Human Computer Interaction (Hindi mein)

Professor Rajiv Ratn Shah

Department of Computer Science and Engineering
Institute IIT Madras

Introduction to Behance

Lec23

[Sangeet] Namaskar, main Aarushi hoon. Main HCI course ki sahayak shikshika hoon aur aaj main aapke saath ek chhota sa tutorial lungi Behance ka jo ki ek bahut useful social media platform hai. Toh Behance kya hai? Behance ek social media platform yaani ki samajik manch hai. Jahan par creatives yaani ki rachnatmak log designers, kalakar, photographers apne kaam ko pradarshit karte hain. Logon ke saath judte hain yaani ki networking karte hain aur kaam ke avsar dhoondte hain. Yeh platform Adobe Creative Cloud ka hissa hai aur duniya bhar ke creative professionals yahan par jude hote hain and is platform ka upyog karte hain. Toh Behance ka upyog kyun karein? Behance platform par aap apne portfolio aur project upload karke poori duniya ko dikha sakte hain. Doosron ka kaam dekhkar aap prerna bhi le sakte hain. Inspiration le sakte hain aur aap apne manpasand projects ko mood board mein sahej kar rakh sakte hain. Yahan par aap doosre creative professionals se jud sakte hain. Unke saath networking kar sakte hain. Unke saath collaborate karke saath mein kaam kar sakte hain. Aur aapko yahan par naukriyon ke bhi bahut avsar milenge. Yahan par job listings hoti hain. Toh Behance par hum apna kaam start kaise karein? Behance koi bhi doosre social media platform ki tarah hai jaise LinkedIn ya Instagram aap is par bahut aasani se login kar sakte hain. Agar aapke paas Adobe account hai toh aap usse sign up ya log in kar sakte hain. Agar aapke paas Adobe account nahi hai toh aap apne normally Google account se log in kar sakte hain. Login karne ke baad ab aap apne profile pe apne details dalenge. Jaise ki aapka naam, aapki location, aap apni bio daal sakte hain. Aap apne interest bhi daal sakte hain. Aapki jo ruchiyan hain, aap kis field mein kaam karte hain, aap yeh saari information apni profile mein daal sakte hain. Aap apni ek profile picture bhi daal sakte hain. Ek cover photo daal sakte hain. Aap jitni zyada details dalenge, utna zyada logon ko aapki profile visible hogi. Behance ki sabse khaas baat yeh hai ki yahan par aap doosre creative professionals ke projects dekh sakte hain aur unse inspiration ya phir prerna le sakte hain. Agar aapko kisi bhi specific kisi topic ke kisi field ke projects dekhne hain toh aap uska naam yahan pe search box par type kar sakte hain aur aapko us vishay ke projects mil jayenge jinse aap prerna le sakte hain. Aap unko apne mood board mein save kar sakte hain. Jaise ki yahan par maine 3D art type kiya hai. And mujhe 3D art ke bahut saare projects aa gaye hain. Aap projects ko dekh sakte hain. Unse prerna le sakte hain and unhein apne moodboard mein bhi save kar sakte hain. Agar aapko koi ek software se banaye gaye projects dekhne hain, toh aap filter option bhi use kar sakte hain. Agar aapko koi project bahut achha lagta hai ya aap use

bhavishya mein dobara dekhna chahte hain, toh aap use ek moodboard mein save kar sakte hain. Moodboard ek aisi jagah hai jahan par aapko jo projects achhe lage aap ek naam se moodboard banakar wahan par use save kar sakte hain. Aap baad mein use dekh sakte hain. Usse prerna le sakte hain. Jaise maine yahan par ek moodboard banaya hai for 3D inspiration. 3D art mein prerna lene ke liye maine ek mood board banaya hai. Woh maine create karke yahan par ek apna pasandida project add kar diya hai. Behance ka mukhya uddeshya hai apna kaam doosre doosron ke saamne laana. Poori duniya ko dikhana. Yeh karne ke liye aap create a project feature use kar sakte hain. Yahan par aap create a project par click karenge toh aapka koi project hai toh uske chitra yaani ki pictures yahan pe upload kar sakte hain. Us project ke assets upload kar sakte hain. Phir aap us project ko ek naam de sakte hain. Uska vivaran likh sakte hain. Yaani ki description. Aapne us project ko banane mein kya-kya tools use kiye, aap woh bhi likh sakte hain. Uske alawa aap tags bhi daal sakte hain. Yeh karke aap apna kaam duniya bhar ke logon ko dikha sakte hain aur log use pasand kar sakte hain. Behance par aap doosre creative professionals kalakaron ke saath jud bhi sakte hain. Agar aapko kisi ka kaam pasand aata hai, kisi ka project pasand aata hai, toh aap unke kaam ki sarahna kar sakte hain. Yeh aap like button daba ke kar sakte hain. Aap unke projects par comment kar sakte hain aur unke kaam ki tareef kar sakte hain. Iske alawa aap unke project share bhi kar sakte hain. Aap unko follow bhi kar sakte hain taaki bhavishya mein woh koi bhi project upload karein ya apna kaam share karein toh woh aapko dikhayi de. Agar aap doosron ka kaam dekhte hain, logon ke saath engage karte hain, unke kaam ki tareef karte hain, toh log aapka bhi kaam dekh paate hain and unki tareef kar paate hain. Behance par aap alag-alag assets bhi dekh sakte hain. Jaise ki fonts, templates, vectors. Aap images bhi dekh sakte hain. Chitra. Aap unhein filter bhi kar sakte hain. Unke prakar ke anusaar yaani ki category ya phir unki keemat ke anusaar. Kuch assets muft hote hain but kuch premium option mein hote hain jinke liye aapko pay karna padta hai. Phir bhi aap inhein prerna ke liye zaroor dekh सकते hain. Behance par bahut saari job opportunities bhi milti hain. Naukriyon ke avsar milte hain. Aap yahan par vibhinn prakar ki pariyojnaon ke liye naukri dhoondh sakte hain. Jaise ki logo design, branding, social media design. Aap in sab mein naukri dhoondh sakte hain. Aap filter ka upyog karke apne pasand ka kaam khoj sakte hain aur seedha aavedan kar sakte hain. Behance ka ek pro feature bhi hai jis pe aap apni portfolio website ko customize kar sakte hain. Yaani ki apne hisaab se aap apni website bana sakte hain. Iske zariye aap yeh dekh sakte hain ki kaun-kaun log aapka kaam dekh rahe hain. Kitni baar aapka kaam dekha gaya aur kaun aapka kaam pasand kar raha hai. Agar aap abhi student hain yaani ki vidyarthi hain toh aapko is feature ki zaroorat nahi hai lekin iske baare mein jaanna achha hoga. Behance par aap apne project ke analytics bhi dekh sakte hain. Yaani ki kitne logon ne aapka kaam dekha, kitne logon ne aapka kaam saraha, aapke kitne followers badhe. Yeh sab aap analytics feature se dekh sakte hain. Isse aap samajh sakte hain ki kis prakar ka kaam log zyada pasand kar rahe hain. Behance par aur kai features hote hain. Jaise ki live stream ka feature. Is par aap apni khud ek live stream kar sakte hain. Apna kaam pradarshit kar sakte hain. Aap doosron ki bhi live streams dekh sakte hain aur logon se connect kar sakte hain. Iske alawa aap apne case studies bhi bana sakte hain aur apna kaam pradarshit kar sakte hain. Ab hum ek chhota sa recap dekhenge. Humne jaana ki

Behance ek bahut useful yaani ki bahut upyogi platform hai. Jahan par aap apna kaam, apne projects poori duniya ko dikha sakte hain. Aap doosron ke kaam dekhkar prerna le sakte hain. Doosron ke projects dekh sakte hain. Aap doosre creative professional se jud sakte hain. Unke saath connect kar sakte hain. Aur Behance par aap naukriyon ke avsar bhi dekh sakte hain. Yahan par bahut saari job opportunities bhi available hoti hain. Ab hum Behance ka ek chhota sa demo dekhenge taaki aap samajh payein ki is website ko is platform ko use kaise karna hai. Toh sabse pehle jaise ki maine aapko slides mein bataya tha ki aapko apne Google ya phir Adobe account se sign up karna hai ya phir log in karna hai. Toh sabse pehle hum Behance ki website kholenge. Aap apne Google ya phir Adobe account se yahan par log in karenge. Iske baad jaise hi aap log in karenge yahan par aapse sabse pehle poocha jayega ki aapko kaun se kaun se vishayon mein interest hai. Aapki ruchiyan kis-kis field mein hai. Toh aap wahan par select kar sakte hain ki jaise aapko kis-kis field mein interest hai. Agar aapko graphic design mein interest hai. Agar aapko UI UX achha lagta hai ya phir aap logo design karte hain toh aap woh starting mein shuruwat mein select kar sakte hain. Aur aap jo select karenge uske according Behance aapki feed ko curate kar deta hai, customize kar deta hai. Ab hum dekhenge ki Behance par hum kaise projects dhoondh sakte hain. Unse kaise prerna le sakte hain aur kaise hum ek moodboard banakar wahan par projects save kar sakte hain. Sabse pehle aap dekhenge ki upar aapko ek search box dikhega. Aapko wahan par jaana hai aur wahan par aapko type karna hai ki aapko kis field, kis vishay ke projects dekhne hain aur unse inspiration leni hai. Jaise ki mujhe 3D art dekhna hai. Toh main yahan par search box mein 3D art type kar dungi aur enter daba dungi. Aap jaise ki dekh sakte hain yahan par bahut saare projects aapko dikhenge jo ki logon ne Behance par upload kare hain. Ab aap scroll karenge. Aapko jo project achha lagega aap us par jayenge. Jaise ki mujhe yeh project bahut achha laga. Toh main is par click karungi. Aap is project ko poora kholkar dekh sakte hain. Aap is project ko poora kholkar dekh sakte hain aur phir aap ise ek moodboard mein save kar sakte hain. Agar aapko yeh future mein dobara dekhna hai ya phir aapko apne inspiration ke liye ise apne moodboard mein daalna hai. Yahan par jo save option hoga main wahan par jaungi aur yahan par aapko agar aapne pehle se hi koi moodboard banaye hue hain toh wahan usmein add karne ka option dikhayega aur aap ek naya moodboard bhi bana sakte hain. Main yahan pe ek naya moodboard banaungi dikhane ke liye. Yahan par aap phir apne moodboard ko ek naam denge. Main ise 3D art ka naam dungi aur moodboard create kar dungi. Ab yahan par hamara ek naya moodboard create ho gaya hai. Main is par click karungi aur main save kar dungi. Ab agar aap apni profile par jayenge aur mood boards par jayenge toh aapko dikh jayega ki ek 3D art karke 3D art naam se ek mood board ban gaya hai aur usmein woh project add ho gaya hai. Maine wahi same project dobara se khol liya hai. Agar aapko kisi ka kaam ya kisi ka project pasand aata hai toh aapko hamesha unke kaam ki sarahna karni chahiye. Aap apne moodboards mein toh unka project add kar hi sakte hain. Iske alawa aap unke kaam ko appreciate bhi kar sakte hain. Jaisa ki yahan par appreciate button hoga. Toh aap us par click karke unke kaam ki sarahna kar sakte hain. Iske alawa aap unke project ko share bhi kar sakte hain apne doston ke saath. Aap apne mood board mein save kar sakte hain. Jaise ki maine aapko pehle dikhaya. Iske alawa aap yeh bhi dekh sakte hain tools button se ki is project

ko banane mein kaun-kaun se tools use hue hain. Jaisa ki aap dekh sakte hain is par Blender dikha raha hai. Toh is 3D project ko banane ke liye Blender use hua hai. Aap inko follow bhi kar sakte hain. Agar aapko inka aur kaam dekhna hai toh aap inko follow kar sakte hain. Behance par aap apni profile ko customize bhi kar sakte hain. Aap apni information daal sakte hain. Aap is circle par jayenge aur apni Behance profile kholenge toh aapko dikhayega edit profile information wala option. Aap is par click kar sakte hain aur apni saari information daal sakte hain. Jaise ki aapka occupation kya hai? Aap kya kaam karte hain? Aap agar kisi company mein kaam karte hain toh aap unka naam daal sakte hain. Aap apni location daal sakte hain. Agar aapko kisi team ka hissa banna hai toh aap woh bhi create kar sakte hain yahan se. Aap apne doosre social media platforms ke bhi links daal sakte hain taaki log aapse doosre platforms par bhi connect kar sakein. Aap apna description daal sakte hain. Aap yeh sab information apne profile par edit karke daal sakte hain. Jaise ki maine aapko pehle bataya tha ki Behance par bahut saare job opportunities hote hain. Naukriyon ke avsar jo ki aap find jobs wale option par jaakar dhoondh sakte hain. Yahan par vibhinn prakar ki naukriyan hoti hain. Job listings hoti hain. Jaise ki social media design, branding. Aap filter option use karke job dhoondh sakte hain aur unmein apply kar sakte hain. Ab hum dekhenge ki Behance par hum apna project kaise dikha sakte hain, kaise upload kar sakte hain. Toh, aap yeh profile option par jayenge and yahan par aapko upar upar hi create a project ka option dikh jayega. Aapko is par click karna hai aur yahan par aap apne project ke chitra, pictures sab kuch upload kar sakte hain. Aap apne project ke assets upload kar sakte hain. Toh main yahan par aapko ek project upload karke dikhaungi. Hum yahan par image par jayenge aur apne project ki picture yahan par add kar denge. Yahan par aap dekh sakte hain ki ek picture add ho gayi hai. Ab aap apna project ke aap apna project ko ek title de sakte hain. Aap uske baare mein ek description yaani ki vivaran daal sakte hain. Aap yeh likh sakte hain ki aapne kaun-kaun se tools use karein. Aap yeh sab information apne project ke saath daal sakte hain. Uh yeh mera sujhav hai ki aap jitni zyada information daal sakte hain, aap apne project ke baare mein daalein taaki log aapke project ko easily discover kar paayein. Unke field par aapka project dikhe. Ab hum dekhenge ki Behance par apne projects kaise upload kar sakte hain aur doosre logon ko apne projects dikha sakte hain. Aap sabse pehle apna Behance profile kholenge aur is par aapko ek feature dikhega create a project. Yahan par main click karungi. Ab yahan par aap apna ek naya project upload kar sakte hain. Aap apne project ke pictures, images, chitra daal sakte hain. Iske alawa aap apne agar aapke project mein koi video ya audio hai, aap woh bhi daal sakte hain. Aap apne project ke assets bhi attach kar sakte hain. Yahan par main ek picture aapko upload karke dikhaungi. Aap yahan par apne project ki ek picture daal sakte hain. Ab aap apne project ko ek title de sakte hain. Ek sheershak de sakte hain. Iske alawa aap aur bhi information daal sakte hain. Jaise ki aapne kaun se tools ka use kara apna project banane ke liye. Aap ek thumbnail yaani ki ek cover picture bhi daal sakte hain. Iske alawa aap tags bhi add kar sakte hain ki aapne uh kya-kya is kya-kya tools use karein. Yahan par maine ek 3D ka tag daal diya hai apne project mein. Aise hi aap bahut saare tags daal sakte hain aapke project ke baare mein taaki aapka kaam aasani se khoja ja sake. Ab aap yahan par continue par click kar denge. Ab yahan par aap apne project ka jaise maine bataya aap ek title de sakte hain. Aap apne project

mein tags daal sakte hain. Aap ek category de sakte hain apne project ko. Aapne kaun-kaun se tools use karein? Yeh sab information aap apne project ke baare mein yahan par likh sakte hain aur phir aap directly apne project ko publish kar sakte hain. [Sangeet] Ab aap dekh sakte hain ki humne apna first project Behance par upload kar diya hai. Toh aaj humne Behance ke baare mein thoda sa seekha. Humne ek chhota sa demo bhi dekha aur aaj humne apna pehla project Behance par publish kar diya. Aasha hai ki aapko yeh tutorial useful laga hoga. Thank you. [Sangeet]