

DIT University and ImaginXP collaborate to announce Bachelor of Design in User Experience

Four-year Bachelor of Design course in direct collaboration with the industry to fulfill the large demand of User Experience designers

ImaginXP, India's leading UX design and design thinking certification organization and DIT University, Dehradun have announced the start of a 4-year Bachelor of Design in User Experience. The four-year full time programme is specifically designed in collaboration with industry experts and gives the opportunity to the students to work on real life design problems with the industry. The course will be taught by industry experts, practicing UX designers and esteemed faculty in the field of UX design. All the content in the courses has been designed according to the prevalent need in the industry, ensuring that students get valuable experience and are readily employed by the end of the course.

UX design is the process of creating digital products by focusing on meaningful and personal experiences. It is a field that encompasses education in design and technology to bring out easy-to-use mobile apps, web products, augmented reality and IoT based apps. UX designers with a focus on digitalization and digital products are employed by all industry segments including leading IT services, solutions, product and consulting organizations, financial services, banking, insurance, media, education, and hospitality companies. With more than 10 lac jobs available in India for UX designers, DIT University aims at bridging the gap of trained designers in this segment. These are highly lucrative jobs, with a starting salary of 6 lacs per annum. The government's focus on Digital India and the 100 smart city projects has also resulted in an increased demand of highly skilled and creative professional roles, a demand that can be met by UX designers.

This course is open to all students applying for graduate course with a minimum requirement of 50% in their 12th class. It will run at DIT University located in the lush valley of Dehradun, on the foothills of Mussoorie. With the state-of-the-art infrastructure to promote UX design education and the right industry collaboration, DIT University is bringing this world class industry led course in user experience to the students. A course that was run only at Masters level in the IITs will now be available to the students applying at DIT University for a 4-year undergraduate program.

For the media kit please visit: www.imaginxp.com/mediapage

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 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 programme in UX design and design thinking. With a total of 95+ faculty and collaboration for faculty exchange from leading universities 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. Press contact – Ajay Rathore | ajay.rathore@imaginxp.com | Mob. No. (+91)8975433022

About DIT University

With over 350 faculty member, 6600 students and 79 unique programs, DIT University is the one of the top universities in India. Based in Dehradun, it gets over 2000 admissions a year with over 1500 students successfully graduated and is lined with over 350 companies where its students have found placements. To know more please visit www.dituniversity.edu.in.