Introduction to User Experience (UX) Design

Duration: 1 Day

OBJECTIVES

This course covers the foundation principles for creating successful user experiences. Through hands-on exercises we experiment and explore space, form, and function to apply successful UX design on modern platforms and devices. Participants gain experience in planning and prototyping through typical UX design workflows.

PRE-REQUISITES

Ideal delegates to this course are Internet HTML authors with at least one site under their belts and real knowledge of HTML. Completion of Transmedia's two-day Introduction to Web publishing course is a distinct advantage.

COURSE OUTLINE

UX Design Overview
- Principles of good design: colour, perception and space
- Design for modern devices and platforms
- Print and Interactive PDF UX design

Overview of UX design workflows
- Understanding scenarios
- Creating a story
- Aligning features with scenarios
- Sketching navigation and basic information architecture
- Illustrating user flows with storyboarding

Design Fundamentals
- Design fundamentals that help users reach their goals
- Principles of typography
- Pleasing proportions to help designs look professional

Sketching Screens, Pages and Interactions
- Applying design fundamentals to build successful screens
- Building the layout for web, print and pdf

Building a Prototype
- Creating low-fidelity and high-fidelity prototypes
- Building to multiple screen size
- Establishing and prioritizing features
- Testing and evolving the design