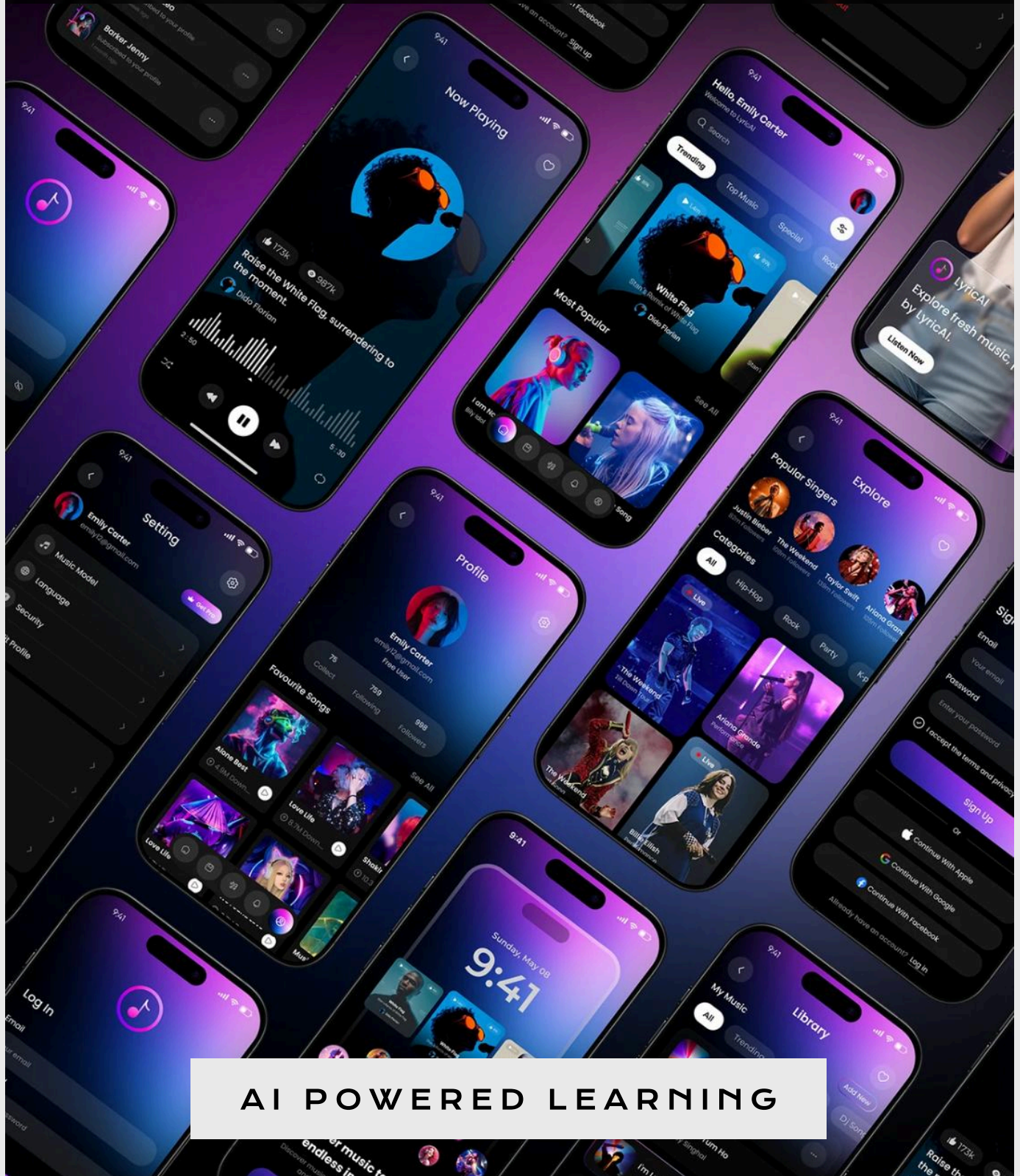


Next-Gen



UI UX DESIGN WITH AI



AI POWERED LEARNING

OUR PHILOSOPHY

MAKE
WORK
SIMPLE

ABOUT VIDEO SUPERSTARS ACADEMY

Video Superstars Academy (ViSA) is Chennai's next-generation creative education hub, built for aspiring designers, editors, and creators who want to turn raw talent into industry-ready mastery. We are not just a training institute—we are a **creative transformation ecosystem**.

At Video Superstars Academy, we believe that...

Anyone can learn tools, but only a few learn to think like creators.

That's why our philosophy is simple yet powerful: **"Make Work Simple"**.

Part of Web D School's Proven Legacy

With world-class trainers, industry-relevant curriculum, studio-grade infrastructure, and 6,000+ success stories from the Web D School legacy, ViSA is built for one purpose:
To transform students into confident creators

11+ Years

Industry Experience

6000+

Students Trained

200+

Hiring Partners

Every program at ViSA is shaped by our signature SPARK Framework, which trains students to develop creative vision & strategic thinking. This makes ViSA graduates stand out in an AI-driven world where creativity, clarity, and decision-making matter more than tools.

- **Harshavardhan**, SPARK Framework Founder.



ABOUT NEXT-GEN UI UX DESIGN WITH AI

The Next-Gen UI/UX Design with AI program at Video Superstars Academy is crafted to transform learners into modern product designers who think deeply, design intelligently, and work 10× faster with AI.

Unlike traditional UI/UX courses, this program blends Human-Centered Design, Product Strategy, Figma Mastery, AI-Assisted Research, and Real-World Projects to create designers who are ready for today's creator economy and tomorrow's tech-driven landscape.

UI UX Design Tools



Figma
Design



Figma
Devmode



Figma
Slides



Figma
Make



Figma
Site



Figma
Buzz



Figmajam



Adobe XD



Framer



Notion



Maze



Photoshop



Illustrator



ChatGPT



Gemini



Perplexity



Midjourney



Firefly



UiZard



Visily



Lovable



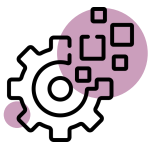
Relume

Career Options



Enterprise & SaaS Companies

UX/UI designers create dashboards, admin systems, workflows, and tools used by businesses for operations, analytics, and automation.



Tech Companies & Product Startups

Product companies hire UX/UI designers to create intuitive app and web experiences, prototypes, dashboards, and improve overall product usability.



Government & Public Service Platforms

Government portals, public apps, and citizen services require UX specialists to improve accessibility, clarity, and ease of use.



Digital Marketing & Branding Agencies

Agencies hire UX/UI designers to design landing pages, campaign microsites, user-friendly funnels, and marketing-driven interfaces.



Fintech & Banking Sector

UX designers work on secure, seamless digital banking experiences—including onboarding, KYC flows, payment journeys, dashboards, and financial tools.



EdTech Platforms

EdTech brands hire UX/UI designers to build learning apps, course dashboards, progress trackers, and interactive student-teacher experiences.



E-Commerce & Retail Brands

Designers work on product listings, checkout flows, personalization features, and UI elements that improve conversion rates and ease of shopping.



Automotive & Smart Device Interfaces

UX/UI roles include designing car dashboard screens, IoT app interfaces, smartwatch apps, and home automation controls.



Gaming & Entertainment Apps

Designers work on game interfaces, settings menus, player journeys, in-app stores, and streamlined user flows.

CURRICULUM - WHAT YOU WILL LEARN?

Strong Foundation to Digital Product Design

What is UI/UX? Digital Product Thinking

User Interface vs User Experience

Product Design Process Overview

Mobile vs Web Interface Patterns

User Goals vs Business Goals

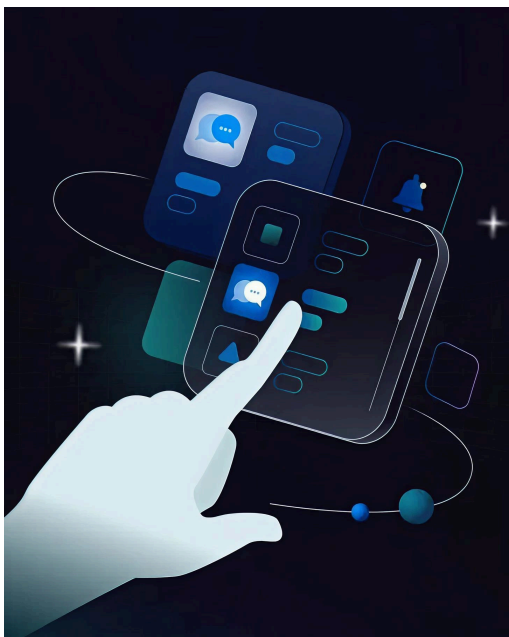
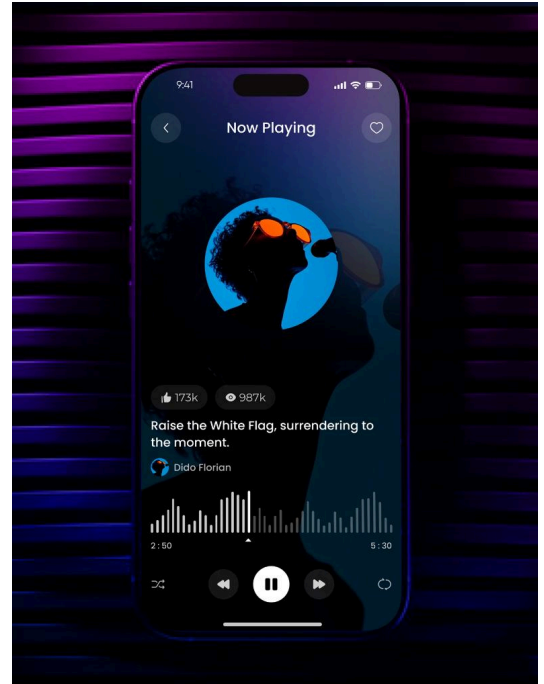
Understanding Modern App Ecosystems

Evaluating Popular Apps (Spotify, Paytm, Zomato)

Introduction to ViSA SPARK Framework

Purpose-Driven Design Approach

Problem-Solving Mindset for Designers



UX Fundamentals & Design Thinking

UX vs UI vs CX vs BX

Human-Centered Design Principles

Accessibility Fundamentals (WCAG Basics)

Empathy Mapping & Task Thinking

Identifying Friction Points

"Invisible UX" Principles

Problem Framing using SPARK

Decision-Making in UX Design

Project Workshop

Identify UX wins (good patterns, usability strengths, visual clarity)

Identify UX fails (friction points, confusing actions, poor hierarchy)

Deliverable: Wins vs Fails Analysis Report. Solution for one major fail.

AI-Assisted User Research

User Research Types & When to Use

Interview Question Framework

Creating Personas with ChatGPT

AI-Based User Surveys

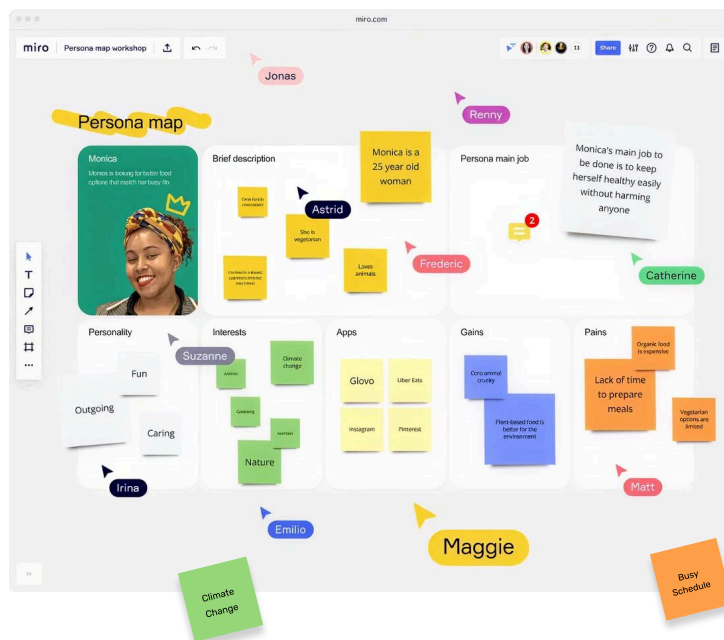
Maze for User Testing & Feedback

User Flows & User Journey Maps

Competitive Analysis with AI

AI-Generated User Scenarios

Research Insights → UX Opportunities



Project Workshop

Create personas using AI (using generative AI Tool). Generate surveys with AI.

Deliverable: Research Report + Persona + Insight Summary

UX Laws, Psychology & Principles

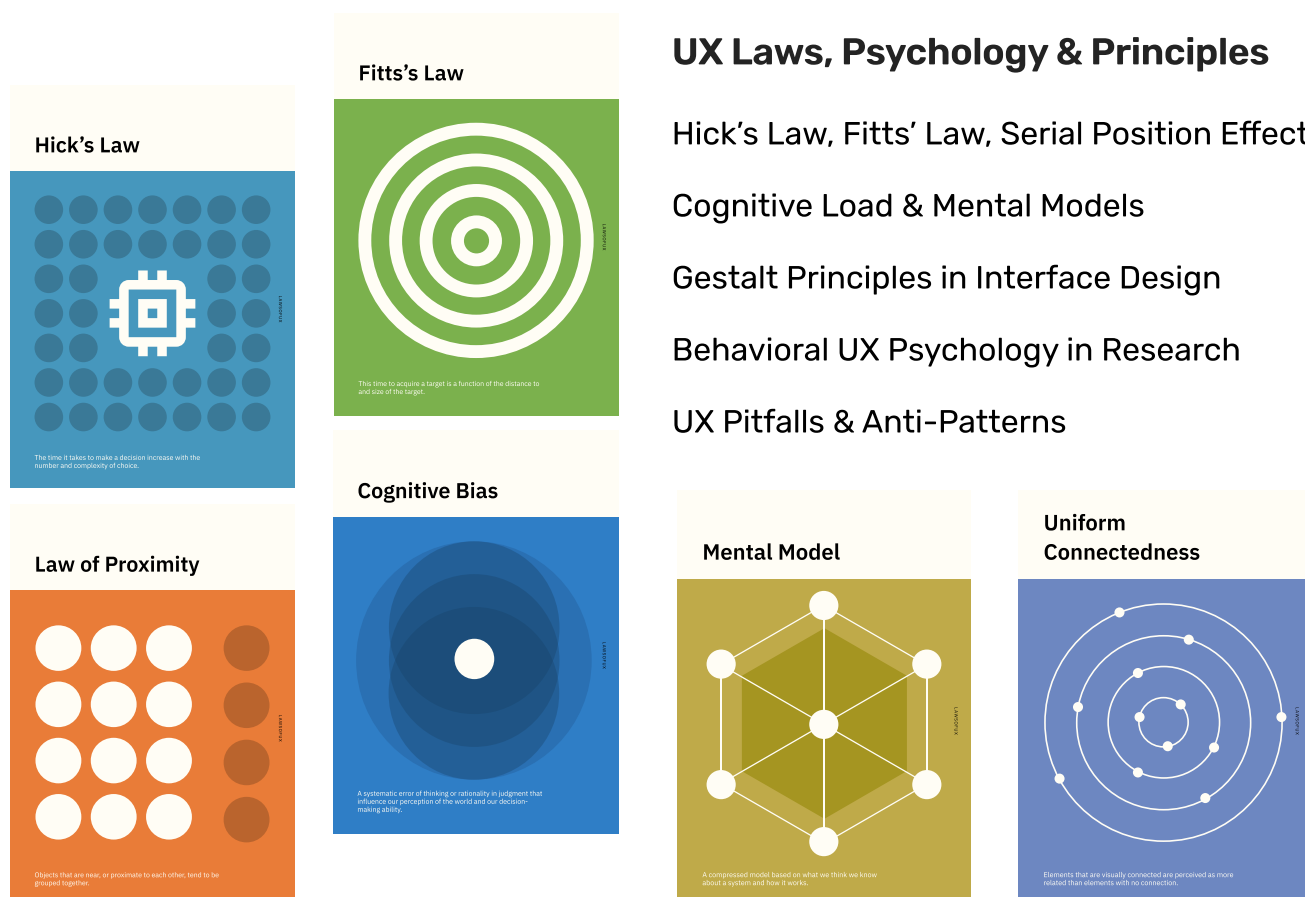
Hick's Law, Fitts' Law, Serial Position Effect

Cognitive Load & Mental Models

Gestalt Principles in Interface Design

Behavioral UX Psychology in Research

UX Pitfalls & Anti-Patterns



Wireframing & Rapid Prototyping

Low-Fidelity Wireframe Techniques

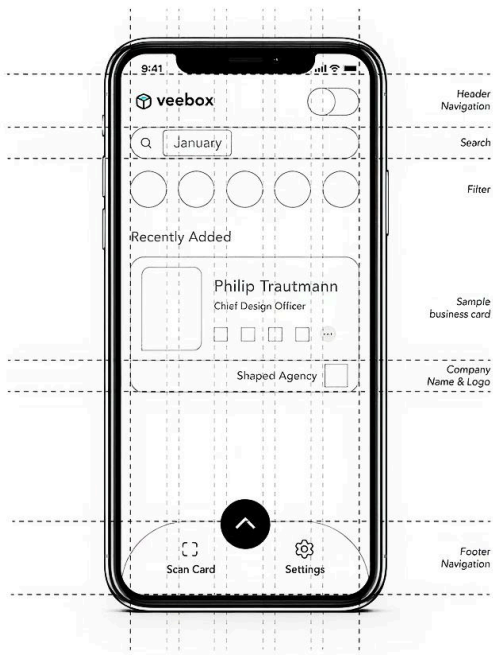
Page Sections & UI Patterns

User Flow → Wireframe Thinking

Rapid Prototyping Methods

FigJam for Fast Ideation

Clickable Flow Mapping



Visual Design Principles

Color Psychology & Emotional Design

Typography Hierarchy

Font Pairing Strategy

Visual Hierarchy

Layout Grids & Spacing Systems

Moodboard Building & Style Exploration

Accessibility Contrast & Readability

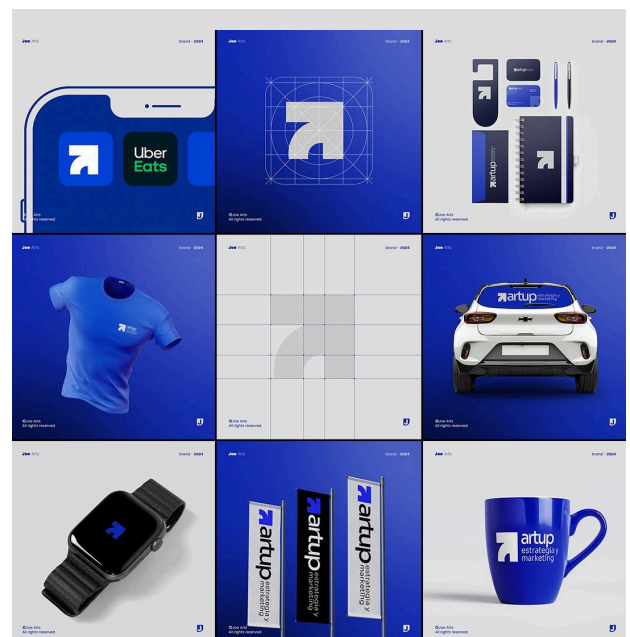
Branding (Photoshop & Illustrator)

Brand Personality & Tone Definition

Logo Basics & Iconography & Typography

Color Palette Creation

Photoshop for Visual Mockups



Project Workshop

Mini Brand Identity System
Deliverable: Mini Brand Kit +
Social Media Set.

Figma – Complete Interface Design

Frames, Grids & Layout Structure

Components & Variants

Auto Layout Essentials

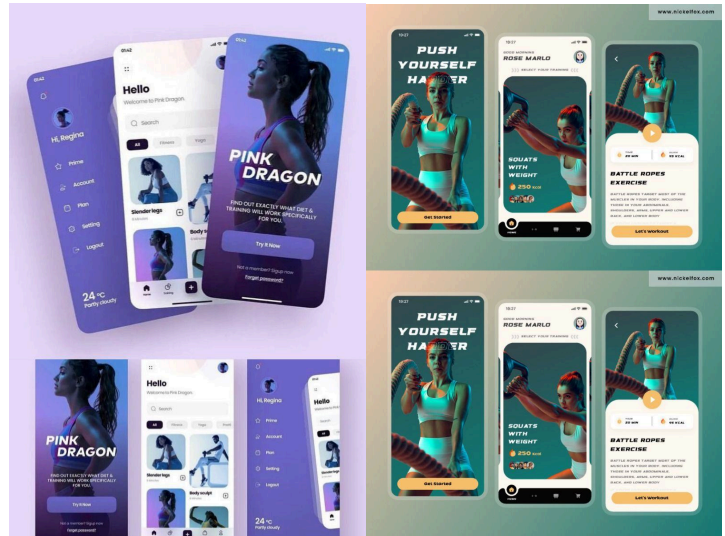
Design Tokens (Color, Type, Spacing)

Creating Mobile & Web Screens

Figma Libraries & Style Consistency

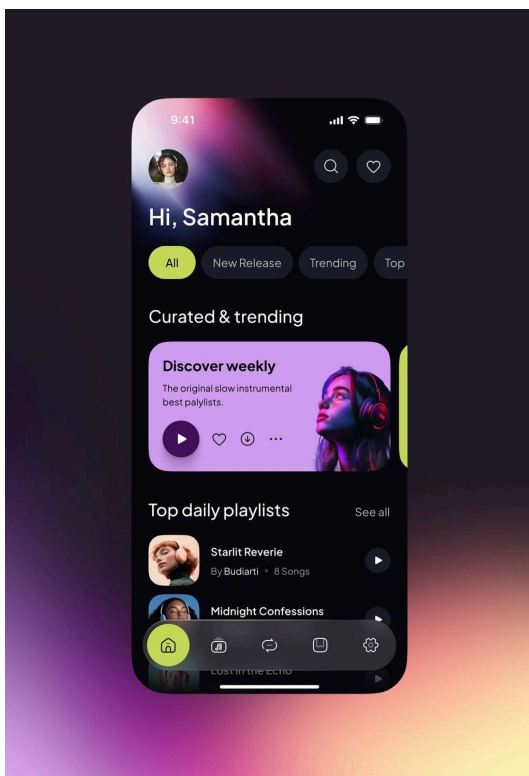
Figma Slides for Presentations

Figma Make for Quick Assets



Project Workshop

Mobile App Home Screen UI. Design a modern home screen. Create components and variants. Build mobile + tablet versions
Deliverable: Responsive Home Screen UI (2 Breakpoints)



Advanced Figma with AI

Nested Auto Layouts & Complex Grids

Responsive Components (Min/Max Constraints)

Interactive Components & States

Advanced Prototyping (Smart Animate, Motion)

Variables & Conditional Logic

Figma AI for Layouts & Content

Plugin Workflows (Magician, Diagram)

Figma Site – One-Click Web Publishing

Dev Mode Best Practices

Design Efficiency Hacks (AI-Driven)

Enhancing Design Through AI

Prompt Engineering for Designers

Midjourney for UI Concepts

ChatGPT for UX Writing & Flows

AI Wireframing Tools

AI Color Generation & Visual Styles

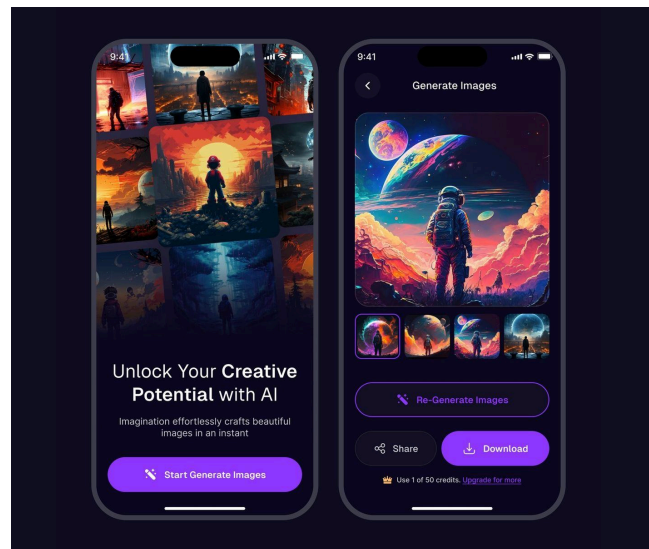
AI Illustration Tools

Rapid Concept Exploration

AI Generated UI Variants

AI for Competitive Analysis

10× Faster Design Workflows



Framer, Notion & Adobe XD

Framer Basics for Interactive Websites

Publishing Live UI

Motion Effects & Scroll Interactions

Notion for Documentation & Portfolios

Organizing Design Systems in Notion

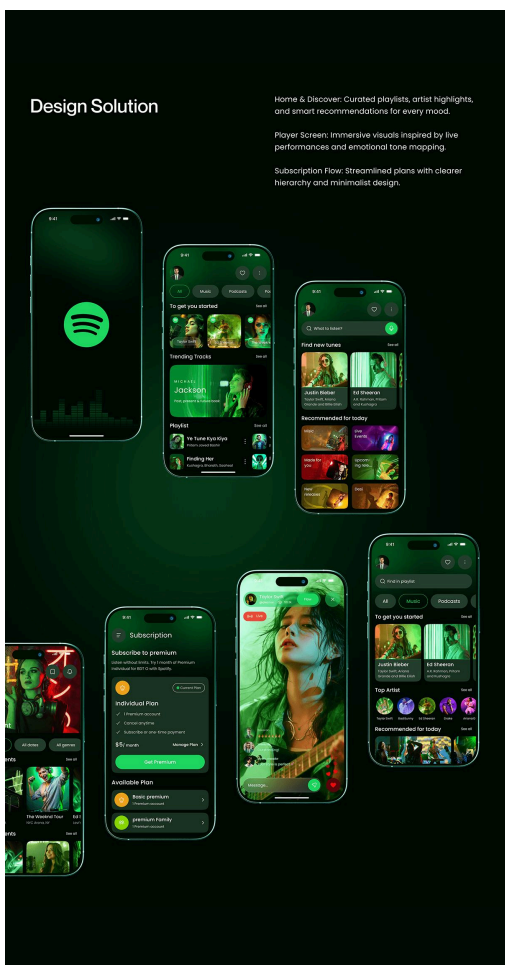
Adobe XD for Vector UI Layouts

XD Interaction Tools

Cross-Tool Collaboration (Figma → Framer)

Export, Assets & Handoff

Multi-Tool Workflow Planning



Project Workshop

Build Portfolio web page in Framer.

Publish your page live

Deliverable: Live Framer Website Link.

Modern UI Trends

Glassmorphism, Neumorphism, Brutalism

Minimal & Clean UI

Dark Mode UI Standards

3D UI Elements & Micro-Animations

AI-Driven Design Style Trends

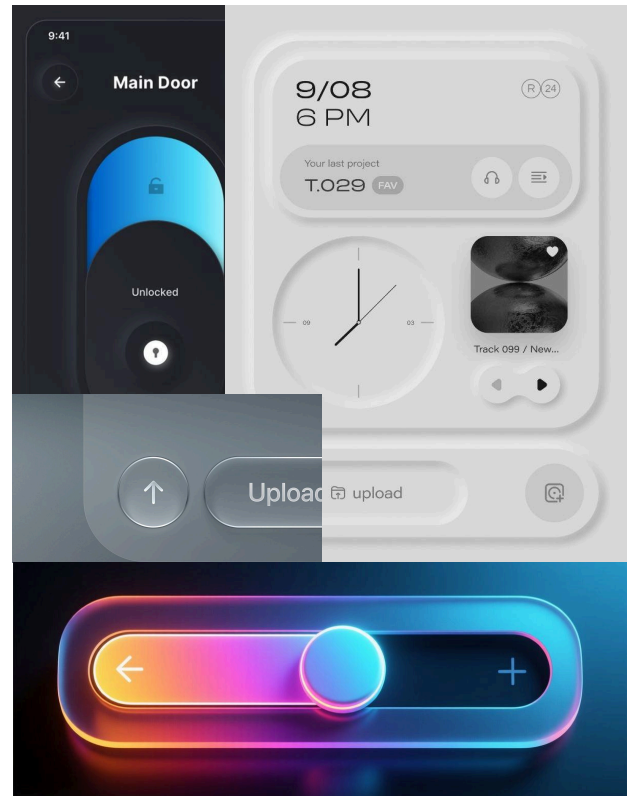
Motion-First Interfaces

Spatial & AR/VR UI Basics

Voice UI Principles

Accessibility in Modern UI

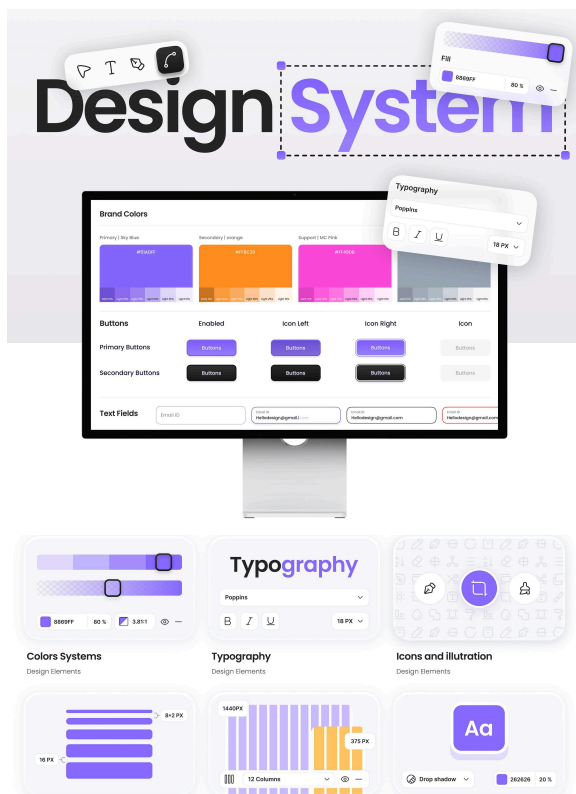
Mobile-First Trend Patterns



Project Workshop

Trend-Based UI Redesign. Select an existing app screen. Apply a modern UI style (Glassmorphism / Neumorphism / Brutalism / Minimal UI / Dark Mode)

Deliverable: Trend-Based UI Redesign + Interactive Prototype



Design System & Responsive Design

Design System Structure

Atomic Design Methodology

Scalable Component Libraries

Color/Type Tokens & Spacing Rules

Apple HIG Guidelines

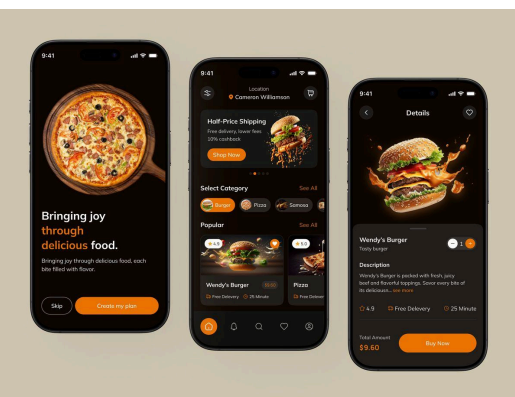
Google Material 3 Guidelines

Responsive Breakpoints

Layout Grids for Web & App

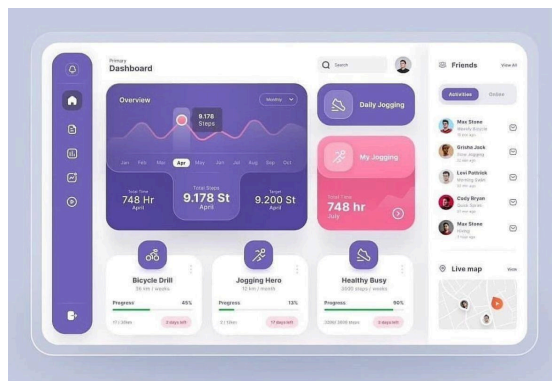
Global Navigation Patterns

Developer Handoff & Documentation



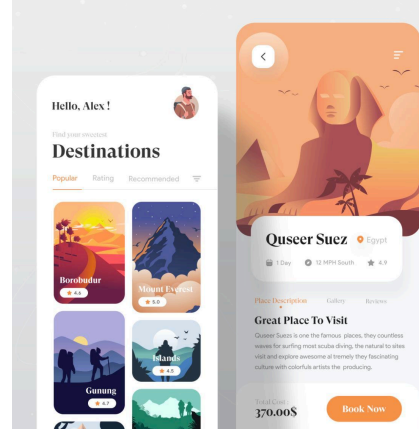
Food & Drink

Learn how to craft innovative Food & Drink industry specific Apps that stand out from competitor apps.



Productivity CRMs

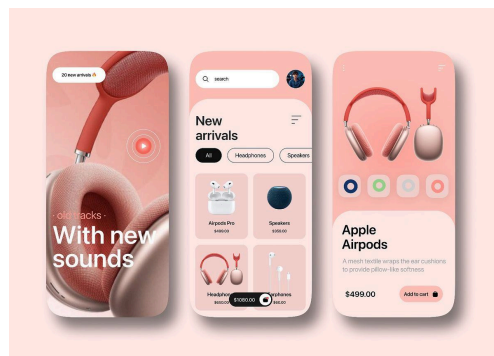
Forget confused notes and disorganized spreadsheets and discover how to use Productive CRMs.



Travel & Navigation

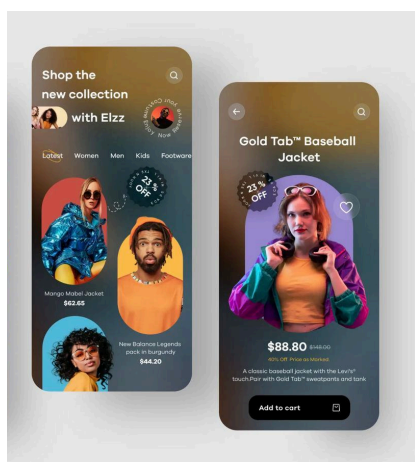
Chart journeys, craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.

UX UI DESIGN PROJECTS



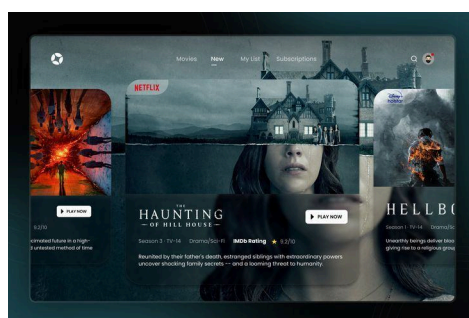
Shopping

Learn how to create Online shopping, Product browsing, secure payments.



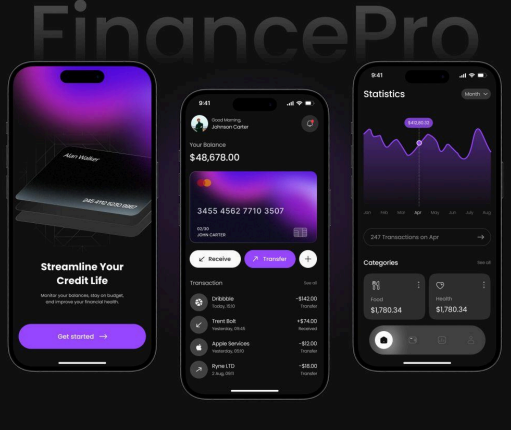
Social Networking

Learn to create social networking applications that unite people, spark engagement and encourage virtual communities.



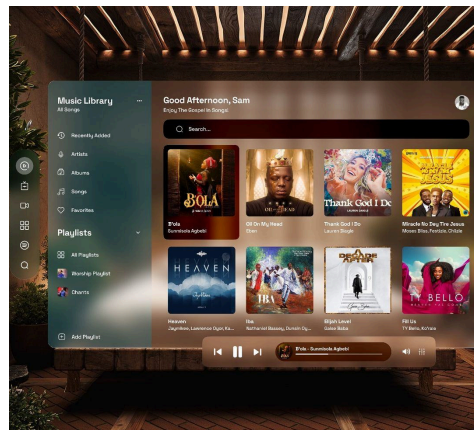
Entertainment & OTT Platforms

Learn how to create trending and up to date Entertainment & OTT Platforms targeting respective audiences.



Finance

Learn how to create Financial transactions, budgeting and investment management app.



Apple Vision Pro

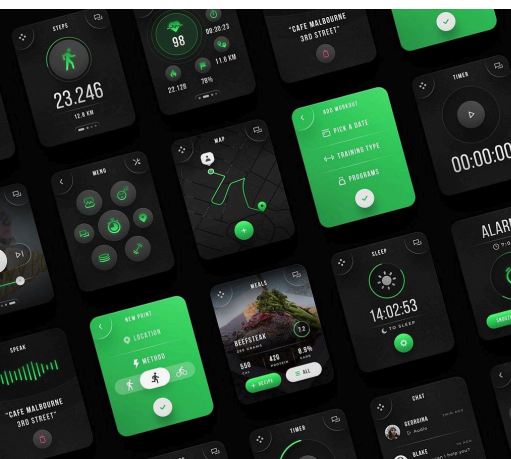
Learn how to build advanced Apple Vision Pro applications that mix virtual happiness and reality.



Business Networking

Professional networking, communication and business collaboration.

UX UI DESIGN PROJECTS



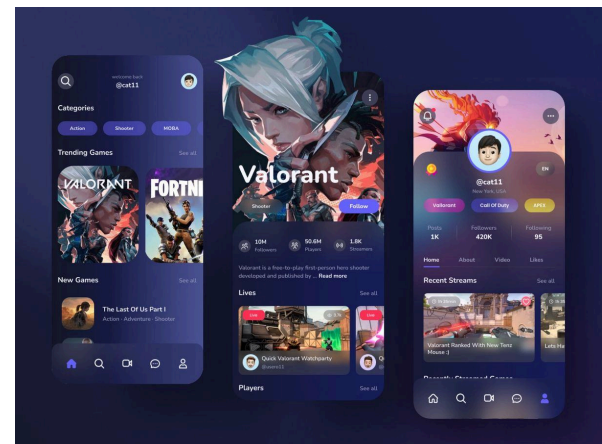
Wearable UI

Learn how to use small screens, natural movements, and designs for moving bodies with the Wearable UI designing module.



Utilities

Working on products with specific tasks or functionalities.



Gaming

Learn how to develop your inner genius by creating compelling and eye catching gaming applications.

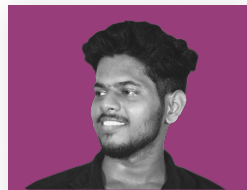
Superstars working @ Top MNCs & Start ups



Rohith
System Engineer
tcs TATA
CONSULTANCY
SERVICES



Surendar
Visual Designer
ZOHIO



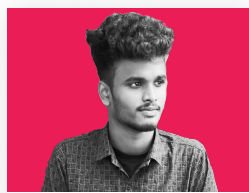
Boopathy
Motion Graphic Artist
kissflow



Akash
Digital Marketer
roofandfloor.com
let's get you home



Advaita
UX Researcher
xyzem
The Brain for Business



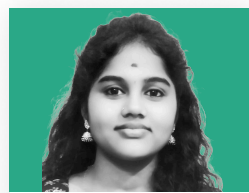
Anandh
Graphic Designer
HABITAT GROUP



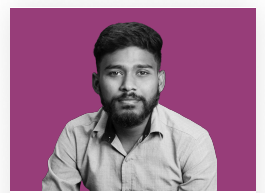
Ibrahim
Full-Stack Developer
upstream



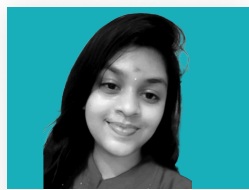
Vignesh
Sr. Digital Engineer
RAPIDQUBE
TRANSFORMING BUSINESS PARADIGMS



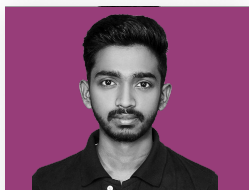
Boomika Vasan
UX UI Designer
Search Technology



Balaji
Marketing Executive
Krishworks



Dakshata
Design Engineer
Fanam Digital



Harishara Moorthi
Video Editor
தனதுதந்த



Nishanth
UX UI Designer
APTIPRO



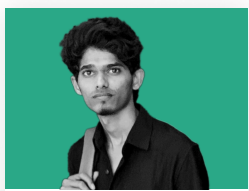
Saraswathi
UX UI Designer
b3 Technologies



Mohammed Khaleel
WordPress Developer
KlickNET
Your Marketing Solution



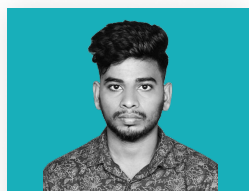
Shajini
SEO Analyst
AATMIA
YOUR SOULMATE



Ishaq
UX UI Designer
BTREE



Swetha
UX Researcher
Anicca Data Science Solutions



Balasubramanian
Front-end Developer
Onething



Shyam Sundar
Design Engineer
APPLIED MATERIALS



Nirvitha
Visual Designer
Duffl Digital



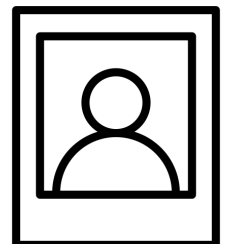
Jayan Nivas
Visual Designer
TECH THULASII
Creating Digital Presence



Vaishnavi
Social Media Manager
Le Intelligensia



Soundarya
Graphic Designer
Brain Storm



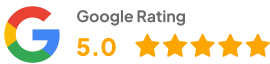
You're Next!

Superstars working @ Top MNCs & Start up companies



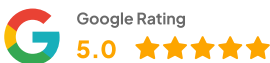
Our Superstars

Says...



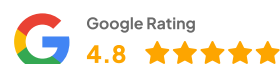
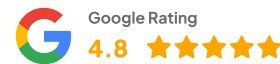
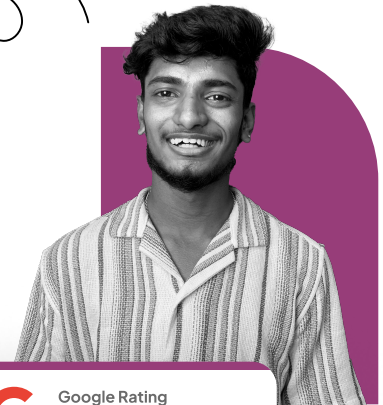
I used to think UI/UX was just about making screens look pretty. After joining ViSA, I realised it's about understanding people, solving problems, and creating smoother experiences. Now I can break down any app and clearly see what works and what doesn't using SPARK Framework.

I learned Figma before, but here I understood how to use it like a pro designer. Auto-layout, design systems, responsive frames, prototypes—everything. And the AI tools they taught helped me generate ideas, flows, and UI variations instantly.



The redesign challenges, app case studies, and capstone project helped me build a portfolio that looks professional. Interviewers were impressed that I could explain my design decisions with logic. The SPARK framework made my explanations strong and clear. I finally feel industry-ready.

I posted my redesigned screen on LinkedIn and a startup founder reached out. With what I learned about UX flows, wireframing, and presentations, I was able to take on the project confidently. This course didn't just teach me design—it made me believe I could earn as a designer.



Our Course Highlights



SPARK Framework Advantage

Learn to think creatively with clarity.



AI-Integrated Learning

Master AI tools for 10× faster creativity.



Comprehensive Tool Mastery

Master professional tools from basics to Pro!



Industry-Level Projects

Every module includes real time projects.



Portfolio-Focused Curriculum

complete design + motion + AI-powered portfolio.



Creator Economy Training

Learn freelancing, pricing, content creation & earning opportunities.



Expert Mentorship

We guide you with real-world workflows & feedback.



Placement Assistance

Get support with interviews, resume building & hiring.



Studio-Grade Learning Environment

Professional systems & a creative infrastructure.





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ONLINE CLASS +91 7845 873350

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ASHOK NAGAR, ABOVE BANK
OF BARODA,
CHENNAI-600083.

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