



Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering & Research
Ravet, Pune - 412101



Academic Year: 2024 – 25

GUEST SESSION REPORT-BCA

Term II

Date: 03/05/2025

Title of Guest Lecture: UI/UX Design: Designing with Users in Mind

Date: April 29th, 2025, Tuesday.

Organized by: PCCOER College, Ravet, BCA Department.

Speakers: 1. Mr. Tonmay Nag (*Alumnus of ZICA*)

2. Indranil Paul (*User Experience Manager, Accenture*)

3. Mr. Amol Paritkar (*director of ZICA-ZIMA, PCMC*)

Duration: 1.30pm-3.30pm(2 hour)

Attendee: All BCA students.

Report Prepared by: Mrs. Priyanka Mehetre

Introduction

On 29th April 2025, department of BCA organized guest lecture on the topic " UI/UX Design: Designing with Users in Mind " was conducted for FYBCA students. The event was divided into two main sessions, each led by an expert speaker. The first session covered animation, VFX (Visual Effects), and design by **MR. Tonmay Nag**, while the second session focused specifically on UI/UX design principles and strategies by **Mr. Indranil Paul**.

Overview:

Mr. Tonmay Nag highlighted how animation enhances interactivity and user experience in digital interfaces, making apps and websites more engaging. VFX was discussed as a key tool for creating stunning visual effects that captivate users, especially in gaming and mobile applications. The integration of animation and VFX was emphasized for creating immersive, visually appealing experiences. Best practices included using subtle animations that don't overwhelm the user while balancing aesthetics and functionality.

The second speaker **Mr. Indranil Paul** clarified the difference between UI and UX design, explaining that UI focuses on the visual elements and interactions of a digital interface, while UX encompasses the overall user experience, including usability, accessibility, and flow. The importance of user-centered design was emphasized, with techniques like user personas, wireframing, and usability testing highlighted as essential.

Conclusion:

The seminar was a great success in terms of providing practical knowledge and industry insights into the fields of animation, VFX, and UI/UX design. Attendees left with a deeper understanding of the critical role animation and VFX play in enhancing digital experiences, as well as a comprehensive grasp of UI/UX design principles.

The two speakers effectively captured the latest trends, challenges, and opportunities in these fields, and their expertise provided significant value to all participants.

PHOTOS:



Glimpses of the Seminar on UI/UX Design