

2022



TECHANALOGY

Inspiration | Ideation | Innovation

presents

Design Scape

A 45 days live and intensive industrial training cum workshop on product, UI/UX and graphic designing.



ORGANISED BY :
Tech Analogy

 <https://events.techanalogy.org/>
    /@tech_analogy



Why Design Scape?

DESIGNSCAPE is beautifully tailored for aspiring and active product leaders, graphic designers and aspiring UI/UX designers seeking to pursue careers in respective domains. **DIVIDED INTO THREE PHASES, THIS 45 DAYS LIVE AND INTENSIVE WORKSHOP** will cater to a wide array of the audience be it the tech-savvies or the OG tech-geeks. Upon completion, you will have created your own personal toolbox of knowledge and techniques for approaching and solving real-world problems that product leaders face.

Start your career with:





OUR SPEAKERS



ISHAA CHAUDHARI

She is an Industrial & Product Designer, pursuing Masters in Design Management. Her interests lie in the field of branding, packaging, research, strategy, UI/UX and illustration, having worked with multiple organizations of same associations. She believes in people and our expandable thought process, culture, and the power to change the world through design.



NISHTHA JAIN

She is a NIFT alumna with a degree of bachelor of design in Lifestyle & Accessory Design. Currently working as a digital content creator/ Graphic Designer for a construction company Sirjan. She also has a small startup of resin Products with the brand name 'Skypiefantasy'. Her skills are material exploration, photography.



OUR SPEAKERS

SAMRIDDDHO DAS



He is a super awesome creative and business-minded person with a keen interest in UI/UX and filmmaking. He is founder at Nyro Media, which is a venture based on graphic designing, UI/UX designing and film-making.

TIRTH KALARIA



He is a Designer by passion having strong hold in photo manipulation, Graphic Designing and UI UX Designing. He has done freelancing with major brands like Maxima stainless steel, Skillonation pvt ltd, Natural corporation, etc.





WORKFLOW



DAY 1
09th March 22

THEORY - INTRODUCTION TO DESIGN

- What is design
- Where did the design start
- When did the design came into existence
- Why do we need design
- Difference between art and design
- Impact of Design on a product.

SOFTWARE - INTRODUCTION TO PHOTOSHOP

- Understanding basic tool in photoshop
- Basics of Drawing
- Proportions & Isometric Drawings
- Interface
- Color and channels - foreground + background color
- Brush tool , Dodge , burn , sponge
- Blur , sharpen , Brush and pencil





WORKFLOW



DAY 2
11th March 22

THEORY - MORE INTO DESIGN - ELEMENTS OF DESIGN

- Gestalts Laws (5 Principles)
- Proximity Similarity and Continuity
- Symmetry and Closure

SOFTWARE - MORE INTO PHOTOSHOP

- Color Theory
- Pixelation
- Layer and blending modes
- Selections and lassos
- Paint bucket , gradient
- Matte , masking
- Texting and fonts selection
- Creating and transforming layers
- Distorting layers
- 3-D Views of Objects (representation)





WORKFLOW



DAY 3
13th March 22

SOFTWARE - ADVANCED PHOTOSHOP

- Relationship between selection , matte , channels
- Crop tool
- Filters and smart filter selection
- Adjusting image
- Balancing the image with levels , curves and exposure
- Balancing the image with hue / saturation and black and white composting
- Selective color and replace color





WORKFLOW



DAY 4
15th March 22

THEORY - UNDERSTANDING PRODUCT

- Types of Products
- History of existing product
- SWOT analysis
- Reverse Engineering
- Advantages/Disadvantages
- Ergonomics
- Opportunities
- Taking Inspiration
- Mind Mapping
- Finding a problem and solving it.
- Design Methodology
- Design Ideation
- Prototyping
- Range Design
- 3D rendering with material

SOFTWARE : INTRODUCTION TO ILLUSTRATOR

- Why illustrator
- Why not photoshop
- Differences between photoshop and illustrator
- Career changes if shifting to illustrator
- Examples of real life projects based on illustrator
- Installation
- Getting started with illustrator
- Starting drawing with shape and line tools
- Use of shape builder tools
- Curvature tool and its use
- Using pen , pencil , brushes
- Types of fonts and how to use





WORKFLOW



DAY 5
17th March 22

THEORY - MORE INTO SEGMENTS OF PRODUCT DESIGNING

- Product Photography
- Brand identity
- Marketing / Market Placement
- Customer Reviews Feedback
- Transition to ux / ui

SOFTWARE - ADVANCED FEATURES

- Illustrator + Major project
- Using color in illustrator
- Masking in illustrator
- Effects and patterns in illustrator
- Exporting in illustrator





WORKFLOW



DAY 6
19th March 22

THEORY - DEPTH INTO PRODUCT AND DESIGN

- Design Process
- What is a product design process?
- User Research
- Types of design processes
- Problem solving
- Observation
- Analysis
- Research methods

SOFTWARE - INTRODUCTION TO INDESIGN

- Layout Theory
- Introduction to inDesign
- Setup and installation
- Panels and workspaces
- Navigating and zooming
- Using pages panel and creating new documents
- Rulers , guides , view options , margins , columns





WORKFLOW



DAY 7
21st March 22

THEORY - REAL LIFE ANALYSIS IN PRODUCT DESIGNING

- Ideation
- Brainstorming
- Scenarios

SOFTWARE - MORE INTO INDESIGN

- Placing , resizing , adjusting , fitting images
- Formating using texts
- Character and paragraph styling with wrapping texts
- Creating type on paths
- Aligning and distributing objects





WORKFLOW



DAY 8
23rd March 22

THEORY

- Affinity mapping
- Conceptualisation
- Portfolio/Documentation

SOFTWARE

- Using tools
- Gap tool in adjusting photo layouts
- Using page tool
- Adding color with color theme
- Drawing and using shapes and frames
- Using custom based corners
- Working with layers and creating libraries
- Creating and using snippets and mock ups
- Printing and exporting in Indesign





WORKFLOW



DAY 9
25th March 22

UI/UX FOR BEGINNERS

- UI design fundamentals
- UX design fundamentals
- Downloading Figma and setup
- Using Colors
- Using Google Fonts
- Problem statement

DAY 10
27th March 22

UX RESEARCH

- Brainstorming
- Strategize and research
- Solution proposal
- User research and questionnaire design
- User personas





WORKFLOW



DAY 11
29th March 22

UX RESEARCH AND LO-FI DESIGNS

- Empathy map
- Wireframes
- Lo-fi designs
- User flow

DAY 12
31st March 22

LO-FI DESIGNS (CONTD.)

- Understanding the Need for Structure
- Structure and Information Architecture
- Design Patterns
- Landing Pages, Templates, and Page Clustering





WORKFLOW



DAY 13
2nd April 22

HI-FI DESIGNS

- Landing Pages, Templates, and Page Clustering
- Animation basics
- Prototyping
- Exporting and handing over
- UX Case Study





WORKFLOW



DAY 14
4th April 22

INTRODUCTION TO BLENDER

- Installations and versions. (versions to use for specific projects)
- Who use blender
- For what projects you can use blender for
- What rendering methods blender provides.

UNDERSTANDING THE BASIC USE OF EEVEE AND CYCLES RENDERING

- Learning navigation in blenders UI. (Tools, timeline, nodes tab, shaders menu)
- Basic introduction to different tabs/windows of blender
- Over view to the properties tab
- Understanding edit mode
- Deleting and adding new object like shazam (shazam is a 3d pre-made object from blender)
- Learning rotating, scale and perspective movement
- More about 3d cursor
- Learning how to duplicate & to join 2 objects
- Extrude, insert face
- Taking a look at few modifiers
- Making a simple stairs using nrml move tool and alignment
- Making simple stairs using MODIFIER





WORKFLOW



DAY 15
6th April 22

WE WILL LEARN MORE ABOUT EDIT MODE.

- Tools in edit mode
- Shortcuts in edit mode.
- Learning what are edges, faces, vertices.
- Making a lowpoly table using extrude and inset
- Making a low polly chair using extrude and inset
- Giving basic colors to chairs and table
- Learning about lighting the scene
- Learning about render settings
- Rendering out scene in eevee and cycles.
- Using different lighting methods for both render methods





WORKFLOW



DAY 16
8th April 22

LEARNING TO MAKE THE LOW POLY MODEL LOOK BETTER

- Learning about the bevel tool.
- Adding details to table and chair. By adding screws and booleans.
- Adding more form to the table and chair using extrude and smoothing
- Adding design to table using array modifier
- Adding the objects made in assignment
- Making a glass
- Learning basic about what are nodes and nodes tab.





WORKFLOW



DAY 17
10th April 22

ADDING THE OBJECTS MADE IN THE ASSIGNMENT

- Getting to know more about nodes tab and what are nodes
- Using basic nodes and what are they used for
- Learning what are textures and how to use them
- Using nodes to make texture for our objects
- Apply textures and modifying textures
- Using images for texturing objects and making easy texture
- Making glass texture





WORKFLOW



DAY 18
12th April 22

MAKING A DINING TABLE SCENE FOR THE RENDER OUTPUT

- Adding the wall patten texture to the wall and adding the vase in the background
- Using nodes for final room texturing
- Making a lamp for background and adding light to it and giving it a translucent texture
- Adding final objects in the scene
- Adding lights and fixing render settings
- Rendering the final output

DAY 19
14th April 22

- **INTENSIVE PROJECT - 1**

DAY 20
16th April 22

- **INTENSIVE PROJECT - 2**





BONUS DAY



- **Career guidance session**
- **Resume building session**
- **Behance Portfolio making**
- **Designing Competition**
- **Masters vs Jobs**





DELIVERABLES



Students will not only get a chance to learn in an interactive session but will also be able to connect with like minded people during this workshop.

Other benefits:-

- **Industrial level group master major project with panel discussion**
- **2 levels of certification will be provided (workshop certificate and industrial project certificate)**
- **4 minors/assignments & 4 major project**
- **LOR (top performers)**
- **6 Software learning with practical experience**
- **Top performers to get Merch and swags**
- **Doubt Sessions**
- **Endorsement on various social platforms.**
- **Internship opportunity to top performers**
- **Group activities**
- **Resume building session.**



 <https://events.techanalogy.org/>



/@tech_analogy



INDUSTRIAL PARTNERS



- **Chirpal Poly Films**
- **Bosch Rexroth**
- **Geeks for Geeks**
- **Euclid Labs**
- **Give My Certificate**
- **Mercedes AMG**



and many more.....



 <https://events.techanalogy.org/>



[/ @tech_analogy](#)



COLLEGE PARTNER



- **ROBOTICS CLUB IIT DELHI**
- **Microsoft Learn Student Chapter - TIET**
- **ASME - KIIT B**
- **ROBOTICS CLUB - NIT AGARTALA**
- **CODING CLUB - IIT JAMMU**
- **ROBOTICS CLUB -NIT PATNA**
- **IEEE - SIES**
- **CYBORG -NIT ROURKELA**
- **ROBOMANIPAL - MIT**
- **Alexa SRMIST - SRMIST**
- **CSI - SRM NCR**
- **ASME - SRMIST**
- **TEAM X-TREME -SSGMCE**
- **SRM ROBOCON - SRMIST**
- **CLAP (Coding like a pro)**
- **ROBOCON -CRCE**
- **PROJECT TEAM SRMIST**
- **CSI CLUB GLA**
- **ROBOTICS CLUB -SKIT JAIPUR**
- **DATA SCIENCE COMMUNITY -SRMIST**
- **ROBOYANTRIKI - SNU**
- **CSI BARTON HILLS**
- **SYNERGY - DON BOSCO**



 <https://events.techanalogy.org/>



/@tech_analogy



CONTACT US



PR & Social Media -

Sanjeevni Dhamija - 8427558164

Operations-

Tanya Gupta - 9444475060

Visit our Website:

<https://techanalogy.org/>

<https://events.techanalogy.org/>

Social Media Handles

Instagram - <https://cutt.ly/Mb4SXiR>

Facebook - <https://cutt.ly/Nb4S0lj>

Linkedin - <https://cutt.ly/Qb4DeVy>



 **<https://events.techanalogy.org/>**

    **[/@tech_analogy](#)**