



Certification in  
**Master in Design & Technology**



Registered Under Ministry of Corporate Affairs ,  
MSME (Govt. of India) UDYAM-TN-08-0040357  
ISO 9001 - 2015 / American Board of Accreditation  
Managed by Vellai Siragugal Educational and Charitable Trust

# Why Choose Us

Buff Creative College is a recognized institution dedicated to encouraging and empowering individuals in the field of Multimedia and Design. With a specialization in Graphic Design, UX/UI Design, Digital Marketing, and Animation Design. The institute is committed to providing a high-quality education that combines theoretical foundations with practical skills. The curriculum is designed to be relevant to current industry standards and emerging trends, ensuring that students are well-prepared to tackle real-world design challenges.

## About

## Masters in Design & Technology

Our Masters in Design & Technology course is a wide program designed to equip students with the skills and knowledge required to excel in the designing Field. Through hands-on training and practical exercises, students will learn the principles of Graphic design, Fine arts, UXUI Design, UI development, Video editing & animation, character design, storyboarding, and digital editing. They will acquire mastery in Visual Design.

### Fine Arts

- Introduction to Fine Arts
- Different Artistic Disciplines
- Exploration of Elements of Art
- Lighting and Shades
- Drawing Fundamentals
- Drawing Objects
- Perspective Drawing
- Undraw Character Sketch
- UX Storyboard Layout
- Sketch Custom Symbols
- Logo Sketch
- Organic & Geometric Logo
- Wireframe Components
- Painting Techniques
- Develop Portfolio

# 2 Graphic Design



## 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

## Layout and Composition

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

## Digital Media Designs

- Social Media Graphics
- Display Ads

## Multi Pages Designs

- Magazine Design
- Book Design

## Software Covered

- Adobe Photoshop
- Adobe Illustrator

## 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 Cover
- Billboard / Stationery

## Color Theory

- Use Color Effectively on Design
- Creating Color Schemes
- Color Psychology
- Color Contrast
- Communication Design

- Adobe InDesign
- CorelDRAW



## UX Research

- Purpose of UX
- Process Model & Approach
- Requirement Gathering
- UX design principles & concepts
- Conducting user research
- Understanding user needs

## Wireframe Design

- Product Ideation
- Heuristics Evaluation
- Laws of UX Design
- Digital Wireframe
- Creating wireframes prototypes

## Website Design

- Website Design Guidelines
- Research Website Design
- Website Layout
- Responsive Website
- Micro-interaction & Animation

## Software Covered

Google Form

Balsamiq Wireframe

Marvel Prototype

FigJam

Figma

Adobe XD

## Define & Ideation

- Creating user personas
- Affinity Mapping
- User journey map
- Empathy Mapping

## User Interface Design

- Introduction to UI Design
- Understanding Material Design
- Color theory, typography, layout
- Principles of visual hierarchy
- Understanding UI elements
- UI Design Systems & Style Guides
- Screen Mockups & Prototype

## Dashboard Design

- Understanding Dashboard
- Dashboard Guidelines
- Dashboard Layout
- CRM & CMS UI Design

# 4 UI Development



## Front-End Curriculum

- Introduction to Web Design
- Design Principles & Elements
- Understanding UI Design
- Visual Design & Branding
- Web Typography
- Color & Visual Effects
- Layout & Grid Systems
- Responsive Web Design

- Multimedia & Interactive Elements
- Web Design Trends & Technologies

## HTML Curriculum

- Introduction to HTML
- Text Formatting & Structure
- Working with Links
- Working with Images
- Lists and Tables
- Forms and Input

## CSS Curriculum

- Introduction to CSS
- Styling Text & Fonts
- Box Model & Layout
- Backgrounds & Borders
- CSS Layout Techniques
- Responsive Web Design
- Transitions & Transformations
- CSS Animations
- CSS Grid
- Flexbox
- CSS Frameworks & Libraries

## JavaScript Curriculum

- Introduction to JavaScript
- Data Types and Variables
- Operators and Expressions
- Control Flow and Conditional
- Loops and Iteration
- Functions
- Arrays and Array Manipulation
- Object-Oriented Programming
- Error Handling and Debugging
- JavaScript and AJAX
- JavaScript Frameworks

## Bootstrap Curriculum

- Introduction to Bootstrap
- Bootstrap Grid System
- Bootstrap Components
- Navigation
- Alerts and Badges
- Cards and Panels
- Forms and Inputs
- Modals and Dialogs
- Carousel and Slideshow

## Software Covered

- Visual Studio Code
- GitHub

## 5 Animation & Video Editing



### 2D Animation

- Introduction to Adobe Animate CC
- Animation concepts and terminology
- Principles of Animation
- Organizing assets in Animate
- Drawing tools to create shapes
- Understanding the timeline & Keyframes
- Frame-by-Frame animations
- Motion presets to animations
- Complex Animations

- Creating Masks
- Classic Tweening
- Motion Tweening
- Shape Tweening
- Working with symbols
- Text Animation
- Working with Audio & Video
- Interactivity & Actions
- Action Scripts
- Game play Animation
- Publishing & Exporting

## **Video Editing**

- Introduction to Adobe Premiere Pro
- Understanding the interface and workspace
- Importing and organizing media files
- Video Editing Basics
- Timeline and editing workflow
- Importing and organizing video
- Applying transitions and video effects
- Working with audio files
- Audio effects and filters
- Multicamera Editing
- Color Correction and Grading
- Advanced Video Effects & Audio Editing
- Titles, Graphics, and Lower Thirds
- Advanced Editing Techniques
- Exports and presets

## Motion Graphic

- Introduction to Motion Graphics
- Basics of motion graphics
- After Effects interface and workflow
- Importing and organizing assets
- Shape Layers and Vector Graphics
- Working with Text and Typography
- Animation Fundamentals
- Keyframe animation techniques
- Applying text presets
- Animations using the Graph Editor
- Working with Masks and Mattes
- Applying Effects and Presets
- Working with 3D Space and Cameras
- Rendering and Exporting

## Showreel Portfolio

- Introduction to Portfolio and Showreel
- Selecting and Organizing Work
- After Effects interface and workflow
- Crafting Portfolio Layout
- Showreel Essentials
- Editing Techniques
- Presenting Your Portfolio
- Continuous Improvement

## Software Covered

- Adobe Animate
- Adobe After Effects

- Adobe Premiere Pro

# Why This Course

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## Course Modules

- Fine Arts
  - Graphic Design
  - UXUI Design
  - UI Development
  - Video Editing & Animation
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## Course Duration

- 10 Months Training
- Portfolio Support

## Exclusive Support

- Portfolio Support
  - Internship Program
  - Career Guidance
  - Lifetime Support
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## Portfolio & Job Support

- Designer Resume
  - Behance Profile
  - Digital Portfolio
  - Interview Cracking
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## Fees Structure

- Actual Course Fees..... **₹ 1,20,000**
- Pay on Lumpsum..... **₹ 1,08,000**
- EMI Option Available



## Contact Us

**91 5060 1717**

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## Our Branches

Chennai | Coimbatore | Madurai | Nagercoil

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