



**KALINGA  
UNIVERSITY**

NAAC  
GRADE **B+**  
Accredited University

**nirf**  
RANKING  
2023

Ranked in  
Top 101-150  
Universities

# UX

- Valuable
- Accessible
- Desirable
- Credible
- Useful
- Usable
- Findable

**B. DESIGN &  
M. DESIGN**

**IN USER EXPERIENCE (UX)**



# ABOUT KALINGA UNIVERSITY

Kalinga University, Raipur has emerged as a centre of excellence of higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

**About Raipur** - Raipur is the Capital of Chhattisgarh and New Raipur is the New Capital of Chhattisgarh in the making. New Raipur is the fourth planned city of India with wide roads and miles of greenery and is pollution free. It is the first integrated and smart city of the country. A cosmopolitan city which is also the hub of higher education hosts IIM, IIT, IIIT, National Law University, CIPET, NIT and AIIMS. In addition it also hosts most National and International Brands of Food and Retail Outlets.

**Establishment** - Established in 2013, this University has been able to win the confidence of over 12000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, Papua New Guinea, South Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe etc. have chosen this University for their education and career.

**Schools of Excellence** - Currently the University is serving the student community through various schools offering UG and PG programs namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

**Academics and Faculty** - All schools are headed by senior professors having excellent academic credentials and experience of teaching, publications and research. They are ably supported by the well qualified faculty members who come from top educational institutions and the Industry. Students also get an opportunity to learn from a distinguished panel of experts drawn from various industries, who regularly come for guest lectures.

**Infrastructure** - Kalinga boasts of World Class Infrastructure and student facilities with student centric approach. Highest attention is paid to hands on learning approach and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 laboratories and workshops, all well equipped with the latest, state of the art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1200 computers are available for the use of the students.

The Library has a collection of over 90,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. Infrastructure consists of Student Hostel facilities, Green Acres, Canteen, Food Mess, Gymnasium, Fully Wi-fi Campus, ATM, Mini Market, Student hangout Areas, Sports Complex, Recreation Halls with Indoor Games and Music and recreation activities.

**Industry Orientation and Leadership** - Industry interaction is an integral part of the curriculum and industrial visits, internships on live projects and mentoring by the Industry leaders are regular features. The University has developed excellent connections with the top Industries of the region by taking memberships of leading industrial associations like Confederation of Indian Industries, PHD Chamber of Commerce and Industry, Federation of Indian Chamber of Commerce and Industry, Indian Importers Chamber of Commerce and Industry, etc. The University has an active chapter of Young Indians in which students get an opportunity to interact extensively with the Industry leaders and attend various corporate seminars and events.

**Life Changing Experience** - Kalinga is a Life Changing Experience where the focus is on over all development of students. NCC, NSS and various other clubs and societies offer opportunities to students to showcase their talent and learn under the guidance of experts. Music, Dance and Martial Arts trainers are available for the students. Coaches of different games and sports like Cricket, Football, Basketball, Volleyball and Athletics are also available for sharpening the skills of the students.

## What is User Experience design?

UX design is a sunrise industry which is growing at very fast pace owing to the growth in the digital economy. It is the design of digital products which combines arts, science, psychology and technology. Applicable to students from any field UX design is the understanding of human behaviour and apply the design process to create the experience for digital products such as websites, mobile apps and other digital interfaces. Companies such as Google, Microsoft, Infosys, Cognizant and many more today have large UX teams and departments.



# Why should you study User Experience Design?

- ✓ UX designers lead digital innovation in the industry
- ✓ Huge demand for UX designers in the industry with immense growth opportunities
- ✓ 6.9 lakhs per Annum is the average starting salary of a UX designer
- ✓ 10 lakh+ UX jobs available in the market



## Why Should you take B.Design & M.Design in UX with Us?

	Industry relevant original curriculum & content provided		100% Placement assistance
	Industry-led courses		Best in class in-house faculty along with frequent guest lectures & master classes with experienced industry professionals
	State-of-the-art infrastructure		Internship and placement opportunities with leading organizations spanning over 6 months

## PROGRAMS & ELIGIBILITY

S. No.	Program	Duration	Mode	Eligibility
01.	Bachelor of Design (B. Design) in User Experience	4 Years	Semester	10+2
02.	Master of Design (M. Design) in User Experience	2 Years	Semester	Graduation

## WHAT WILL YOU LEARN?

- Fundamentals of Design
- Principles of Design
- Visual Communication
- Empathy & User Study
- Ethnography & People Design
- Service Design
- Design Thinking
- Information & Data Study
- UI Design
- Interaction
- Design for Rural India
- Design for Futuristic Technologies
- Imagin 6D UX process



# JOB OPPORTUNITIES

After completing the B.Des & M.Des in UX program you have the opportunity to work with some of the largest product and IT companies, banks, manufacturing companies, telecom companies, FMCG companies and more.

UX design graduates can make a career as any of the following -



 User Experience Researcher	 Lead UX Designer
 UX Copywriter	 UX Director
 Product Designer	 Industrial Designer
 UX Architect/Information Architect	 Design Manager
 UX Analyst	 UX Designer
 User Experience Strategist	

## Companies Hiring for UX Designers



**Call :** +91-9907252100 (For Indian Students),  
+977-9823770750 & +977-9823486747 (For Nepal Students),  
+91-7470783000 (For International Students)

**Campus :** Kalinga University, Kotni, Near Mantralaya Naya Raipur – 492101,  
Chhattisgarh, India.

**City Office :** 1st Floor, SLT Water Front, Opp. Telibandha Talab, Raipur - 492001.  
**Bhilai Office :** 111, Khichariya Complex, Near Hotel Grand Dhillon, Nehru Nagar, Bhilai, 490020.

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To register for our Entrance  
Examination “**KALSEE**”  
Scan the QR Code

