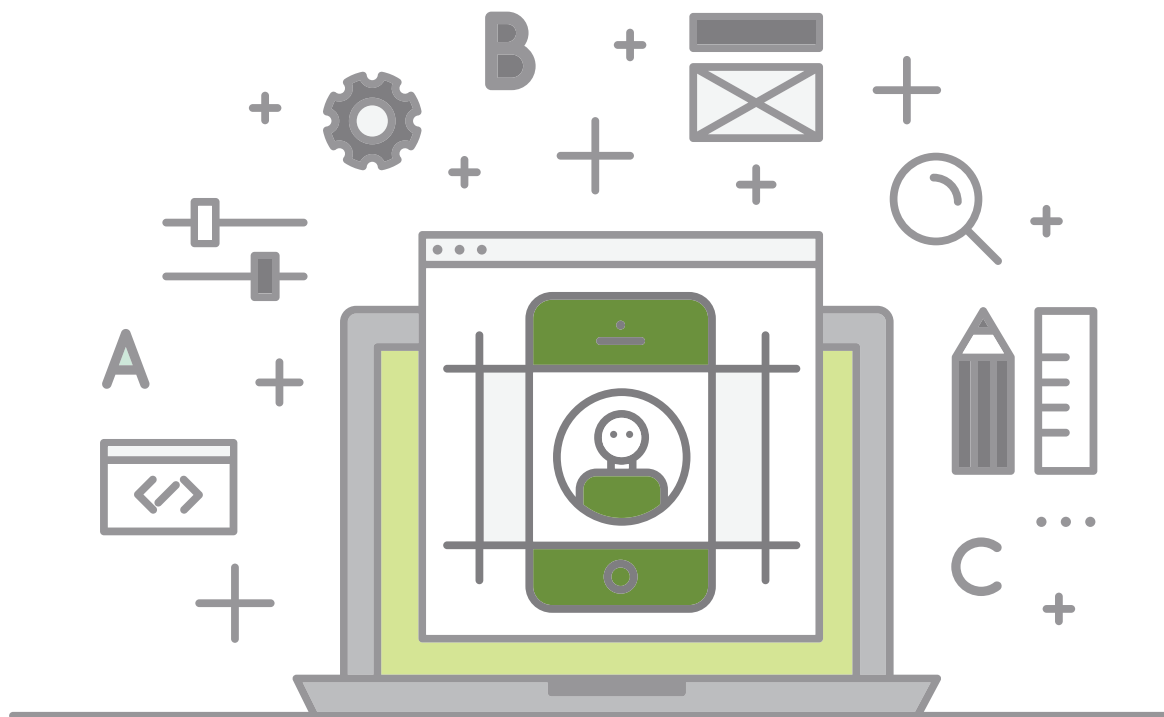


Launching  
**Bachelor of Design  
- User Experience**  
in collaboration  
with **ImaginXP**

# How did it all start ?



UX has grown into an important design discipline that continues to grow and evolve. While it's fairly new, its multidisciplinary history can be traced all the way back to the Renaissance. In 1993, Don Norman coined the term "user experience" for his group at Apple but User experience has been a part of our lives for much longer. In the 1950s, Bell Lab did UX work, in particular on the design of the touchtone keypad. The fact that we use its design to this day is proof of how important it is to get the UX right in the first place. Great design withstands the test of time, and that is why great user experiences have stayed with us over the years.



## About DIT University



Located in Dehradun, DIT University stretches out for 21 acres, building a community that facilitates curiosity and learning. There are over 6600 students studying here, spread out over 79 unique programs taught by a renowned, passionate and hardworking faculty of over 350 members that promote holistic education. Their focus has always been on promotion of self-learning that in turn leads to the all-round development of students. Over 2236 students find their homes on the lush green campus in hostels for both boys and girls. They offer an array of facilities such as theatre-style lecture halls, modern labs, a gym, an amphitheater, a high-tech Learning Resources Centre, a mess serving meals etc. DIT University has excelled in placements with strong industrial collaborations and more than 89% placements in the last 10 years. To know more please visit [www.dituniversity.edu.in/](http://www.dituniversity.edu.in/)

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## About ImaginXP



ImaginXP is India's leading UX design and design thinking organization that has trained and certified 15000+ professionals in this field. With 11+ industry partnered centres across the country, ImaginXP trains leading corporates like NVIDIA, ITC, KPIT, Toshiba/Mitsubishi and more. The courses that run at ImaginXP are approved by leading state governments and the organization is also the knowledge partner with NASSCOM and Facebook in its initiative of Design4India. ImaginXP brings out industry led curriculum for Bachelor's and Master's programmes in UX design and design thinking. With a total of 95+ faculty and collaboration for faculty exchange from leading universities and institutes in UX design like CIID - Copenhagen, ImaginXP is bringing quality design thinking and UX design education to India. To know more please visit [www.imaginxp.com](http://www.imaginxp.com). Press contact – [ajay.rathore@imaginxp.com](mailto:ajay.rathore@imaginxp.com)

There is a wave of digitalization sweeping the world, calling for a change in mindset

## Why Bachelor of Design in UX

User Experience (UX) Designers are in high demand, with companies choosing graduates from UX design over graduates from other fields



There are a multitude of jobs in various industry segments for UX designers with a severe dearth of resources to fulfill them



Companies are looking to create digital products that enhance the experience of customers



This course has been designed in collaboration with industry leaders who are on the lookout for UX designers and caters to that industry need



It has integrated industry experience throughout the course through projects, assignments, quizzes, and industry internships to ensure that students receive a holistic education



Students that come out of this course would be readily employable because of its focus on practical learning



## Why do this Programme with ImaginXP

ImaginXP is a leading organization in UX design and design thinking education.



We have trained over 15000 professionals in this field.

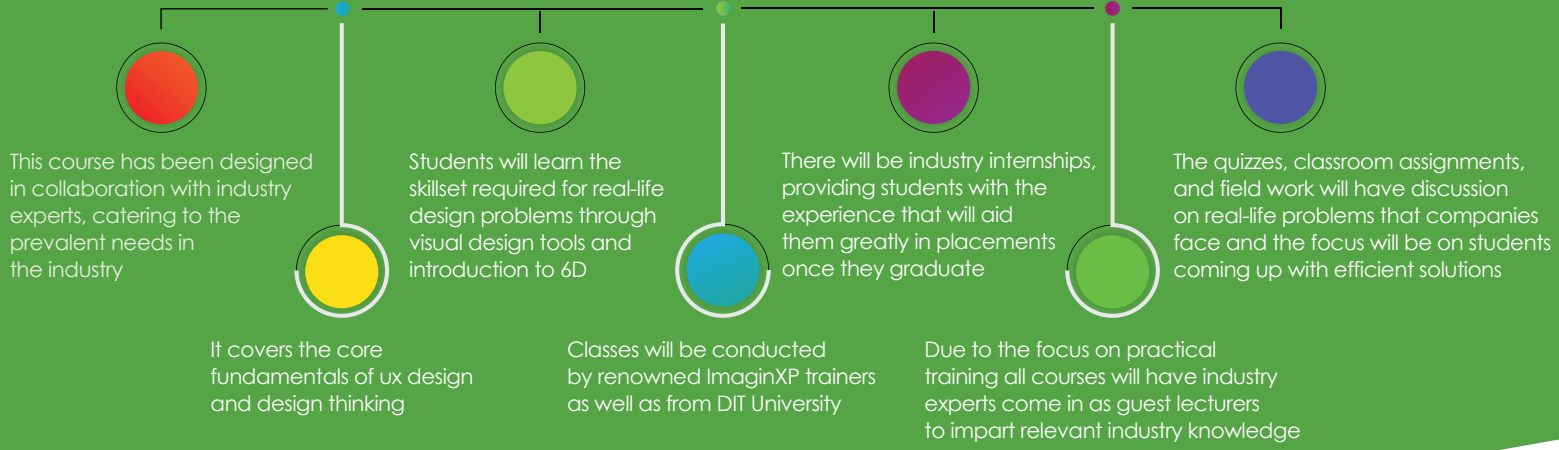


All our courses are government approved and we have also partnered with leading institutes like CIID - Copenhagen



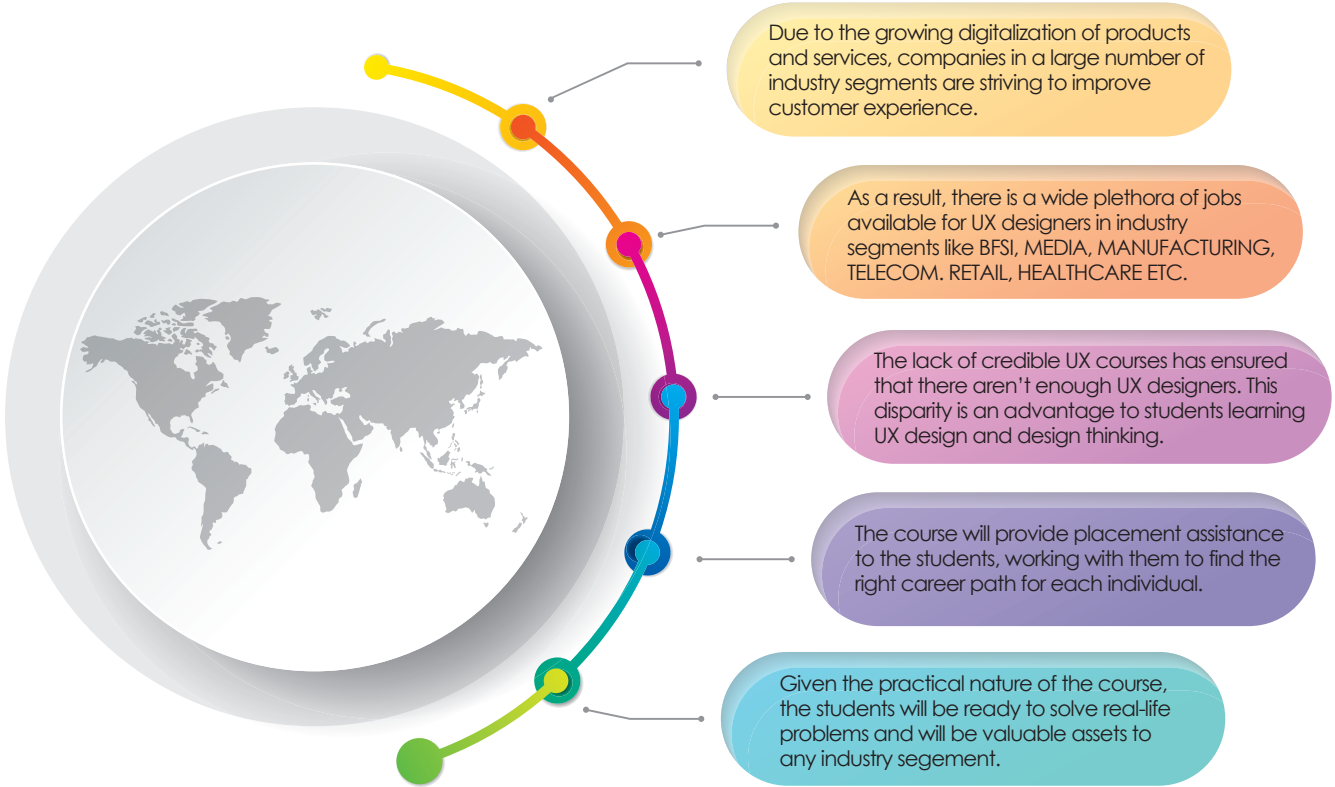
We have many years of experience partnering with leading corporates and designing industry relevant programs.

# Bachelors of Design - UX Programme Details



## CAREER OPPORTUNITIES IN UX

Placement assistance guaranteed to all students





### Salary of UX Designers

The average starting salary of a UX designer ranges between 6-8 lacs per annum.

### Eligibility

Minimum 50% marks in 12th std. or equivalent examination in any stream, conducted by a recognized Board.



### Companies that hire UX Designers



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