Introduction to UX design principles course

2 days (12 Hours)

This two-day UX design workshop introduces participants to the core principles of information and visual design essential for crafting compelling user experiences. Through hands-on exercises, attendees will learn to structure and prioritize user scenarios, ensuring a smooth and intuitive flow.

The course also encourages experimentation with space, form, and function to create clean, distraction-free visual designs. Participants will gain practical experience in research and planning by following a typical UX design workflow and applying concepts to their app ideas.

No prior experience in UX or design is required. This workshop is ideal for designers, developers, business analysts, and program managers looking to enhance their understanding of UX design.

What you'll learn in this training course

- Overview of the UX process and how it relates to design
- Using research techniques to build user journey maps and user personas
- Converting what you discovered through research into valid features
- Structuring your content: Building a successful information hierarchy
- Understanding the psychology behind design and how it relates to the brain
- Avoiding distractions in your designs and preventing cognitive overload
- Starting with low-fidelity solutions: How iteration through sketching and collaboration improves experiences
- Creating and testing prototypes

Audience for this training course

This UX design class is for anyone interested in understanding the high-level UX design process. You can build your own interactive project in this class as you navigate the lessons.

Goals and objectives for this training course

American Graphics Institute focuses on providing high-quality training courses for professional development. We provide regularly scheduled small group courses along with private or customized training.

UX Design Course: Mastering User Experience

Lesson 1: Introduction to UX Design – Crafting engaging digital experiences

- What is UX design, and why does it matter?
- Core principles of user-centered design and usability
- How UX influences engagement, retention, and success
- The psychology of user behavior in digital experiences

Lesson 2: UX strategy & planning – Designing with purpose

- Understanding the UX design process from start to finish
- Applying design thinking to solve user problems creatively
- Creating personas and scenarios to map out user needs
- Exploring customer journey maps to enhance user flow
- Defining key features and functionality based on user goals
- Sketching intuitive navigation and information architecture
- Storyboarding user interactions for better engagement

Lesson 3: UX fundamentals – Crafting intuitive experiences

- The essential principles of UX design for seamless usability
- Visual hierarchy and layout strategies for engagement
- The power of typography in guiding user attention
- Designing intuitive forms and interactive elements
- Accessibility and inclusive design considerations

Lesson 4: Sketching & wireframing – Bringing ideas to life

- Translating UX principles into compelling screen layouts
- Rapid sketching techniques for idea exploration
- Structuring content for clarity and ease of use
- Iterative design: refining layouts based on feedback
- Wireframing fundamentals: creating a blueprint for your design

Lesson 5: prototyping & user interaction – Testing your ideas

- Building low-fidelity and high-fidelity prototypes
- Gathering user input and refining designs iteratively
- Narrowing the scope and prioritizing key interactions
- Exploring tools for rapid prototyping
- Evolving your design based on user feedback

Lesson 6: Validation & user testing – Refining for excellence

- The importance of testing for a frictionless user experience
- Usability testing methods: A/B testing, heuristic evaluation, and more
- Gathering and analyzing user feedback effectively
- Iterating based on real user behavior and pain points
- Presenting findings and advocating for user needs

Lesson 7: UX documentation & collaboration – Bringing your vision to life

- Communicating UX decisions with developers and stakeholders
- Creating clear, actionable UX documentation
- Understanding final visual design and redlining for handoff
- Best practices for cross-team collaboration
- Next steps: advancing your UX career and refining your portfolio