Certified Mobile UX & UI Design Specialist

Mobile UX & User Interface Design for apps and mobile websites

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Description

What is it about

Designing for a mobile device, and making the transition from web design can be challenging. Thus, it's fundamental to understand its specific and distinctive characteristics, to be able to design meaningful apps and mobile websites. This course will guide you through a workflow that you will be able to apply in your mobile projects —from the idea, to interaction patterns and animations.

What to expect

During this course you'll work following a step-by-step process to design a mobile product, from the initial idea to the interface's details. Workflows, techniques and tools that work in real life will be presented along theoretical contents and short, hands-on exercises. During the course you will be able to put into practice what you learn, in a fun and relaxed environment. Also, contents will be presented in an easy to understand, non-technical manner.

What you will learn

We'll teach you how to face a professional design project for mobile devices from the beginning. Along the way, you'll learn how to design quick prototypes, wireframes and interaction patterns for different operating systems, visual design, interactions and animations, among other things. In the end, you'll have a working medium-fidelity prototype that you'll be able to share and test.

Who should participate

This seminar was developed for people who are responsible for the design and conceptualisation of digital products for mobile devices. These are, for example, designers and design managers from all fields (user experience, visual design, product design). People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

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Agenda 01

Mobile UX design basic and interaction design

On the first day, you will get to know the most important aspects of designing for a mobile device. You'll also learn how to choose from different navigation systems, and to differentiate interaction patterns from iOS, Android and mobile web.

10:00 – 10:30 Welcome, getting to know and warm up

10:30 – 13:00 Mobile UX design basics and workflows

Mobile Lean UX design, and development process

Overview of the main workflow when designing a mobile product, from its conceptualization to launching.

How to choose: Mobile app vs. mobile website

Should it be an app or does a mobile website fit the users needs better?. Not everything needs to be an app. In some cases, a mobile website will do. Learn to choose when to make what.

Practical exercise: *Given a product idea, participants will need to decide between making it as a mobile app or mobile web, and explain the benefits of their decision.*

Ideas that are worth making as an app

Everyone has an idea for an app, but does it worth it? The key aspects to know if you have a good concept in front of you.

Taking advantage of the mobile's phone hardware

A small computer in your pocket, learn how to take advantage of your phone's hardware potential.

13:00 – 14:00 Lunch break

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Agenda 01

14:00 – 16:30 Navigation and interaction patterns

Navigation systems for both web and apps

When structuring your app or site, you need to know how to think navigation from the very beginning of your project.

Practical exercise: *Sketching low-fidelity wireframes on paper to accomplish the main flow of the app, and then making a navigable prototype from it.*

Interaction patterns in iOS and Android

Similar but different: we'll learn how the same things are accomplished in both iOS and Android, following each one's particular conventions.

16:30 – 17:00 Retrospective, reflection and integration

17:00 End of day 1

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Agenda 02

Designing for touch and visual design

On the second day, you will learn the particular characteristics of designing for complex information on touch screens. You'll also learn the main aspects of visual design, including how to apply Android and iOS design languages.

09:00 – 09:15 Review and preview

09:15 – 13:00 Design for touch and visual design

Interaction design for touch screens

From touch target sizes, to interaction areas and ways of holding of a device. Learn how all this will affect your design decisions.

Dealing with data and complex information

Forms, filters and menus are normally used to split information. We'll review good practices to use them.

Practical exercise: *Participants will design a small search system using filters and resources to split information on screen.*

Visual design on mobile: color, typography, grids

Visual design has to adapt to a smaller screen than a desktop, so this will affect the way all visual elements and layout are presented.

13:00 – 14:00 Lunch break

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Agenda 02

14:00 – 16:30 Visual design and software tools

iOS and Android design languages

Both operating systems base their design decisions on principles. We'll see how to follow them, and when to break them.

Sketch / Figma introduction

We'll have a basic introduction to learn the tools that you'll need to design an UI.

Practical exercise: *Designing medium fidelity wireframes, and then adding interaction with InVision.*

16:30 – 17:00 Retrospective, reflection and integration

17:00 End of day 2

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Agenda 03

Designing an interface in motion

On the third day, you will learn how to design an interface that will evolve and change to different states. You'll also learn the principles beyond animation, and how to apply them with purpose to convey meaning.

09:00 – 09:15 Review and preview

09:15 – 13:00 Evolving interfaces and animation

Designing a screen in all its states

An approach on how to design interfaces that change over time, and that have many intermediate states that are often not considered.

Practical exercise: *We'll take a main screen as a base, and participants will design its different loading and intermediate states.*

Gestures on mobile devices

How to use gestures on mobile devices as one of the main ways of interacting with information, and how to make the most of them.

Principles of UI animation

How to use animation with care to make transitions, give feedback and reinforce meaning in specific parts of the product.

13:00 – 14:00 Lunch break

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Agenda 03

14:00 – 15:30 Animation software

Micro-interactions

An overview of those ‘small’ interface details that could make a big difference when they are designed in a thoughtful way.

Introduction to animation tools: Framer

Framer is becoming a more and more powerful tool, so we’ll learn how to use its main features to add interaction and animation to prototypes.

Practical exercise: *Designing an animation for one part of the app that attendants select.*

Preparing assets for developers

The designer’s job should also include handling assets to the rest of the team, and we’ll see what to keep into account when doing that.

15:30 – 16:30 Final presentation

16:30 – 17:00 Integration, conclusion and farewell

17:00 End of seminar

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NUMBERS & FACTS

Language: english
Duration: 3 days
Max.Participants: 12
Times: 1st day 10:00 – 17:00
Next days: 09:00 – 17:00
Participation fee*: € 1.490,00 (early bird/10 weeks before the seminar)
€ 1.790,00 (regular price)

DISCOUNTS

5% for the registration of 2 employees
10% for the registration of 3 employees
15% for the registration of 4+ employees
10% for self-payers

CERTIFICATE

For completing the seminar participants receive the certificate *„Certified Mobile UX & UI Design Specialist“* by the XDi – Experience Design Institut.

INCLUDED SERVICES

- XDi certificate „Certified Mobile UX & UI Design Specialist“
- High-quality digitized material
- Numerous templates for your day-to-day work
- Single and group work with presentations and feedback rounds
- Exchange and discussions with your fellow participants
- Photographic and filmed documentation of practical exercise
- A lot of best practices and online resources
- Special seminar locations with a creative atmosphere
- Lunch, beverages, fruit and snacks
- An alumni group for further exchange

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TRAINER

Javier Cuello
Designer, writer and traveller. Almost 10 years ago, Javier travelled to Barcelona to specialise in mobile design, learning UX for apps since the first versions of iOS and Android. All his experience was put into 'Designing Mobile Apps' a book he co-wrote. The repercussions of this project took him to make part of different design events and conferences around the world, such as Colombia 3.0, UX Spain, UX Sofia and different editions of Campus Party. Javier has taught design at ELISAVA and IED, the two most well-known design schools in Barcelona. Besides this, he has held and co-organised design workshops in more than 15 countries around the world, from Brazil to China.

YOUR BENEFITS

- First-class instructors with a strong practical knowledge
- Trainers with many years of practical experience in an international context
- Didactically prepared and creatively implemented learning content
- Practically applied and solid theoretical knowledge
- Application of recent results of brain research
- Integrated coaching and mental training methods
- Comprehensive course materials with many other tips, tricks and links
- Attractive spaces with a special atmosphere
- Personal, informal handling

OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing" – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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REFERENCES

More references and feedback on www.xd-i.com/referenzen

otto group

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