



# MASTER OF SCIENCE **UX DESIGN** USER EXPERIENCE DESIGN (M.Sc Ux)

**Duration: 2 Years**

**Eligibility: Bachelor's degree with minimum 50% marks**

**Focus areas :**

**Information Visualisation | Interaction Design  
Wire framing and Prototyping | Mobile Web Ux Design**

**Program Objectives :**

- Develop a sound understanding of the human temperament to better understand and anticipate the user's reactions
- Familiarize the students to strong analytical skills to consume and analyse researched data
- Develop professionals to create an intuitive and interactive product (design) that solves an end user's problem and gives them an enjoyable experience.
- Develop keen observation skills and inquisitiveness about life and general surroundings

**Program Summary :**

- Two year postgraduate program
- Sound understanding of technological parameters.
- Information Design and delivery techniques
- Analytical as well as artistic bend of mind

**Highlights :**

- Human computer Interaction (HCI ), UX design , Interaction Design
- Expertise in wire framing and design applications such as Axure , Unity
- Navigational acuity to effectively design and display the content
- Knowledge of the entire digital media production process

