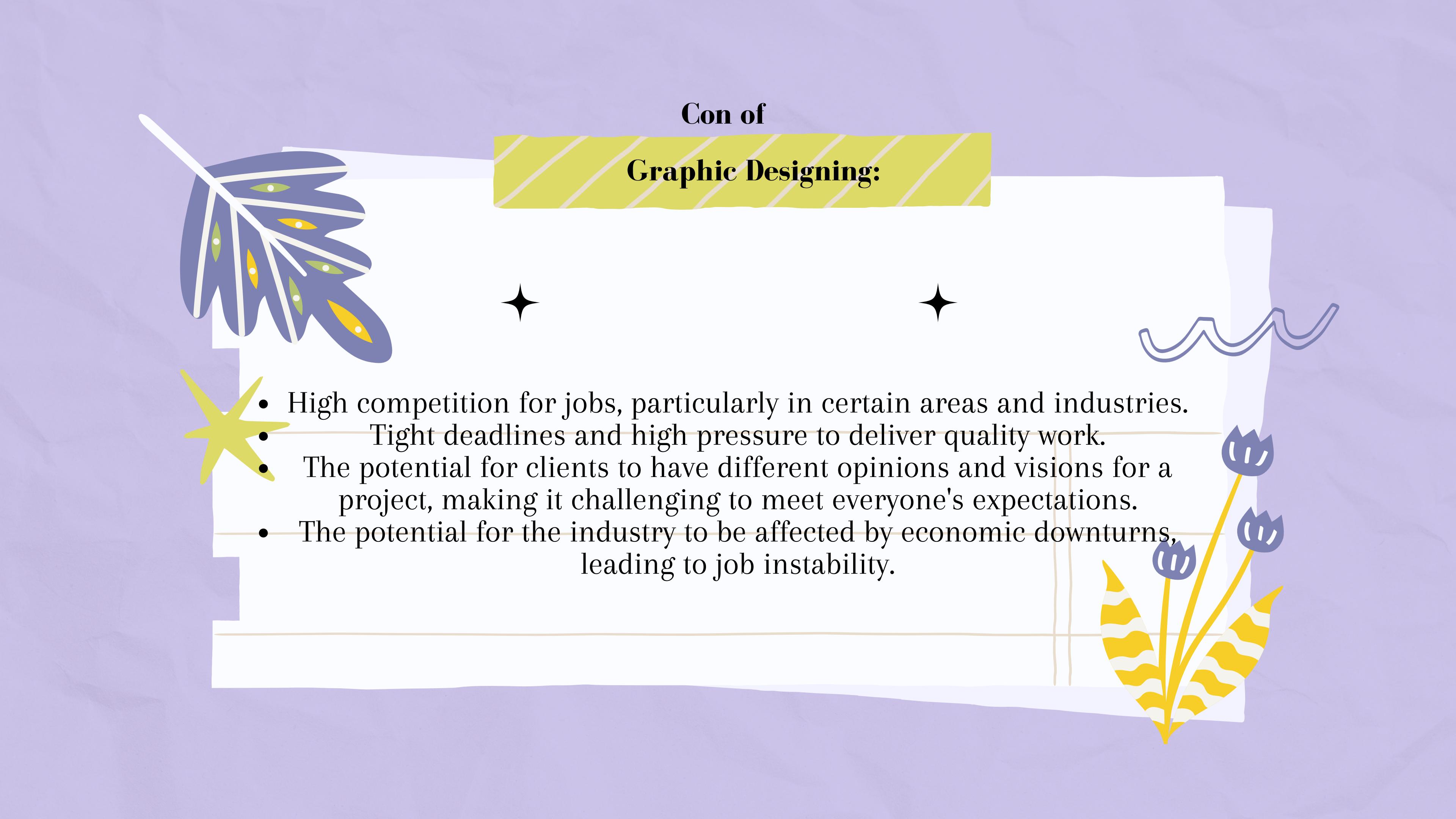
- The need to continually update skills and stay up-to-date with new software and technologies.
- The potential for clients to have different opinions and visions for a project, making it challenging to meet everyone's expectations.
- The potential for job instability in the industry, particularly for freelancers or those working on a contract basis.
- The potential for burnout due to tight deadlines and high pressure to deliver quality work.
- The potential for the industry to be affected by economic downturns, leading to job instability.



## Con of Animation:



- Long hours of work, particularly during deadlines or production phases.
- High competition for jobs, particularly in certain areas and industries.
- The need to continually update skills and stay up-to-date with new software and technologies.
- The potential for projects to get delayed or canceled due to budget cuts or other factors.
- The potential for job instability in the industry, particularly for freelancers or those working on a contract basis.



## Con of Graphic Designing:

- High competition for jobs, particularly in certain areas and industries.
- Tight deadlines and high pressure to deliver quality work.
- The potential for clients to have different opinions and visions for a project, making it challenging to meet everyone's expectations.
- The potential for the industry to be affected by economic downturns, leading to job instability.

Lee

Thank You!

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Sara

