

AD-105

1-Day  
COURSE

# VISUAL DESIGN FOR USER EXPERIENCE

Utilize industry proven visual design and usability principles to take your product to the next level

## COURSE OUTCOMES

- > An overview of visual design theory
- > Understand how to apply visual design principles and elements to enhance usability
- > Learn techniques that enhance emotional engagement
- > Guidelines for the creation and implementation of style guides
- > Apply usability principles in visual design through hands-on exercises

## WHO SHOULD ATTEND?

This course requires limited prior UX design knowledge. Recommended for web developers, interaction designers, UI/UX designers, product designers, those responsible for websites, apps, intranets and anyone looking to expand or update their skills.



## COURSE OUTLINE

(This course is 50% theory, 50% practical)

### INTRODUCTION

- > The visual design process
- > The user experience process
- > Making the processes work together

### VISUAL DESIGN PRINCIPLES

- > Gestalt Psychology theory
- > Applying design theory
- > Understanding composition
- > Using graphical elements
- > Engaging users through visual design
- > Data visualization

### CREATING A VISUAL LANGUAGE

- > Storytelling
- > Creating and applying style guides
- > Iconography

### WORKING WITH A DESIGNER

- > Basic terminology
- > Importance of and how to write a creative brief
- > Avoiding pitfalls in communication
- > Integrating visual design into the product development process

## CERTIFICATION

Visual Design for User Experiences is a course within the following certification streams if finished within two years of the initial course:



*This 1-day course brings visual design theory and usability principles into harmony. Learn how to combine form and function to take your product to the next level.*

## COURSE DETAILS

### DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

### COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is not required for this course.

### REGISTRATION COST

**1-day courses:** \$595 CAD

**CXD or CXR Certification:** \$2595 CAD

**CXS Certification:** \$4545 CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax. Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.

### LOCATIONS

Our training courses are delivered in Toronto, Ottawa, Vancouver and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule for each city at

[www.akendi.com/ux-training](http://www.akendi.com/ux-training).

### Custom Training Available!

Akendi offers customised training courses designed to fit your organization's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.

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