04   WEBSITE DESIGN

NICC College

Project Overview

The project's primary objective is to develop a contemporary and user-centric website for the college, aimed at enhancing the online experience for students, faculty, and visitors. This endeavor involves a comprehensive approach that incorporates elements of User Experience (UX) research,

layout redesign, improved navigation, and responsive design to ensure seamless accessibility across various devices.
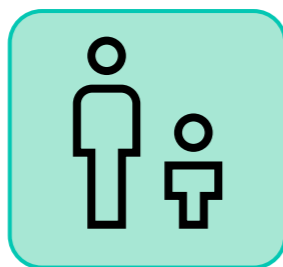
Project Duration

January 2023- March 2023

## Target Audience

Students

Parents

Problem Statement

The existing college website is plagued by several critical issues that hinder its effectiveness in serving students, faculty, and visitors. These issues encompass a cluttered layout, unintuitive navigation, subpar imagery and color choices, and a lack of information hierarchy. These shortcomings have resulted in low user engagement and difficulties in locating essential resources.
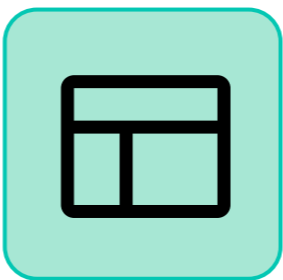
Solution

Well Organized Menu Structure
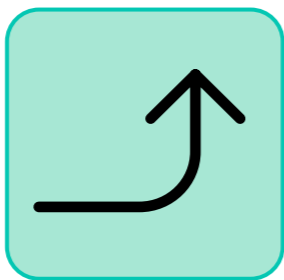
Intuitive Navigation

Visually Appealing Layout

Interactive Features

Clear and Compelling CTAs

Design Process

Empathize

Define

Ideate

Design

Test

User Personas

Samiksha Sawant
Persona- Student

About

Samiksha is a 20-year-old second-year design student at the college. She is passionate about graphic design and aspires to become a graphic designer. She values creativity, innovation, and user-friendly experiences.

Samiksha is dedicated to her studies and spends a significant amount of time on the college website for research, assignments, and project collaborations. She often seeks inspiration from design-related events, workshops, and galleries, and expects the college website to provide information on such opportunities.

Age	20
Gender	Female
Occupation	Student
Location	Bangalore

Frustrations

- Cluttered Layout and Unintuitive Navigation
- Subpar Imagery and Color Choices
- Lack of Information Hierarchy

Goals

- Efficient Access to Course Information
- Portfolio Showcase
- Engaging Design Resources
- Visually Appealing Layout and Streamlined Navigation

Sandeep Sawant
Persona- Parent

About

Sandeep is a parent of a prospective design college student, looking for the best educational options for his daughter, Samiksha. He has a keen interest in the arts but lacks a deep understanding of design concepts. He values education and believes in providing his daughter with the tools and resources he needs to succeed in his chosen field.

He is supportive and actively involved in Samiksha's academic journey.

Age	50
Gender	Male
Occupation	Manager
Location	Bangalore

Frustrations

- Cluttered Layout and Unintuitive Navigation
- Subpar Imagery and Color Choices
- Lack of Information Hierarchy
- Low User Engagement

Goals

- Efficient Access to Course Information
- Efficient Communication
- User-Friendly Experience
- Visual Appeal and Clear Navigation

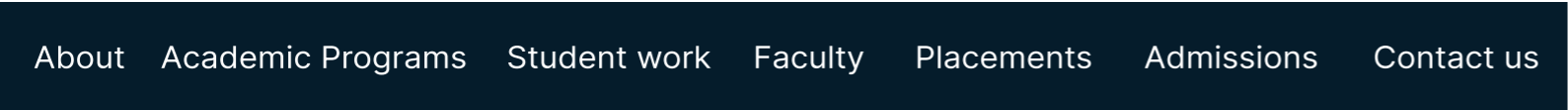# Design System

Colour Palette

#061C29

#0B3148

#AF9A30

#FFE03D

Navigation Bar

About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

Buttons

READ MORE

Typography

Inter

Aa   Aa   Aa

SemiBold   Medium   Regular

Inter SemiBold 35 px

Inter Medium 20 px

Inter Regular 20 px

Inter Regular 16 px

Footer

30 and 31, 5th Cross, Hennur Gardens, Kalyan Nagar, near Hennur Bande, Bengaluru, Karnataka 560043

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On social networks
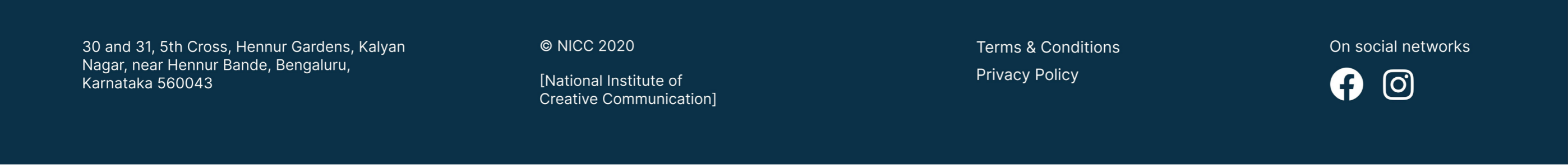
About NICC College

NICC International College of Design is a UGC approved institute with a unique teaching methodology that encompasses various learning processes like theory, practical application, real-time projects and evaluation. It offers Undergraduate, Postgraduate, Diploma and certificate courses in Photography, Cinematography, Product Design, Communication Design, etc.

NICC is internationally connected and offers a comprehensive interdisciplinary curriculum based on the current European education model. NICC is a Member-Affiliate of the Global European Network, ELIA, Amsterdam, and approved by the DCE Govt. of Karnataka, India.

Homepage Sections

NICC
BANGALORE **ELIA EUROPE**
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

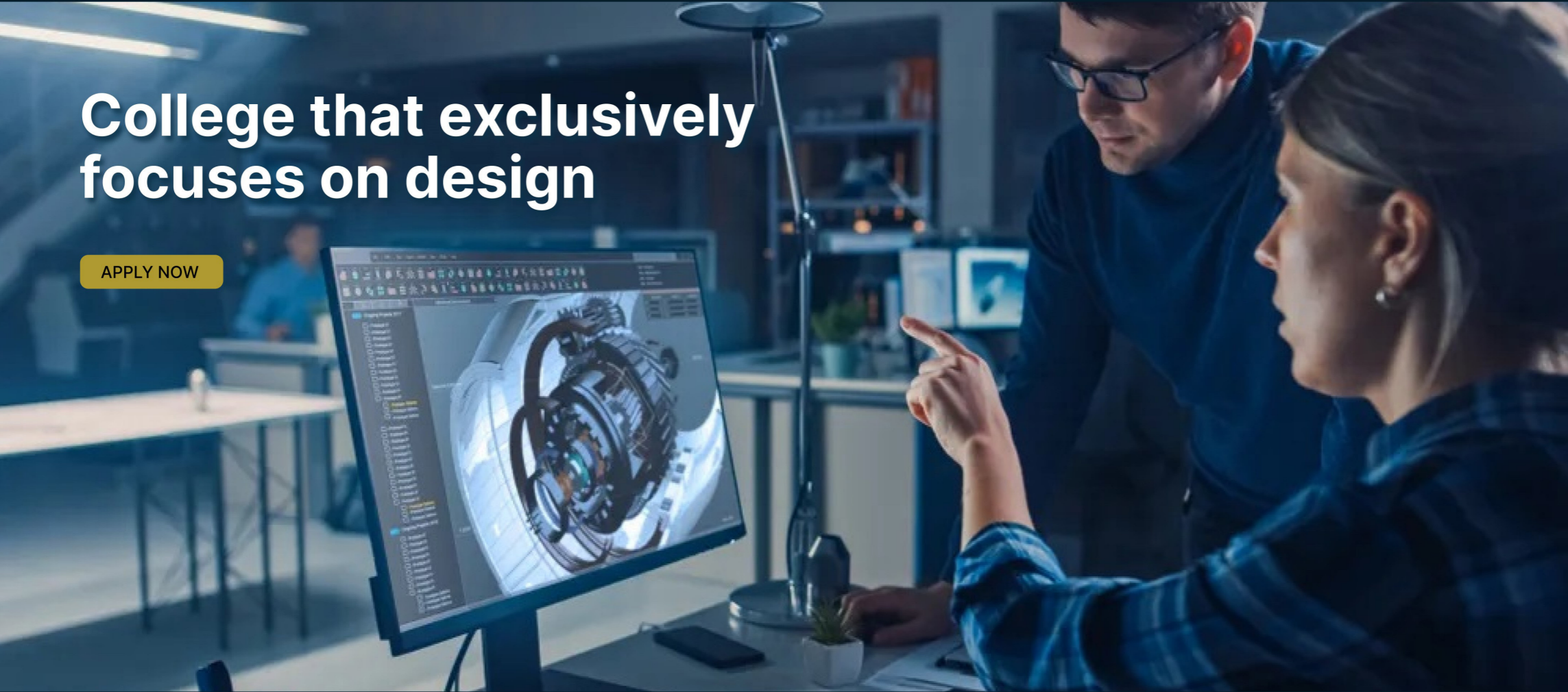About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

College that exclusively focuses on design

APPLY NOW

About NICC

NICC is a one of its kind Design Institute specializing in inter disciplinary cross-platform education since its establishment in 2005. It has successfully been creating great careers since its inception and alumnus positioning speaks for itself. NICC International College of Design is a member-affiliate of the European League of Institutes of the Arts (ELIA), and the granting of this affiliation in March 2005 was simultaneous with the formal launch of NICC's International teaching programs.

Successful high-level placements and international appreciation of NICC graduates (Including winning a prestigious full scholarship in Packaging Design to IED Milan) led to NICC being considered an aspirational destination for Design students. "Career-Oriented Interdisciplinary Education" is the guiding principle of NICC's pedagogic system. Core Values can be summarised as: "Focused individual attention, encouragement of creativity, one-on-one nurturing of directional ambition and talent."

READ MORE

Hero Section:

This section features a student immersed in 3D design on a laptop, providing a glimpse into the dynamic learning environment at the design college.

About NICC:

The About NICC section offers insights into the institution, providing key information of the National Institute of Creative Communication, ensuring you're well acquainted with the mission, values, and commitment to creative education.
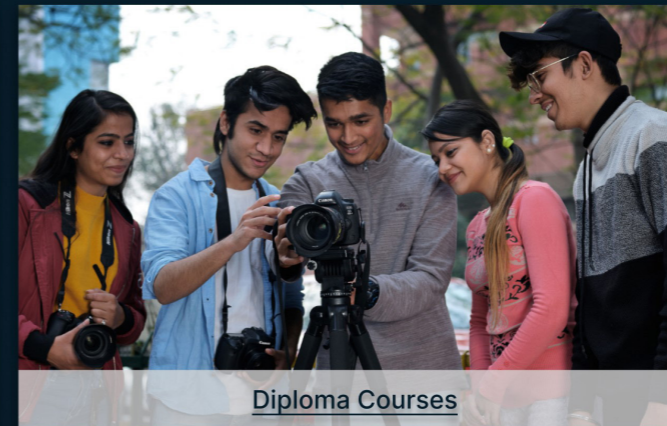
Academic Programs

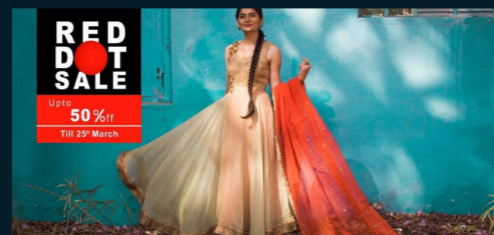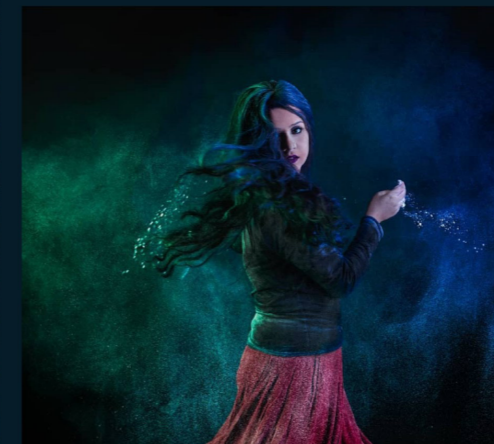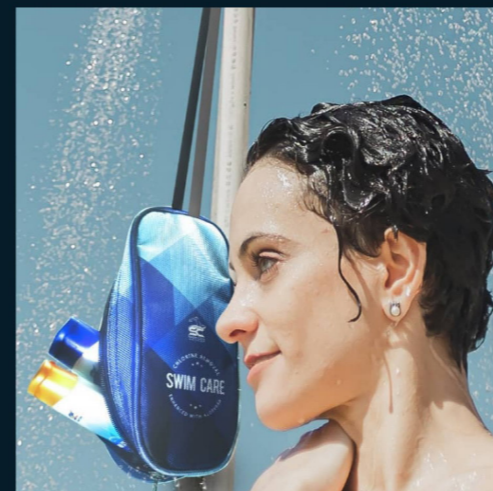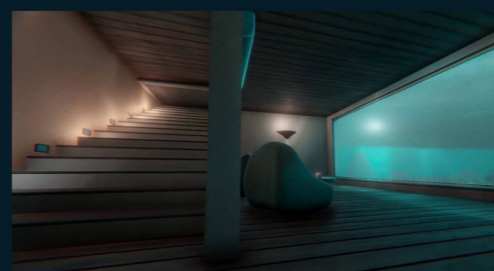Undergraduate Twinning Courses
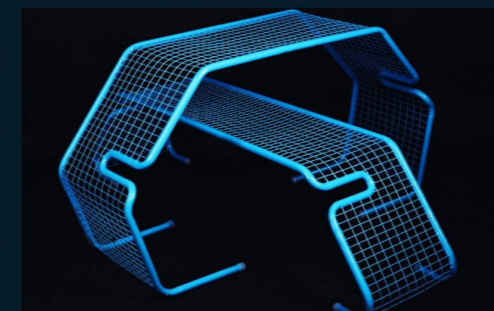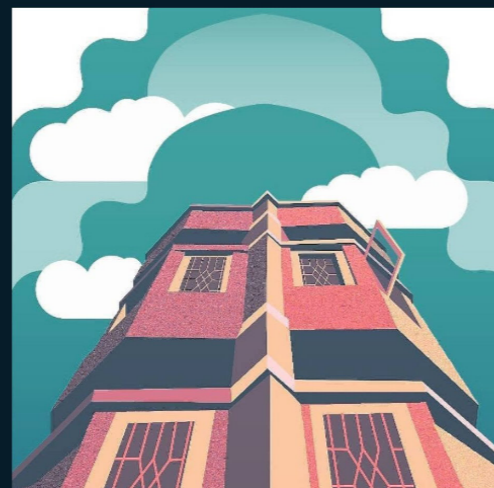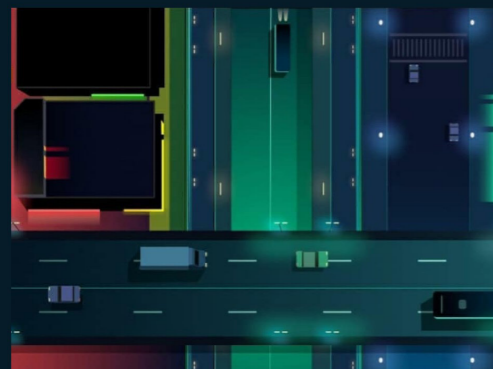

Postgraduate Twinning Courses

Diploma Courses

Academic Programs:
This section serves as a guide to educational offerings, detailing a variety of specialized courses and degrees that cater to your creative aspirations, providing a clear roadmap to your academic journey at the institution.

Student work

Student Work:
The Student Work section highlights the students' creative achievements, providing a glimpse into the impressive projects and innovations born within the academic community.

VIEW ALL

Student Testimonials

Chandrima Dutta

"I have always known that I am an Artist, but was never able to translate my potential. NICC is the place which helped me to be what I knew I could be.To be an Artist-Designer, one needs to be guided by experts who really know the meaning of 'Art' in its true sense, and NICC has the best of them."

Ajith Kumar

"I am visual arts student, pursuing photography and it has been my passion since I stepped foot in to this institution. This place has helped me learn and grown as a photographer. NICC has made me more confident with my work and has taught me how to deal with real life situations which has made me industry ready."

Placements

NICC's most notable achievement is the record of Placement of its Graduates in coveted positions in top industries, including Byju's, Tata Elxsi,Paytm Xiaomi, Microsoft, Google, Nikon and many others. We are also very glad to note that many of our

students have applied for and been accepted instantly for Higher Education at elite institutions in the U.K., Italy, Canada and other premium academic destinations.

Google

Byju's

Microsoft

Nikon

CONTACT US   APPLY

Student Testimonials and Placements:

This section provides valuable insights into the success stories of graduates, featuring first hand accounts of their experiences and showcasing the real-world impact of programs on career placements.

Footer:

This section serves as a navigational hub, offering quick access to essential links, contact information, and social media platforms, ensuring a seamless and informative conclusion to your exploration of the website.

30 and 31, 5th Cross, Hennur Gardens, Kalyan Nagar, near Hennur Bande, Bengaluru, Karnataka 560043

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UI Design (Desktop Version)

About NICC Page Sections

NICC BANGALORE ELIA EUROPE
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

NICC's Journey

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The vision, mission and core values of NICC

"Career-Oriented Interdisciplinary Education" is the guiding principle of NICC's pedagogic system. Core values can be summarised as: "Focused individual attention, encouragement of creativity,

one-on-one nurturing of directional ambition and talent." An essential foundation which empowers this approach is the limitation of class sizes to not more than 18 students per class.

Click to know about S.T.E.A.M. Education

Affiliations and Associations

DCE Govt.of Karnataka

European League of Institutes of the Arts,Amsterdam,Holland

Bharathiar University

The Confederation of Indian Industry

World Design Organisation

KNOW MORE

NICC'S Journey:
In the NICC's Journey section, explore the evolution and milestones of the institution, while the 'Vision, Mission, and Core Values' segment articulates the guiding principles that steer NICC towards excellence in creative education.

Affiliations and Associations:
This section highlights NICC's collaborative network, showcasing the partnerships with esteemed organizations, underscoring the commitment to providing students with a well rounded and industry-aligned educational experience.

About NICC Page Sections

Infrastructure

NICC's teaching methodology encompasses various learning processes - theory, practical application, real-time projects and evaluation. These processes engage the student on various levels - observation and experience, perception, understanding and summarization, ideation, projection and application. All of these demand different approaches in the learning experience, such as general theory lectures, group discussions and presentations, practical exercises and individual assignments, and projects. Thus, classes at NICC, are conducted in limited-number groups with individual attention and appropriate facilities.

READ MORE

Infrastructure:
This section offers a detailed glimpse into NICC's facilities, encompassing modern classrooms, advanced technology labs, and creative spaces, reflecting the commitment to providing students with a well-equipped learning environment.
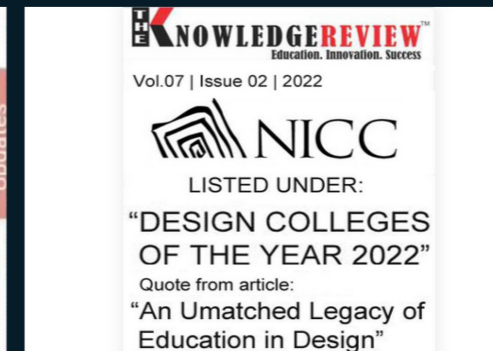
Student Life

NICC college is animated by forward-looking creativity and activism. As a NICC student, you will be living in the heart of Bangalore's creative life, where new opportunities, friendships, and inspiration flourish.We embrace perspectives from students, staff and faculty from all backgrounds. Students create Graphics with a sound understanding of Art Movements, Current Trends, Colour theory, Colour Science and Applied Graphic Design. They also have entire projects devoted to creating Dioramas and other art installations to polish their artistic perception and develop their creative perception and skills of expression across multiple media.

READ MORE

Student Life:
This section captures the dynamic campus culture at NICC, highlighting enriching experiences, extracurricular activities, and community engagement that shape the students' journey.

NICC Students in the News

'Project Namage' in the 'City Of Toy' to revive Channapatna craft

Winter solution for poor? Jacket by day and warm bed at night

Student designs schoolbag that can turn into a desk

KNOWLEDGEREVIEW
Education. Innovation. Success

Vol.07 | Issue 02 | 2022

NICC

LISTED UNDER:
"DESIGN COLLEGES
OF THE YEAR 2022"
Quote from article:
"An Umatched Legacy of
Education in Design"

Student Testimonials

Mayukh Maity
Creative Associate, Byju's

"The placement cell at NICC is indeed very helpful and through their thorough diligence I received a fair number of offers, which has led to my current employment. It helps develop faith in one's abilities and to be keenly pursuant of one's professional goals, specially when faced with a lack of professional contacts in a new city."
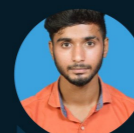
Deepanjan Sarkar
Animation Film Designer at
Cognizant Tech Solutions

"NICC is a premier institute for experimental learning and cross-disciplinary Design education. Two years' Postgraduation in NICC has nurtured in me an aesthetic sensibility, design competence and requisite skills to put various creative ideas systematically into practice as a professional Animation Film Designer."

Chandrima Dutta
Graphic Designer, C.Krishnaiah
Chetty and Sons

"I have always known that I am an Artist, but was never able to translate my potential. NICC is the place which helped me to be what I knew I could be.To be an Artist-Designer, one needs to be guided by experts who really know the meaning of 'Art' in its true sense, and NICC has the best of them.

Sterlin C
Canon India

"I'm pursuing my PG Diploma in photography at NICC. This one year has been amazing. I've learnt a lot, not only in photography but also design. I got placed at Canon India which was like a dream come true. I'm thankful to NICC and Dr. Akash Rose for their continuous support and for this wonderful job."

UI Design (Desktop Version)

Courses Page Sections

About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

Undergraduate Twinning Courses

Overview

All undergraduate students share a first-year experience that provides an introduction to the tools, critical thinking, and skills essential for your journey. Integrated seminars and studios deepen your conceptual abilities and prepare you for a major. As you question, experiment, fabricate, and reflect, you uncover new interests, ideas, and surprising intersections.

The first-year curriculum sometimes inspires students to switch majors or plan for careers that expand established categories. After completing first-year coursework, students work with advisors, in consultation with instructors, to define their goals and, if desired, choose or change their degree program.

Undergraduate Twinning Courses:

This section introduces collaborative academic programs at NICC, offering students a unique opportunity to pursue dual degrees through partnerships with prestigious institutions, enriching their educational experience with diverse perspectives and global learning.

Industrial Product Design

International U.G. Twinning Program: International Professional Diploma -with E.C.T.S.+ UGC-Approved Degree

Areas Of Focus
Industrial Robotics Automation & A.I.
Alternative energy
EV Development
Packaging design
I.O.T.
Lifestyle Products
Differently-Abled lifestyle products
Green design
Sustainable design

Fees
Rs.2.6 lakhs/yr+ Hostel (if required)
Single room with attached bath & food
-Rs.1.6 lakhs/yr
Twin sharing with food
-Rs.1.4 lakhs/yr

Duration
4 years /3 year option

National Degrees
1.B.Sc computer Science/ B.C.A.
2.B.Sc. IT
3.B.B.A.

Eligibility
+2 & NICC test interview

VIEW MORE

Industrial Product Design:

The Industrial Product Design Course section highlights NICC's specialized program, fostering creativity and innovation for students aspiring to excel in industrial design.

NICC BANGALORE ELIA EUROPE
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

Photography and Cinematography
Twinning Programme

Hero Section:
The hero section featuring a photography lab offers a glimpse into NICC's Photography and Cinematography Twinning Programme, showcasing a dynamic learning environment where students engage with hands-on experiences in the state-of-the-art photography lab.

Course Details

In this Program students study and create evocative images and videos. At the heart of this program is photography. The composition of the image is further extended into Cinematography. Graduates of this

NICC is the FIRST & ONLY Institution chosen by NIKON as Equipment Partner, and regarded as one of the finest institutions in the country delivering high-quality professional education in Photography and related disciplines. It has a full-fledged air

program are eligible for jobs as Photographers, Content creators or digital marketing and promos, Cinematographers for commercial and corporate films.

conditioned photo-studio with the latest DSLR equipment and accessories, and professional software necessary for high-level image processing.

International P.G. Twinning Program: International professional Diploma with E.C.T.S.- 2 years + UGC- Approved Degree

Areas of Focus

1. Professional Photography as a career
2. Videography
3. Cinematography
4. Pre-production
5. Post production

National Degrees

1. M.Sc. Visual Communication
2. M.Sc. Journalism and Mass communication
3. MBA Project Management
4. MBA Marketing

Degrees are via direct enrollment with Bharathiar University.

Fee Structure

Rs.2.8 lakhs/yr+ Hostel (if required)
Single room with attached bath & food
-Rs.1.9 lakhs/yr
Twin sharing with food
-Rs.1.6 lakhs/yr

Duration

-2 years

Eligibility

-Graduation in any field + NICC test interview

APPLY

Photography and Cinematography:

This course at NICC combines the art of photography and cinematography, providing students with a comprehensive skill set through a specialized curriculum that bridges the worlds of still imagery and moving visuals.

Main topics in the Syllabus

Commercial Photography: Camera fundamentals	Cinematography: Pre-Production	Video Editing & Post-Production	Softwares
Optics	Script and Screen play development	Video Editing in Adobe Premiere	Adobe Photoshop
Metering	Storyboarding	Compositing techniques using Adobe After Effects	Adobe InDesign
Lensing & Lighting	Video Shoot	Colour grading	Adobe After Effects
Composition	Lighting and Camera Movements	Video stabilisation	Adobe Premiere
Art direction and styling	ad filmmaking	Video rendering	Adobe Audition
Image Processing	Documentary filmmaking	Titling	
Touch-up techniques	Sound recording and editing		

Click to view Academic Calender

Main Topics:

The main topics covered in Photography and Cinematography curriculum at NICC span a broad spectrum, delving into areas such as composition, lighting techniques, storytelling, editing etc.

Single Course Page Section

Workshops & Events ────────────

Student Work ──────

KNOW YOUR
OPTIONS
IN DESIGN

Introduction to Cinematography

Free Webinar
By Dennis Cyriac Muricken
4pm | 8th August | Saturday

30 and 31, 5th Cross, Hennur Gardens, Kalyan
Nagar, near Hennur Bande, Bengaluru,
Karnataka 560043

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Workshops & Events, Student Work:

This section is dedicated to workshops and events, offering hands-on experiences that enrich the learning journey.

Additionally, it features the 'Student Work' section, providing a glimpse into notable projects and achievements,

highlighting the practical application of skills acquired during these engaging sessions.

UI Design (Desktop Version)

Faculty Page Sections

NICC BANGALORE ELIA EUROPE
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

About   Academic Programs   Student work   Faculty   Placements   Admissions   Contact us

Faculty

NICC takes a unique direction in crafting its curriculum for all courses. Conventional education syllabuses are based on academic classifications intended to lead to certain professions. In contrast, NICC's approach is first to understand what the global academic fraternity's extensive research indicates and to acknowledge the requirements of today's Industries. At NICC, our faculty of leading artists, designers, and scholars lead change

both in the classroom and in their industries. They work directly with you, building your skills and professional networks and they develop new ways to make online learning productive and classroom communities close. You can explore faculty accomplishments and projects with students.

Dr. Akash Kumar R
Founder-Director

RECOGNITION IN DESIGN, SCIENCE & TECHNOLOGY:
1. External Examiner (New Media Design) to Govt. of India's National Institute of Design (NID, Ahmedabad) in 2009, 2011, 2012, 2014, 2015, 2016 & 2017 (M.DES).
2. Formerly: Member: Development Team, Committee on Science and Technology in Developing Countries, and
3. Consultant Scientist to Govt. of India Technology Design Projects (Ministry of Defence)
4. Specialist Consultant : Cross-Platform Integrated Technology & Digital Imaging (Vizag Steel Plant, Tata Interactive and multiple MNCs & Corporates)

Vipin Chandran Pathiyil
Head of Faculty

Mr. Vipin Chandran Pathiyil has been a designer for 15 years and has been teaching various aspects of visual and communication design for the last 8 years.
He was a member of the faculty at the National Institute of Creative Communication, Bangalore and L'Institut Supérieur des Arts Appliqués, Bangalore.
As a design consultant he specialises in identity & brand design, UI/UX design and type design. Some of the brands he has worked with include Royal Challengers Bangalore, Domino's Pizza, Le Méridien Hotels, Hoffmann Bewirtung India, Forum Neighbourhood Mall, Idea Device, Exit Café, and the successfully crowd-funded robotics project – Aido.

Krupa Prajapati Rose
Senior Associate faculty

A working professional in the field of Interior Design since 2008. A graduate from Jain University-Interior Design and a Bachelor of Arts with an International Postgrad in Retail Interior Design.
She has worked with renowned architects and design firms, completing over 120 projects with these firms: Residential, Commercial and Name-Brands in Retail.
She also completed projects in Hospitality, specialising in F&B.In 2017,she founded the boutique Design firm, Lemondust Studios, in association with NICC.

Faculty:
The Faculty section introduces the backbone of NICC, showcasing the experienced and dedicated educators who bring a wealth of expertise to the learning environment, ensuring students receive quality guidance and mentorship throughout their academic journey.

Faculty Members:
The Faculty Members section features profiles of the accomplished educators at NICC, emphasizing their diverse expertise and pivotal role in shaping a dynamic learning environment for student success.

UI Design (Desktop Version)

## Student Work Page Sections

Student Work

In NICC a strong foundation is built in Art theory and Visual Design. Students create Graphics with a sound understanding of Art Movements, Current Trends, Colour theory, Colour Science and Applied Graphic Design. They also have entire projects devoted to creating Dioramas and other art installations to polish their artistic perception and develop their creative perception and skills of expression across multiple media.

Beautiful, provocative, transformative, and boundary-breaking: The creative outpouring of NICCs' students is as diverse as our community itself. Uniting it all is a commitment to reflective process and the understanding of the power of art and design to bring about needed change in the world. Explore our work below, which encompasses all media.

Student Work:

This section displays NICC students' creative achievements, offering a glimpse into their noteworthy projects and practical skills gained during their academic journey.

Undergraduate Student Work
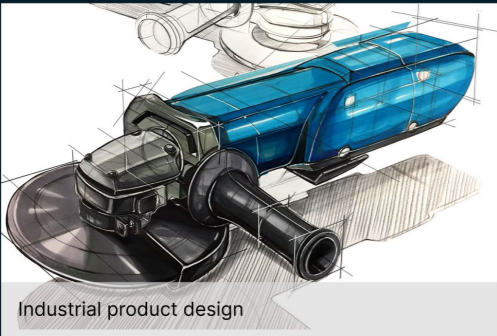
Industrial product design

Industrial product design
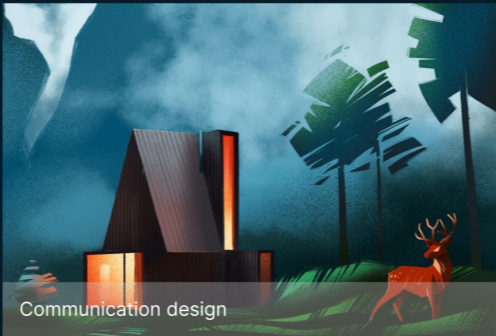
Communication design
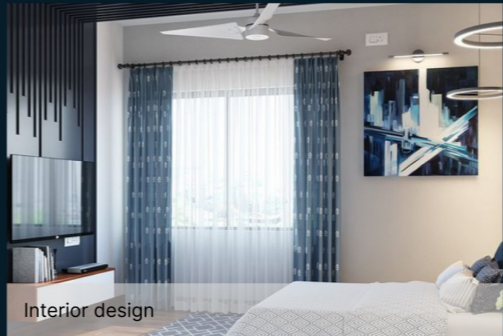
Interior design

Industrial product design
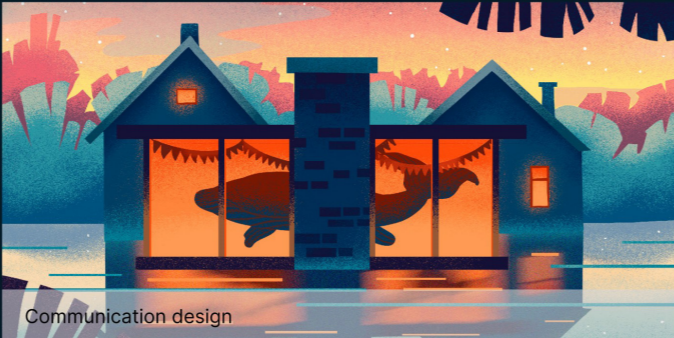
Communication design
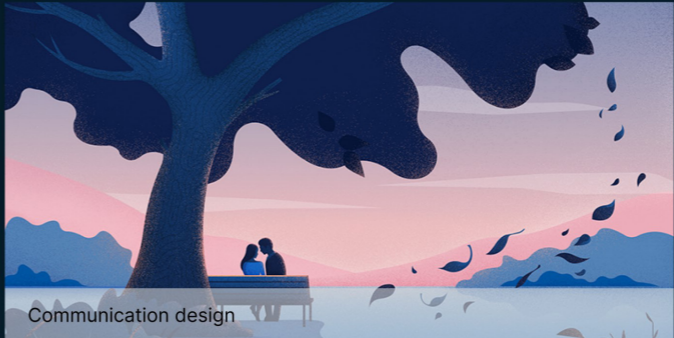
Communication design

Visual Arts

Industrial product design
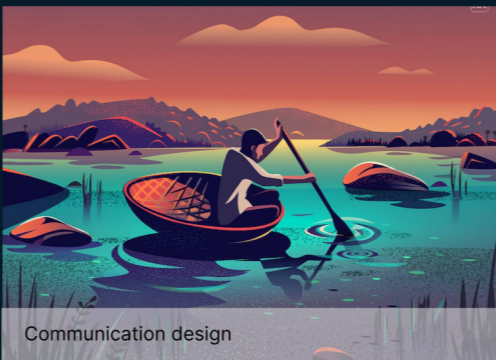
Communication design
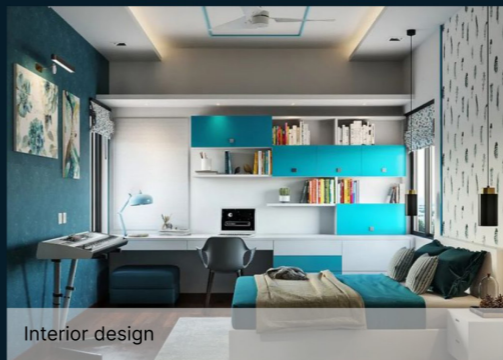
Interior design

Undergraduate Student Work:

This section features a curated collection of projects, showcasing the creative prowess of NICC's undergraduate students. Explore a diverse array of works that exemplify the talent, innovation, and skills honed by the students throughout their academic endeavors.

UI Design (Mobile Version)

Home Page
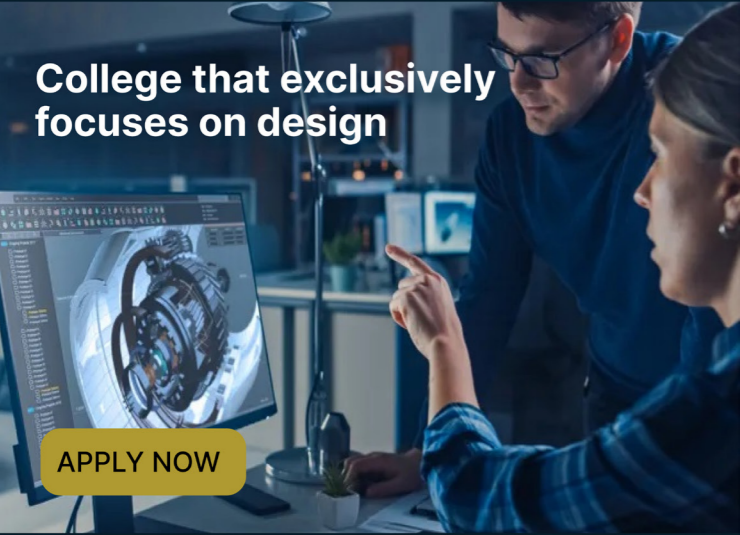
NICC BANGALORE **ELIA** EUROPE
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

College that exclusively focuses on design

APPLY NOW

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READ MORE

Home Page

About Page

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INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

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Click to know about S.T.E.A.M. Education

Affiliations and Associations

DCE Govt.of Karnataka   **Bharathiar University**

About Page

Courses Page

NICC BANGALORE **ELIA** EUROPE
INTERNATIONAL COLLEGE OF DESIGN & VISUAL ARTS

Undergraduate Twinning Courses

All undergraduate students share a first-year experience that provides an introduction to the tools, critical thinking, and skills essential for your journey. Integrated seminars and studios deepen your conceptual abilities and prepare you for a major. As you question, experiment, fabricate, and reflect, you uncover new interests, ideas, and surprising intersections.

Industrial Product Design

International U.G. Twinning Program:
International Professional Diploma -with E.C.T.S.+ UGC-Approved Degree

Courses Page

Course Details

In this Program students study and create evocative images and videos. At the heart of this program is photography. The composition of the image is further extended into Cinematography. Graduates of this program are eligible for jobs as Photographers, Content creators or digital marketing and promos, Cinematographers for commercial and corporate films.

Photography and Cinematography Twinning Programme

Single Course Page

Faculty

NICC takes a unique direction in crafting its curriculum for all courses. Conventional education syllabuses are based on academic classifications intended to lead to certain professions. In contrast, NICC's approach is first to understand what the global academic fraternity's extensive research indicates and to acknowledge the requirements of today's Industries. At NICC, our faculty of leading artists, designers, and scholars lead change both in the classroom and in their industries.

**Dr. Akash Kumar R
Founder-Director**

Faculty Page

Student Work

In NICC a strong foundation is built in Art theory and Visual Design. Students create Graphics with a sound understanding of Art Movements, Current Trends, Colour theory, Colour Science and Applied Graphic Design. They also have entire projects devoted to creating Dioramas and other art installations to polish their artistic perception and develop their creative perception and skills of expression across multiple media.

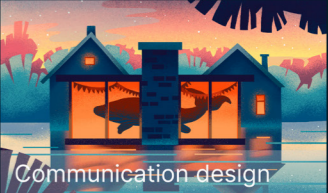### Undergraduate Student Work

Industrial product design

Communication design

Industrial product design

Communication design

Student Work Page

Conclusion

In redesigning the college website, I discovered the importance of making websites accessible to everyone. It's not just about a good look but ensuring that people with different needs can easily use it. This lesson expanded my view on designing inclusive digital spaces, making me more aware of creating websites that welcome and serve a diverse audience. I realized how designing with the user in mind can bring people together and create a sense of community through a well made online space.

Additionally, the project highlighted how crucial clear communication and collaboration are in web development. Working with different groups within the college community taught me the significance of listening to feedback and adjusting my approach. This experience showed me that a successful website is not just about coding but about ongoing conversations and teamwork with those who will use the site.