

Kumararani Meena Muthiah College of Arts and Science
Adyar, Chennai.

Department of Computer Applications

ProgrammeName: Seminar on UI/UX Design

Resource Person/Chief Guest(Optional): Ms.Priyanka.D Web Design & Developer, Image Creative Education

Date: 23/07/2025

Venue: Ground Floor Computer Lab

Number of Participants: 43

Description:

The Department of Bachelor of Computer Applications conducted a Seminar on UI/UX design was conducted by MS.Priyanka.D of the Image Creative education on 23/07/2025 at the ground floor computer lab. The final year students of BCA and B.Sc Computer Science attended the seminar and actively involved themselves. The seminar provided an insight on UI/UX design which is a field that combines User Interface (UI) design, which focuses on the visual and interactive elements of a product, with User Experience (UX) design, which ensures the product is intuitive, efficient, and enjoyable to use. UI is about the "look and feel," while UX is about the overall journey and feeling of the user's interaction with a product. Both are crucial for creating a successful digital product, from a website to a mobile app.

