



3 days

Certified Mobile UX & UI Design Specialist

Mobile UX & User Interface Design for apps and mobile websites - UI Design Course



Certified Mobile UX & UI Design Specialist

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

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.

What you will learn

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.

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.



Certified Mobile UX & UI Design Specialist

CURRICULUM

Mobile UX-Design Basics und Interaction Design

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.

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 und Android

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



Certified Mobile UX & UI Design Specialist

CURRICULUM

Designing 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

Visual design and software tools

iOS and Android design languages

Beim Visual Design für die kleinen Bildschirme der Smartphones gibt es einige Dinge zu bedenken. Farbe, Typografie, Raster und visuelle Elemente müssen entsprechend angepasst und optimiert werden.

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.



Certified Mobile UX & UI Design Specialist

CURRICULUM

Designing an Interface in Motion

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.

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.



Certified Mobile UX & UI Design Specialist

NUMBERS & FACTS

On Campus Full-time

- Standard Price: € 1.790,00
- Early Bird Fee: € 1.640,00
- Duration: 3 days | 7 h per day
- Scope: 21 h | 28 UE
- Level: Beginner | Intermediate
- Timing: Daily 09:00-17:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

Live Online Full-time

- Standard Price: € 1.690,00
- Early Bird Fee: € 1.540,00
- Duration: 3 days | 7 h per day
- Scope: 21 h | 28 UE
- Level: Beginner | Intermediate
- Timing: Daily 09:00-17:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

DISCOUNTS

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

CERTIFICATE

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

Certified Mobile UX & UI Design Specialist

TRAINER



Luigi Bucchino

UX & UI Professional, Consultant, Inhaber, Dozent —
M.A. Creative Direction & B.A. Intermediales Design

Luigi is an independent app and software designer, consultant and expert in the field of Digital Transformation. He has been working in the digital and media industry for more than 13 years. After his studies, he worked in the agency environment as a UX designer and was mainly responsible for the conception and design of interactive installations in the retail sector for Nespresso, adidas, Nike & Fossil, among others. Before starting his own business, Luigi worked for several years as a senior UX designer and department head for design and vision in a software company, where he designed smartphone apps and B2B platforms in the fintech, automotive and logistics segments, among others.

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 VALUES

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.

Certified Mobile UX & UI Design Specialist

CERTIFICATIONS



REVIEWS



Certified Mobile UX & UI Design Specialist

TEILNEHMERSTIMMEN

„Wonderful course with the most relevant agenda of all the UX courses and conferences I've been to. If you actually want to improve your skills as a Mobile UX designer, I highly recommend this course!“

Rasmus Dalboe , UX Designer, Windex A/S

„Mobile UX course is an introduction to UX design and gives a good overview of the basics and principles of UI design. The exercises helped us to apply the theory part. Great group, great course!“

Georg Baumgarte , Product Lead, wooga GmbH

REFERENCES

More references and feedbacks on xd-i.com/referenzen

otto group



Handelsblatt

AKTION
MENSCH

DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIPS



INTERACTION DESIGN
FOUNDATION

kursfinder.de