

mentā

Fueled by Passion, Proven by Experience

Where Passionate Designers Thrive

Welcome to **Mentā**

Join us in a transformative journey with Mentā – an innovative training program designed to nurture the next generation of design talent. This immersive three-month program offers aspiring entry-level designers hands-on experience, expert mentorship, and deep insights into the design industry.

About this training

At Mikado, we recognize that design goes beyond being merely a creative pursuit – it is a influential force that molds user experiences, propels brand narratives, and drives businesses forward. This is why our Mentā program is meticulously designed to elevate your design skills to a professional level, empowering you to thrive in the ever-evolving landscape of the design industry.

At our training programs, you will gain the latest knowledge and practical skills that top employers are looking for. You can choose from three specialized tracks.



UX/UI Design:

Explore the complex realm of user experience and interface design. Acquire expertise in crafting user-friendly, visually engaging digital experiences that connect with users on various platforms and devices.

Digital Design:

Explore the depths of visual communication, graphic design, and multimedia storytelling to unleash your creativity. Hone your skills in aesthetics, typography, and impactful design that engages and captivates audiences.

Branding:

Learn how to harness the power of branding by creating strong brand identities, developing consistent brand guidelines, and utilizing design to shape consumer perceptions and build long-lasting relationships.

The **Mentā** program offers mentorship, real-world projects, and access to exclusive career opportunities for aspiring design professionals. Unleash your full potential as a design leader by joining us.



Why Choose **Mentā**?

Real-Time Project-Based Learning :

Experience the thrill of working on live projects. Tackle real-world design challenges and develop practical skills that set you apart in the competitive design industry. Guided by experienced mentors, gain invaluable insights into the design process and produce tangible outcomes that showcase your expertise.

Exclusive and Selective Program:

Mentā is curated for a limited number of participants who are passionate and have a basic understanding of visual design. This selective approach ensures personalized attention, tailored guidance, and a focused learning environment where you can maximize your growth and potential.

Mentorship and Professional Development:

Learn from seasoned professionals who will guide you through every step of the design process. Benefit from regular project reviews, constructive feedback, and career advice that not only enhance your technical skills but also prepare you for professional growth and career advancement.

PROGRAM HIGHLIGHTS

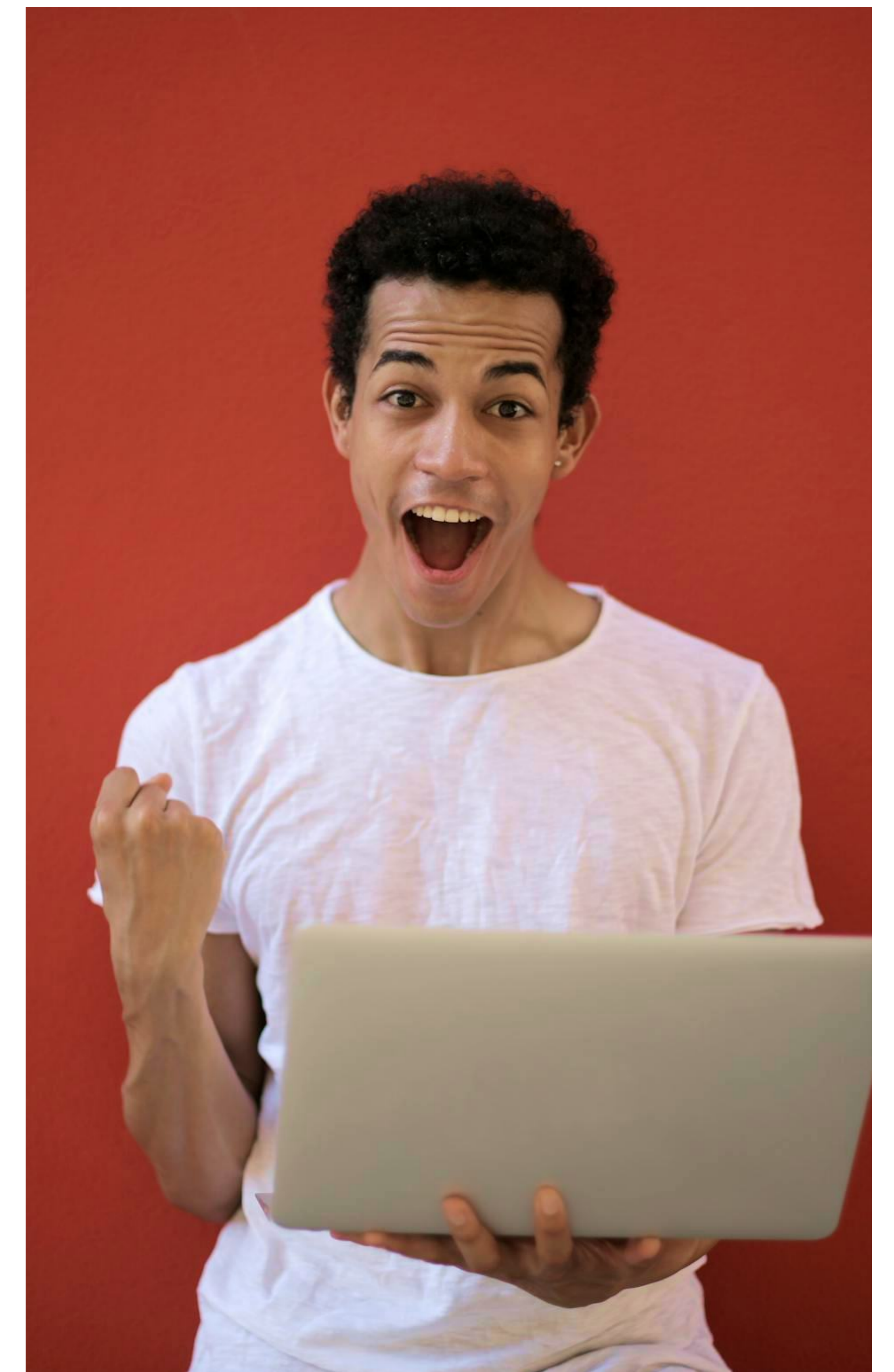
Live Project Assignments

- **Real-World Experience:**
Engage with actual projects, applying your design skills to solve real business problems.
- **Diverse Design Challenges:**
Gain experience across various aspects of the industry, from branding and UI/UX design to digital design.
- **Outcome-Oriented Work:**
Develop a portfolio with completed projects that demonstrate your ability to handle real-world scenarios.



Collaborative Environment

- **Team-Based Projects:**
Foster collaboration, communication, and problem-solving skills through team-based assignments.
- **Peer Learning:**
Exchange ideas, receive peer feedback, and learn from diverse perspectives in a supportive learning environment.
- **Networking Opportunities:**
Build connections with industry professionals and potential employers through extensive networking opportunities.

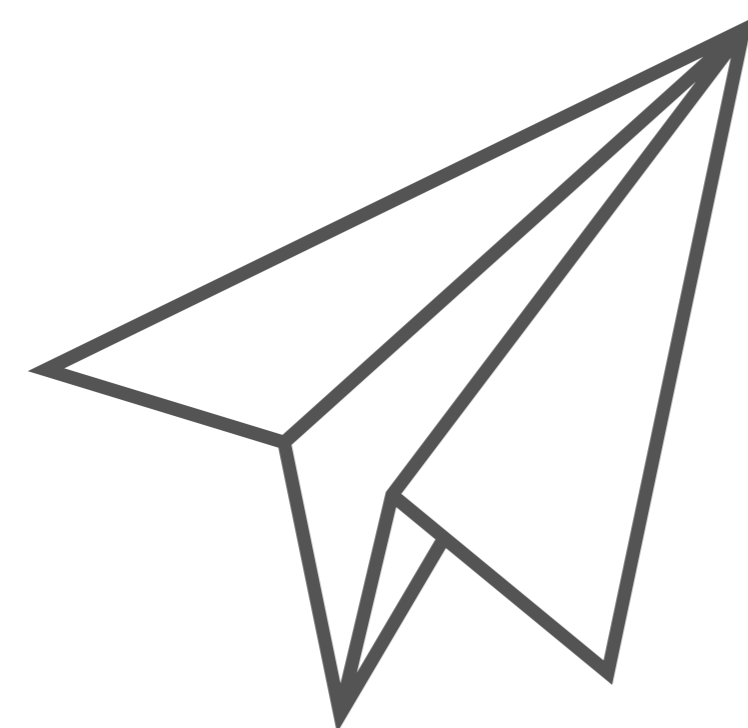


Certification and Career Support

- **Professional Portfolio Development:**
Create a strong portfolio that showcases your design skills and real-world project experience.
- **Certificate of Achievement:**
Receive recognition for your dedication and acquired skills upon successful program completion.
- **Job Placement Assistance:**
Facilitate interviews and job opportunities within our organisation for outstanding performers.



PROGRAM STRUCTURE



WEEK 1-2

Orientation and Onboarding

- **Introduction:**
Get acquainted with the program's structure, objectives, and expectations.
- **Tools and Technologies:**
Introduction to the design tools and software used in the program.

WEEK 3-4

Fundamentals and Project Kickoff

- **Project Assignment:**
Start working on a live project.
- **Mentorship Sessions:**
Regular check-ins with mentors to review progress.

WEEK 5-8

Advanced Project Work and Mentorship

- **User Interface Design:**
Dive deeper into UI design principles and best practices.
- **Visual Design:**
Focus on aesthetics, colour theory, and typography.

WEEK 9-12

Final Project and Portfolio Development

- **Finalization of Projects:**
Complete project work and prepare for final presentations.
- **Portfolio Refinement:**
Develop and refine a professional portfolio with the guidance of mentors.

Program Benefits

Hands-On Experience

Gain practical experience by working on live projects, allowing you to apply theoretical knowledge in real-world scenarios.

Professional Portfolio Development

Build a strong portfolio with completed projects demonstrating your ability to handle real design challenges, making you a competitive candidate in the job market. maximize your growth and potential.

Still have more questions?

Write to us : info@mymenta.in



It's an
Experience
not just a
Certificate