

4+ Weeks



# User Interface Design & Visual Design

Design of User Interfaces

Guided E-Learning Bootcamp with Mentoring

# User Interface Design & Visual Design

## DESCRIPTION

### What to Expect

In this comprehensive course on User Interface Design & Visual Design, you will undertake a thorough exploration of both the fundamentals and advanced methodologies for creating exceptional digital experiences. In the course, you will cover a variety of topics, such as basic UX concepts, UX design processes and systems, the basics of UI design, and the construction of unique visual identities.

Through practical projects and real-world simulations, you will apply theoretical knowledge to practical scenarios using industry standard tools and techniques. By the end of the training course, you will have a professional portfolio in hand with which you can present your expertise in user interface design. In addition, you will be prepared to increase user satisfaction and business success in the digital sphere.

### What You will Learn

The focus of this course is on visual design, design patterns and design systems — key concepts for creating compelling digital experiences.

In particular, you will deal with the basics of visual design (color theory, typography, layout), the use of design patterns, the development of sustainable design systems, the implementation of guidelines, the creation and testing of prototypes and the integration of responsive designs.

This training provides a comprehensive exploration of the fundamentals and advanced concepts of visual design that are critical to optimizing digital experiences. By working intensively with design patterns and design systems, you will gain a sound understanding that enables you to develop innovative solutions and stand out in the market.

# User Interface Design & Visual Design

## DESCRIPTION

### Who Should Practice

- **Job seekers** who want to increase their chances in the labor market or qualify for a new job.
- **Career changers** who want to reorient themselves, improve their career prospects or advance their careers..
- **Newcomers** who have completed their school or vocational training, who want to prepare themselves for the future and successfully start their professional life or want to pursue a degree course.
- **People** who work or want to work in **companies, agencies and consultancies** on the development of **websites, apps** and **software**.
- **People** who are involved in **design, marketing, media, IT, management, advice** and **customer service** are on the move or want to be..
- **People** who specialize in user interface design and want to acquire solid practical knowledge.

# User Interface Design & Visual Design

## CURRICULUM

### Module 1 - UX BASICS

#### Basics of User Experience and Usability

You will develop an understanding of the functional areas of usability and user experience and can define the terms, objectives and background of the functional areas.

#### UX Design Process and Methods

You will learn about the iterative UX design lifecycle – from research to validation in the context of other design processes. In addition, you will understand how this course fits into the overall UX process – from understanding users to delivering results.

#### Case Study on the Added Value of User Research

Understand the value of user experience through case studies. You will examine how research results contribute to informed decision-making in the product design process and to the sustainable fulfillment of user requirements.

# User Interface Design & Visual Design

## CURRICULUM

### Modul 2 - UI-DESIGN

#### Visual Hierarchy, Feedback, and Invisible Design

You will understand the importance and importance of visual hierarchy, effective feedback mechanisms, and the use of invisible design elements to optimize user experience.

#### Concept Delivery and Artifacts

You will practice techniques for effectively communicating design concepts, creating wireframes, mockups, and other design artifacts to present UI design ideas.

#### Konzeptlieferung und Artefakte

Techniken für die effektive Kommunikation von Designkonzepten, Erstellung von Wireframes, Mockups sowie anderen Designartefakten üben, um UI-Designideen zu präsentieren.

# User Interface Design & Visual Design

## CURRICULUM

### Module 3 - VISUAL DESIGN

#### Visual Elements

You will understand visual elements such as typography, color, visual language, and iconography and their role in creating compelling visual designs.

#### Moodboards & Style Guides

You will design mood boards and style guides to ensure consistent visual language and brand integrity across digital platforms.

#### High-Fidelity Prototyping

You will design visually appealing prototypes for user testing and stakeholder feedback using tools and techniques for high-fidelity prototyping.

#### Design Patterns

You will explore common design patterns and best practices for creating intuitive and easy-to-use interfaces.

# User Interface Design & Visual Design

## CURRICULUM

### Module 4 - DESIGN SYSTEMS

#### Introduction to Design Systems

You will understand the concept of the design system and its role in creating consistent and scalable user experiences across digital platforms.

#### Design System Guidelines

You will define guidelines and standards for the development and consistent implementation of a design system, including component libraries, design principles, and documentation.

#### Delivering a Design System

You will learn practical aspects of implementing a design system within an organization, including cross-departmental implementation, versioning, and integration with existing workflows.

#### Managing a Design System

You will learn strategies for managing and optimizing a design system, including governance models, updates, and communication strategies.

# User Interface Design & Visual Design



## NUMBERS & FACTS

Language: English

Max. Participants: 12

Time: 4+ Weeks

Scope: 120 hours / 160 lessons

Expense: 10-40 per week

Price: € 2.440,00

Cancellation: Cancellation free of charge up to 14 days before start.

Satisfaction Guarantee: up to 14 days after the start without risk.

## CERTIFICATE

For completing the seminar participants receive the certificate „*User Interface Design & Visual Design*“ by the XDi – Experience Design Institut.

## INCLUDED SERVICES

- International recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussions with other participants
- Links, literature and tool-tips



# User Interface Design & Visual Design



**MENTOR**



## **Christopher Leineweber**

Lead Product Designer, Design Consultant & Lecturer

Christopher started his career as a UX designer in the agency environment, predominantly on Volkswagen as a client. After some time, he moved to the digital agency of Commerzbank. This was followed by a stopover at Dr. Oetker's Innovation Lab with a focus on design research and incubations. After that, he took care of a team of interdisciplinary Designer:innen in the startup of Deutsche Bank, until he was taken over by the group. For some time now, he has been working for Vanguard, the largest bond fund provider worldwide

**MENTOR**



## **Anke Friedrich**

Communication Designer & Art Director

Anke Friedrich studied communication design at the Düsseldorf University of Applied Sciences and has been working as a permanent and freelance creative for various agencies in Germany since 2012. Her main interests lie in corporate and brand design, as well as in the UX/UI conception of digital products. In the past, she has also gained a lot of experience in the area of digitisation processes in packaging development. She always enjoys thinking outside the box in order to create the best possible, sustainable user experiences.

# User Interface Design & Visual Design



## MENTOR



### **Stefan Schmitt**

Diplom-Designer, Systemic management coach, trainer, mentor, author and entrepreneur

Stefan is an experience designer, XD trainer and systemic management coach. He is a passionate designer and is always looking for ideas, ways and solutions to make the world a better place. He worked for almost 20 years as a freelance designer and consultant for international companies and agencies. In 2014 he founded the XDi – Experience Design Institute to help people create innovative, intelligent and people-friendly products, services and systems. Stefan has been practicing Zazen, Yoga and QiGong for about 20 years to make his life better, happier and more meaningful.

## YOUR BENEFITS

- First-class instructors with a strong practical knowledge and extensive experience in the international context.
- Didactically prepared and creatively implemented learning content.
- Practically applied and solid theoretical knowledge
- Use the latest results of brain-research.
- Integrated coaching and mental training methods.
- Umfangreiche Seminarunterlagen mit vielen weiteren Tipps, Tricks & Links.
- Personal, informal handling.
- Recognized as educational leave.

## 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.

# User Interface Design & Visual Design



## CERTIFICATIONS



## REVIEWS



# User Interface Design & Visual Design



## TESTIMONIALS

„Even after several years of professional experience in UI/ UX design, I still wanted to expand my knowledge of UX research and UX analysis. Here I found the further training of the XDi much more extensive compared to other providers. And indeed, I was able to take away a lot of knowledge here and now feel much more confident in dealing with it.“

- **Katharina Kirschner**

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere.“ - **Andreas Lemburg**

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan’s many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners.“ - **Christian Franke**

„Customer-focused work, isn’t that what we do? How far one’s own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer’s needs. What would our persona do? What are the top tasks?“ - **Silke Thomas**

## REFERENCES

Weitere Referenzen und Teilnehmerstimmen auf [xd-i.com/referenzen](http://xd-i.com/referenzen)

otto group



Handelsblatt



DAIMLER

BOSS  
HUGO BOSS

Douglas

CHECK24

adidas  
GROUP

Allianz

## MEMBERSHIPS



INTERACTION DESIGN  
FOUNDATION

kursfinder.de