

S.A. ENGINEERING COLLEGE
(Autonomous – Institution Level Research Centre, Affiliated to Anna University)

DEPARTMENT OF INFORMATION TECHNOLOGY

APP CLUB REPORT - VI (ACTIVITY-III)P

WORKSHOP - UI/UX DESIGN

Date : 12.03.2025

App Club Workshop Report: UI/UX Design by Design Tech Innovation Solutions

Trainer: Mr. Shyam

Date: 12/03/2025

Time: 1:30 PM - 4:00 PM

Venue: IT LAB 1

The App Club held a workshop on **UI/UX Design** conducted by Mr. Shyam from **Design Tech Innovation Solutions**. The session was designed to give participants a deeper understanding of the principles and best practices of User Interface (UI) and User Experience (UX) design, essential for developing user-friendly and visually appealing mobile applications and websites.

Workshop Highlights:

- Mr. Shyam began the session with a brief introduction to **UI** (User Interface) and **UX** (User Experience) design.
- UI focuses on the visual elements of an app or website, including layout, color schemes, typography, and buttons.
- UX, on the other hand, deals with the overall feel of the experience, ensuring the product is intuitive and meets users' needs efficiently.
- **Wireframing Tools:** Tools like **Sketch**, **Figma**, and **Adobe XD** were highlighted for creating wireframes and prototypes.
- **Prototyping and Mockup Tools:** Mr. Shyam demonstrated how prototypes help simulate the user experience and test functionality before development.

Live Demo: Mr. Shyam demonstrated how to create a simple UI design using **Figma**, showing step-by-step how to build a screen layout. The session was interactive, allowing participants to ask questions and receive feedback on their designs.

Practical Applications and Case Studies:

- Mr. Shyam presented real-world examples of successful UI/UX design from popular apps like **Instagram**, **Spotify**, and **Airbnb**.
- Each case study showcased how the design choices improved user engagement and satisfaction.

The workshop was informative and interactive, providing both theoretical knowledge and practical insights into UI/UX design. Mr. Shyam's experience and engaging presentation made the session valuable for both beginners and those with some prior design experience. The participants left with a clearer understanding of how UI/UX design directly impacts the success of an app or website, and how they can start applying these principles to their own projects.

The App Club looks forward to hosting more such workshops in the future to further enhance the skills of its members.



S. A. Engineering College

(Autonomous Institution Level Research Center - Affiliated to Anna University Chennai)

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DEPARTMENT OF INFORMATION TECHNOLOGY

IN ASSOCIATION WITH

APP CLUB

ORGANIZES

WORKSHOP ON

UI/UX DESIGN



Mr. P. Shyam
UI/UX DESIGNER



12th March 2025



1:30 PM TO 4:00 PM



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PRE EVENT POSTER

